



Results by Standard

2024-2025 Technical Skills Assessment Marketing

Legend (%)		
0-50%	51-75%	76-100%

Assessment: Marketing Number tested: 187	% Correct 21-22	% Correct 22-23	% Correct 23-24	% Correct 24-25
CONTENT STANDARD 1.0: BUSINESS FUNDAMENTALS	93.14%	85.27%	86.57%	91.16%
Performance Standard 1.1: Fundamental Business Concepts	93.14%	85.27%	86.57%	91.16%
1.1.3 Explain the diverse set of activities involved in marketing.	93.14%	85.27%	86.57%	91.16%
CONTENT STANDARD 2.0: ECONOMIC SYSTEMS, INDICATORS/TRENDS, AND INTERNATIONAL CONCEPTS	81.37%	77.59%	75.60%	82.47%
Performance Standard 2.1: Fundamental Economic Concepts	83.86%	80.69%	81.83%	89.30%
2.1.5 Explain the principles of supply, demand, and equilibrium.	80.00%	75.89%	80.56%	91.63%
2.1.6 Compare and contrast the relationship between scarcity, trade and production.	92.00%	86.16%	81.48%	93.49%
2.1.7 Explain how quantity demand, quantity supply, and elasticity affect price.	76.57%	73.21%	80.09%	81.86%
2.1.8 Describe economic concepts that relate to and affect marketing decisions.	86.86%	87.50%	85.19%	90.23%
Performance Standard 2.2: Fundamental Economic Systems	80.86%	76.79%	72.22%	79.07%
2.2.2 Explain the concept of private enterprise.	53.71%	49.55%	41.67%	54.88%
2.2.3 Explain the nature of competition.	89.90%	85.86%	82.41%	87.13%
Performance Standard 2.3: Basic Economic Indicators/Trends	85.14%	83.48%	77.31%	86.05%
2.3.1 Explain the concept of productivity.	85.14%	83.48%	77.31%	86.05%
Performance Standard 2.4: International Marketing and Trade	69.71%	62.50%	62.50%	65.12%
2.4.1 Explain the nature of international marketing and trade.	69.71%	62.50%	62.50%	65.12%
CONTENT STANDARD 3.0: ETHICS IN MARKETING	77.00%	72.32%	71.30%	80.12%
Performance Standard 3.1: Code of Ethics	77.00%	72.32%	71.30%	80.12%
3.1.2 Explain the importance of trust for the successful conduct of business.	75.71%	69.20%	72.69%	79.53%
3.1.3 Differentiate between ethics and government relations.	68.00%	68.75%	63.89%	75.35%
3.1.7 Illustrate how unethical behavior can lead to fraudulent behavior.	88.57%	82.14%	75.93%	86.05%
CONTENT STANDARD 4.0: EXTERNAL FACTORS TO BUSINESS	69.43%	63.99%	63.81%	71.55%
Performance Standard 4.1: External Factors that Impact Business	69.43%	63.99%	63.81%	71.55%
4.1.2 Describe how the economy influences marketing decisions.	62.57%	51.79%	59.26%	62.33%

