

**PROGRAM FOR LICENSING ASSESSMENTS  
FOR COLORADO EDUCATORS® (PLACE®)  
OBJECTIVES  
FIELD 035: MARKETING EDUCATION**

**Subareas**

Marketing  
Marketing Education and Careers  
Basic Concepts of Business and Marketing

**MARKETING**

**Understand basic internal concepts and principles of marketing.**

Includes the role of a marketing department, management of marketing activities, strategic marketing planning, marketing methods and controls, and customer service.

**Understand basic external concepts and principles of marketing.**

Includes market analysis, consumer behavior, organizational markets and their behavior, market research, demand forecasting, and regulations and ethics related to marketing practices.

**Understand the concept of product/service and principles of product/service marketing.**

Includes product/service definitions, product/service classifications, management of product/service mix, product/service development and management, life cycles of products/services, and principles of branding and packaging.

**Understand basic strategies and methods of pricing.**

Includes methods and purposes of pricing, the psychology of pricing, basic concepts of e-commerce pricing, and the concept of profit.

**Understand transportation, logistics, and distribution.**

Includes types and characteristics of distribution channels, legal issues in distribution, characteristics and functions of wholesalers and retailers, and issues related to physical and electronic distribution systems.

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## **OBJECTIVES**

### **FIELD 035: MARKETING EDUCATION**

#### **Understand principles, objectives, and techniques of promotion.**

Includes principles and techniques of sales, personal selling, public relations, and publicity; types and goals of advertising; and basic concepts of Web-based promotion.

#### **Understand principles, characteristics, and functions of entrepreneurship.**

Includes the role of small businesses and entrepreneurs in the national and global economy; the risks, responsibilities, and benefits of entrepreneurship; forms of business ownership; procedures for starting, buying, and operating a business; principles for creating a business plan; principles of finance and accounting; principles of personnel and human-resource management; and the basics of consumer, business-contract, and employment law.

#### **Understand issues related to technology in marketing.**

Includes legal, social, and interpersonal implications associated with the use of technology; issues related to the security of computer systems; and principles and implications of e-commerce.

#### **Understand applications of technology in marketing and marketing education.**

Includes applications of computer systems and software packages, multimedia equipment and software, telecommunications systems and equipment, the Internet and World Wide Web, and emerging technologies.

## **MARKETING EDUCATION AND CAREERS**

#### **Understand program design and activities that integrate core academics and career/technical content.**

Includes the philosophy and objectives of career/technical education programs; relevant legislation; program design and evaluation; and integrated activities to assist students with key issues, concepts, and skills necessary for work in a specific industry or for employment in general.

#### **Understand the characteristics and functions of vocational organizations and community partnerships.**

Includes types and functions of vocational organizations, leadership development, principles for coordinating cooperative/internship programs, establishing and maintaining active advisory committees, using community resources, and principles for developing business/industry partnerships.

#### **Identify occupational clusters and skills related to marketing careers.**

Includes occupational clusters common to different marketing careers, the skills and nature of work for occupational clusters in marketing, and labor-market conditions and employment outlook for various marketing jobs.

**OBJECTIVES**  
**FIELD 035: MARKETING EDUCATION**

**Understand the employment skills necessary to function in the workplace.**

Includes awareness of basic employment skills and attitudes; skills necessary for various careers; career paths; job seeking and interviewing skills; and matching aptitudes and interests with careers.

**BASIC CONCEPTS OF BUSINESS AND MARKETING**

**Understand interpersonal relations and communications in the business environment.**

Includes the role of diversity in the workplace; principles for effective communication in the workplace; the use of technology in communication; basic principles of composition; types and characteristics of business communication, research, and presentation skills; and types and uses of graphic materials.

**Understand fundamental concepts of computer literacy.**

Includes basic terms and concepts related to computer technology; types and characteristics of computer input, storage, processing, and output devices; procedures for selecting, operating, and troubleshooting computer equipment; basic types of operating systems; basic principles and operation of the Internet; issues related to the security of computer systems; characteristics of common software packages; and types and functions of peripheral devices.

**Understand basic concepts and principles of economics.**

Includes the business cycle; the concept of scarcity and the market process; the nature of opportunity costs and factors of production; types and characteristics of economic systems; characteristics and principles of capitalism; characteristics of monopolies; the relationships among supply, demand, and prices; and factors that influence global economics (e.g., exchange rates, tariffs and quotas, trade agreements, balances of trade).

**Apply concepts and principles of marketing mathematics.**

Includes basic mathematical concepts, interpreting charts and graphs, performing marketing-related computations, and using mathematics to solve marketing problems.