



## Marketing, Sales and Service

Pathway: Marketing Information Management and Research

Code	Topic	Course	Knowledge and Skill	Performance Element	Measurement Criteria
MKPE01.01	Career Development	#5: Principles of Marketing Research	Assess marketing information and research career information to enhance opportunities for career success.	Analyze marketing information and research careers to determine careers of interest.	Identify career opportunities in marketing information and research. Investigate the role and responsibilities of marketing information and research employees. Recognize factors that affect the scope of responsibilities of marketing information and research employees. Ascertain educational requirements for marketing information and research careers. Determine income ranges associated with marketing information and research careers. Assess working conditions associated with marketing information and research careers. Determine perquisites (perks) associated with marketing information and research careers. Describe the lifestyles of marketing information and research employees. Identify career paths in marketing information and research careers. Explain the personal characteristics associated with marketing information and research success. Identify types of marketing-research firms.



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			(CONTINUED)	Compare individual's abilities, interests, and attitudes with those associated with marketing information and research success to determine the match between the two.	Analyze desired lifestyle and that associated with marketing information and research careers. Discern between desired benefits and those associated with marketing information and research. Contrast personal characteristics with those associated with marketing information and research success. Examine similarities and differences between personal educational goals and educational requirements for marketing information and research careers.
MKPE02.01	Communication and Interpersonal Skills	#8: Principles of Marketing Communications	Employ communication and interpersonal skills to facilitate interaction with others.	Communicate with staff to clarify workplace objectives and maximize workflow.  Communicate and apply interpersonal skills to manage marketing information and research.	Participate in meetings and problem-solving groups. Resolve complaints. Prepare complex written reports. Write cover letter for surveys.
MKPE03.01	Business Administration	#7: Principles of Sales Management #8: Principles of Marketing Communications	Acquire foundational knowledge of marketing information and research to understand its scope and impact on business.	Investigate the marketing information and research industry to understand its background.	Identify reasons for changes occurring in marketing-information management and research. Recognize types of marketing information and research activities. Analyze the impact of technology on marketing-information management and research. Recognize the effects of international trade on marketing information and research. Identify issues and trends in marketing information and research.



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MKPE03.02	Business Administration	#7: Principles of Sales Management #8: Principles of Marketing Communications	Implement business ethics and safeguards to protect the business and to create trust.	Apply ethics to protect a business.	Implement managerial ethics.
				Plan and implement security measures to minimize loss and to create trust.	Maintain data security.
				Implement measures to maintain a safe working environment.	Clean service and work areas.
MKPE03.03	Business Administration	#7: Principles of Sales Management #8: Principles of Marketing Communications	Use organizing, leading, and planning to manage marketing information and research activities.	Organize work efforts and staff to enhance work flow.	Coordinate efforts of multifunctional teams.
					Coordinate activities with other departments.
					Manage cross-functional activities.
				Lead staff to improve their job performance.	Recognize management's role in the achievement of quality.
					Mentor/coach staff members.
				Plan and implement activities and strategies to guide staff.	Identify factors that affect planning.
	Implement tactics to accomplish strategies.				
		Provide input into strategic planning.			
MKPE04.01	Marketing-Information Management	#9: Information Management in Marketing	Manage marketing information and research activities to facilitate business's development and growth and to contribute to customer satisfaction.	Acquire foundational knowledge of marketing information and research to understand what information and equipment are needed to carry out marketing information and research activities.	Assess information needs.
					Describe the use of electronic data interchange (EDI) in marketing information and research activities.
					Analyze capabilities of electronic business systems in marketing-information management and research.



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			(CONTINUED)	Collect marketing information to facilitate decision-making.	Differentiate between external and internal information monitoring. Identify sources of primary and secondary data. Obtain information from customer databases. Employ computer search engines to locate marketing research information. Search online databases to access marketing information. Data mine web log for marketing information. Purchase information services. Collect information about the competition. Track technological changes. Monitor consumer needs. Track economic changes. Track regulatory changes. Obtain and track information about domestic and foreign suppliers/manufacturers. Monitor sales data (by volume, product, territory, channel, time period, etc.). Collect and monitor transactional data through electronic means (e.g., bar coding, optical scanners, automatic replenishing systems, electronic data interchange [EDI], and reader-sorters). Monitor inventory data. Track cost data. Collect product quality data. Measure market size, composition, and structure. Analyze purchasing behavior. Analyze market areas using spatial modeling techniques. Evaluate product usage. Conduct SWOT analysis.