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4.1.3 Recognize how the environment influences marketing decisions.	72.00%	62.95%	62.50%	72.56%
4.1.7 Evaluate how competition influences marketing decisions.	73.71%	77.23%	69.68%	79.77%
CONTENT STANDARD 5.0: PRODUCT/SERVICE MANAGEMENT	56.00%	53.30%	52.50%	59.26%
Performance Standard 5.1: Product Life Cycle	14.86%	18.30%	15.74%	26.51%
5.1.2 List the stages of the product life cycle and identify the stage in which a product is located.	14.86%	18.30%	15.74%	26.51%
Performance Standard 5.2: Product Packaging and Branding	70.67%	62.05%	64.35%	68.53%
5.2.3 Identify the qualities of effective branding.	74.57%	63.62%	62.73%	64.65%
5.2.4 Differentiate between brand name and generic products.	62.86%	58.93%	67.59%	76.28%
Performance Standard 5.3: Product Mix and Extensions	53.14%	62.05%	53.70%	64.19%
5.3.3 Explain the advantages and disadvantages of product line diversification (i.e., extending product lines and adding new ones).	53.14%	62.05%	53.70%	64.19%
CONTENT STANDARD 6.0: PRICING	81.71%	77.23%	74.54%	81.98%
Performance Standard 6.1: Roles of Pricing and Pricing Strategies	81.71%	77.23%	74.54%	81.98%
6.1.1 Identify the various objectives of pricing.	67.43%	62.50%	57.41%	67.44%
6.1.2 Identify the factors that will influence product price.	86.86%	80.36%	81.02%	89.30%
6.1.6 Calculate a break even point using cost and price information.	92.57%	91.52%	89.81%	93.95%
6.1.7 Explain the relationship between price and perceived quality.	80.00%	74.55%	69.91%	77.21%
CONTENT STANDARD 7.0: PLACE/DISTRIBUTION	70.86%	65.54%	67.13%	72.56%
Performance Standard 7.1: Distribution Processes and Plans	70.86%	65.54%	67.13%	72.56%
7.1.1 Explain how channel management related to other marketing activities.	66.86%	64.73%	62.50%	72.56%
7.1.4 Describe how distribution channels are selected.	83.43%	78.57%	75.93%	83.26%
7.1.7 Assess inventory control methods in order to minimize costs and meet customer demand.	81.14%	84.82%	83.33%	88.37%
7.1.8 Identify sources of inventory loss and describe how to minimize shrinkage.	61.43%	49.78%	56.94%	59.30%
CONTENT STANDARD 8.0: PROMOTIONAL MIX	74.88%	72.03%	68.14%	77.11%
Performance Standard 8.1: Advertising	82.97%	79.11%	77.87%	84.00%
8.1.1 Identify the various mediums available for advertising.	88.57%	83.93%	83.33%	89.07%
8.1.2 Demonstrate the basics of the design process in graphics.	97.14%	92.86%	88.89%	97.21%
8.1.3 Describe the elements of an effective advertisement.	73.71%	63.39%	70.37%	80.93%
8.1.4 Identify the factors that determine media selection.	66.86%	71.43%	63.43%	63.72%
Performance Standard 8.2: Sales Promotion	65.71%	64.36%	59.10%	68.84%
8.2.1 Choose appropriate sales promotion tools for a particular product or service.	57.14%	58.48%	52.78%	64.34%
8.2.2 Compare and contrast the alternative forms of sales promotion.	64.00%	57.14%	52.78%	65.58%

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8.2.3 Describe the factors used to determine the proportion of the promotional budget that should be allocated to sales promotion vs. advertising.	79.43%	76.79%	71.76%	77.21%
Performance Standard 8.3: Public Relations	57.71%	60.49%	56.02%	64.42%
8.3.1 Identify the various forms of public relations activities used by marketers.	60.00%	62.05%	57.41%	66.05%
8.3.2 Critique public relations activities being used by marketers.	55.43%	58.93%	54.63%	62.79%
Performance Standard 8.4: Personal Sales	79.77%	75.40%	71.11%	81.16%
8.4.1 Explain the importance of personal selling in a company's operation.	81.14%	73.21%	70.14%	79.07%
8.4.2 Demonstrate the steps involved in the selling process.	82.86%	78.35%	75.93%	85.81%
8.4.3 Describe the qualities necessary for success as a sales manager.	82.86%	83.93%	77.78%	88.84%
8.4.4 Identify the roles played by people involved in the purchase or use of the product (i.e. buyer, influencer, user).	63.43%	61.16%	54.17%	70.23%
8.4.7 Identify the various types of sales personnel and their functions.	73.14%	62.50%	55.56%	61.86%
8.4.8 Analyze customer's rational and emotional buying motives and decisions.	95.43%	91.07%	88.43%	95.35%
8.4.9 Analyze various products to identify the features and benefits of each.	77.43%	76.12%	71.53%	82.79%
CONTENT STANDARD 9.0: RETAIL MANAGEMENT	76.90%	73.21%	71.43%	77.48%
Performance Standard 9.1 Retailing Support Activities	76.90%	73.21%	71.43%	77.48%
9.1.1 Define cash, credit and debit card, and layaway sales transactions.	79.43%	74.11%	69.44%	81.40%
9.1.2 Define returns, exchanges, and allowances.	86.00%	81.03%	78.47%	87.44%
9.1.3 Describe the use of technology in the selling function.	54.29%	58.93%	55.09%	59.53%
9.1.5 Compute the sales tax on a sales invoice.	73.71%	70.54%	73.61%	74.88%
9.1.7 Demonstrate proper cash control procedures (balancing cash drawer, giving proper change to customers, and calculating discounts).	79.43%	73.44%	72.45%	75.81%
CONTENT STANDARD 10.0: MARKET RESEARCH	85.14%	80.36%	81.94%	82.79%
Performance Standard 10.1: Market Research Project	85.14%	80.36%	81.94%	82.79%
10.1.1 Identify the steps in the market research process.	85.14%	80.36%	81.94%	82.79%
1CONTENT STANDARD 11.0: MARKET CHARACTERISTICS	75.21%	74.78%	73.15%	79.42%
Performance Standard 11.1 Marketing Segmentation	80.67%	79.46%	77.62%	84.81%
11.1.4 Identify a target market for a given product or service.	90.48%	86.46%	85.34%	89.61%
11.1.5 Explain why market segmentation is important to the achievement of market goals.	27.43%	40.63%	31.94%	49.77%
11.1.6 Explain the marketing strategies used to reach a given target market.	92.57%	88.39%	88.89%	95.12%
Performance Standard 11.2: Market Positioning	58.86%	60.71%	59.72%	63.26%

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11.2.1 Explain how the characteristics of a given product or service contribute to a company's competitive advantage.	58.86%	60.71%	59.72%	63.26%
1CONTENT STANDARD 12.0: MARKETING PLANS	83.43%	75.00%	77.31%	83.26%
Performance Standard 12.1 Components of Marketing Plans	83.43%	75.00%	77.31%	83.26%
12.1.1 Explain why market planning is essential for organization and product success.	92.00%	83.48%	81.48%	89.30%
12.1.2 Identify the steps involved in the development of a marketing plan.	77.71%	66.07%	71.76%	77.21%
12.1.4 Differentiate between strategic and short term tactical planning.	80.57%	75.45%	78.70%	83.26%
1CONTENT STANDARD 13.0: E MARKETING	67.14%	66.96%	62.50%	76.28%
Performance Standard 13.1: Concepts, Strategies, Language and Systems to Convey Ideas and Information	67.14%	66.96%	62.50%	76.28%
13.1.4 Discuss how technology changes customer behaviors.	68.57%	68.30%	64.81%	78.14%
13.1.5 Explain how digital media and multimedia are used in marketing strategies.	65.71%	65.63%	60.19%	74.42%
1CONTENT STANDARD 14.0: FINANCING AND FINANCIAL ANALYSIS	68.30%	67.43%	62.70%	70.96%
Performance Standard 14.1: Nature And Scope of Financing	61.59%	59.62%	56.64%	64.03%
14.1.4 Explain the advantages and disadvantages of the use of bank and/or store cards for business transactions.	68.00%	54.02%	61.11%	65.12%
14.1.5 Explain loan evaluation criteria used by lending institutions.	71.81%	72.32%	67.13%	76.12%
14.1.6 Complete business or personal loan application package.	91.43%	89.73%	83.80%	95.35%
14.1.7 Complete a personal budget and set financial goals.	43.43%	43.60%	39.35%	47.60%
14.1.8 Explain the legal considerations for credit use.	49.14%	45.09%	45.37%	44.65%
Performance Standard 14.2: Financial Resources	73.33%	73.29%	67.25%	76.16%
14.2.1 Explain the time value of money.	40.00%	41.52%	39.35%	59.07%
14.2.2 Project the total cash needed to start a business.	76.86%	79.46%	68.52%	76.28%
14.2.4 Recommend records needed for the daily operation of a planned business.	76.86%	79.69%	67.82%	76.28%
14.2.5 Prepare pro forma financial statements for a planned business.	77.14%	77.68%	64.35%	79.53%
14.2.7 Determine the financial condition of a business based on its financial records.	93.71%	83.93%	83.80%	89.30%
14.2.8 Identify potential threats and opportunities to protect a business financial well being.	67.81%	68.60%	61.73%	69.46%
14.2.9 Estimate project costs and return on marketing investment (ROMI).	79.14%	76.12%	80.79%	86.28%