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			(CONTINUED)	Design and implement marketing research activities to test hypotheses and/or resolve issues.	<p>Compare and contrast marketing information management with marketing research.</p> <p>Distinguish between types of marketing research (e.g., quantitative vs. qualitative, ad hoc vs. continuous, etc.).</p> <p>Diagnose the marketing research problem/issue.</p> <p>Identify research approaches (e.g., observation, survey, experiment) appropriate to the research problem.</p> <p>Select data collection methods (e.g., observations, mail, telephone, Internet, discussion groups, interviews, scanners).</p> <p>Evaluate the relationship between the research purpose and the marketing research objectives.</p> <p>Estimate the value of research information.</p> <p>Compare and contrast validity and reliability.</p> <p>Distinguish between purposive and representative samples.</p> <p>Compare and contrast probability and non-probability sampling.</p> <p>Determine needed sample size.</p> <p>Develop sampling plans (i.e., who, how many, how chosen).</p> <p>Prepare research briefs and proposals.</p> <p>Control sources of error and bias (e.g., response errors, interviewer errors, non-response errors, sample design).</p> <p>Develop rating scales.</p> <p>Prepare diaries (e.g., product, media-use, contact).</p> <p>Create and administer simple questionnaires (e.g., types of questions, question wording, routing, sequencing, length, layout).</p> <p>Conduct telephone interviews.</p>

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			(CONTINUED)	(CONTINUED)	Select attitudinal scaling format (e.g., Likert scales, semantic differential scales, behavior intention scales).
					Employ techniques to assess ongoing behavior (e.g., business records; manual record sheets; electronic recording devices for telephone, personal, and computer interviewing; smart cards; audio-visual equipment).
					Conduct experiments (e.g., lab and field experiments).
					Conduct in-depth interviews.
					Conduct focus groups.
					Conduct continuous panel research.
					Conduct test markets.
					Evaluate marketing research studies.
					Assess quality of contracted research firms.
				Process marketing information to translate data into useful information for decision-making.	Edit research data.
					Code research data.
					Conduct error detection/edit routines.
					Tabulate data.
					Create data matrix.
					Apply statistical methods and software systems to aid in data interpretation (e.g., testing for significant differences, testing for relationships, testing for association).
					Identify types of modeling techniques.
					Apply mathematical modeling techniques.
					Use statistical inferences to make estimates or to test hypotheses.
					Create and use marketing decision support systems to evaluate alternative solutions to marketing problems.
					Analyze narrative text (e.g., sorting, classifying/categorizing, identifying patterns, interpreting, selecting mechanical analysis approaches).
					Interpret research data into information for decision-making.
					Display data in charts/graphs or in tables.



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			(CONTINUED)	Report findings to communicate research information to others.	Provide sales analysis reports.
					Provide simulators.
					Prepare and use presentation software to support oral reports.
					Present findings to client orally.
					Prepare written reports for decision-making.
					Post marketing results on web page.
				Employ marketing information to plan marketing activities.	Select target market.
					Identify trends.
					Predict demand patterns.
					Forecast sales.
					Predict brand share.
					Estimate market share.
					Conduct environmental forecasting.
					Prepare trend analyses.
					Develop customer profiles.
					Determine usage patterns.
					Identify measures used to control marketing planning.
					Evaluate performance of marketing plan.
					Conduct marketing audits.



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MKPE05.01	Marketing Functions	#11: Marketing Management	Manage marketing information to facilitate marketing functions.	Manage marketing information to make and evaluate logistical decisions.	Identify information helpful to supply chain members in planning. Identify data available through online tracking methods. Assess bar-code data. Monitor inventory data. Track cost data. Collect product quality data. Conduct total cost analysis of logistics. Analyze service sensitivity. Evaluate suppliers. Evaluate use of wholesalers in product distribution.



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			(CONTINUED)	Manage marketing information to facilitate pricing strategies that maximize return and meet customers' perceptions of value.	Conduct demand analysis. Determine price sensitivity.
				Manage marketing information to assist in obtaining, developing, maintaining, and improving a product/service mix that responds to market opportunities.	Conduct product analysis. Conduct customer satisfaction studies. Conduct service quality studies. Identify new product opportunities. Test product concepts. Design and conduct product tests. Determine attitudes towards products and brands. Provide information to launch new products. Estimate repeat purchase rate. Estimate purchase cycle.
				Manage marketing information to facilitate promotional activities.	Pre-test advertising. Conduct advertising tracking studies. Measure media audience. Predict and control promotional expenditures. Employ a computerized promotional budget system.

Additional Recommended  
CTE/Degree Major Courses:

- #3: Principles of Sales and Promotion
- #4: Marketing
- #6: Database Design and Management
- #10: Consumer Behavior
- #12: Advanced Marketing Research