

PLACE[®]

STUDY GUIDE

35 Marketing Education



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for Colorado Educators[®]**

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PART 1: GENERAL INFORMATION ABOUT THE PLACE® AND TEST PREPARATION

Part 1 of this study guide is contained in a separate PDF file. Click the link below to view or print this section:

[General Information About the PLACE and Test Preparation](#)

PART 2: FIELD-SPECIFIC INFORMATION

TEST FIELD 35: MARKETING EDUCATION

INTRODUCTION

This section includes a list of the test objectives, immediately followed by a set of practice multiple-choice questions. For test areas that include a performance assessment (Basic Skills, all languages other than English, Special Education Specialist: Visually Impaired), one or more practice performance assignments (as applicable) will also be included.

TEST OBJECTIVES. As noted earlier, the test objectives are broad, conceptual statements that reflect the knowledge, skills, and understanding an entry-level educator needs to teach effectively in a Colorado classroom. The list of test objectives represents the **only** source of information about what a specific test will cover.

PRACTICE MULTIPLE-CHOICE QUESTIONS. The practice multiple-choice questions included in this section are designed to give you an introduction to the nature of the questions included on the PLACE test. The practice questions represent the various types of multiple-choice questions you may expect to see on an actual test; however, they are **not** designed to provide diagnostic information to help you identify specific areas of individual strengths and weaknesses or to predict your performance on the test as a whole.

When you answer the practice multiple-choice questions, you may wish to use the answer key to check your answers. To help you identify how the test objectives are measured, the objective statement to which each multiple-choice question corresponds is listed in the answer key. When you are finished with the practice questions, you may wish to go back and review the entire list of test objectives and descriptive statements for your test area.

OBJECTIVES



TEST FIELD 35: MARKETING EDUCATION

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.

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.

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.

PRACTICE QUESTIONS: MARKETING EDUCATION



1. The main function of marketing control measures such as marketing cost levels, market share, and sales levels in units and dollars is to:
 - A. provide managers with information on which groups find a firm's products most appealing.
 - B. help managers coordinate a firm's marketing activities with the operations of other departments.
 - C. provide managers with feedback on the effectiveness of a firm's marketing plan.
 - D. help managers understand the steps that consumers go through when making purchases.
2. Which of the following best describes a basic characteristic of consumer products that are generally classified as convenience goods?
 - A. Consumers exhibit a high degree of brand loyalty when purchasing convenience goods.
 - B. Promotion of convenience goods by retailers is the key factor in securing good sales.
 - C. Consumers spend considerable time comparing the price, quality, and style of convenience goods before making a purchase.
 - D. Producers must ensure that the convenience goods are widely distributed to obtain good sales.
3. A newly established e-commerce firm would most likely adopt sales-based pricing objectives for which of the following reasons?
 - A. It believes that it is unlikely to face serious competition from other firms in the foreseeable future.
 - B. It is seeking to secure an early recovery of investment costs.
 - C. It believes that increasing market share is the best way to ensure sustained profits.
 - D. It wants to post high profits in order to attract new investment capital.
4. For which of the following reasons would a firm most likely decide to store goods in a company-owned private warehouse rather than use a public warehouse on a rental basis?
 - A. to create appropriate facilities for goods that require special handling
 - B. to meet unanticipated customer needs in a new geographic market
 - C. to achieve increased flexibility to accommodate seasonal demand for goods
 - D. to establish a collection point for goods that have been returned

5. For which of the following purposes would personal selling be most effective?
 - A. to reduce a firm's selling costs per customer
 - B. to discover the strengths and weaknesses of the marketing program for a new product
 - C. to increase public awareness of a product
 - D. to determine when a product has entered the decline stage of the product life cycle
6. Which of the following best describes an important implication of interactive communication for marketing and advertising?
 - A. There is less need to change the content of commercial messages within a given time period.
 - B. Marketers need to pay greater attention to consumer needs throughout the entire consumption cycle.
 - C. The style of commercial messages is becoming more significant than their substance.
 - D. Marketers are more dependent than ever on standard demographic descriptors of the consumer audience.
7. Which of the following types of courses would best provide one with the knowledge and skills needed for a successful career in marketing research?
 - A. urban planning and geography
 - B. political science and anthropology
 - C. sociology and psychology
 - D. history and environmental studies
8. Which of the following best describes the most appropriate size and composition for an active advisory committee to a vocational organization?
 - A. a 2-person committee whose members are from a leading employer in the community
 - B. a 5-person committee whose members have diverse business backgrounds
 - C. a 15-person committee whose members work in different departments of similar businesses
 - D. a 25-person committee whose members are from a wide range of businesses

9. U.S. Department of Labor employment outlook data analyses regularly project many job openings for retail sales workers and cashiers. The stability of demand for workers in these jobs is due mainly to:
- A. a decline in the use of automated sales equipment.
 - B. the size of the workforce required and the high turnover rate within these jobs.
 - C. an increase in the number of workers seeking full-time employment.
 - D. the retirement of many workers in these jobs.
10. When delivering an oral presentation to propose a marketing plan for a new product, a marketing manager would most likely use a flow chart as a graphic aid for which of the following purposes?
- A. to show the main steps in the strategic planning process
 - B. to illustrate consumer demographics for the new product
 - C. to describe the roles of various personnel in the marketing plan
 - D. to compare projected sales revenue with that of other similar products
11. Malcolm is having trouble installing a new software application on his computer from a CD. He gets an error message saying "Not reading from Drive E." Which of the following steps should he take next?
- A. Ensure that his CD drive is connected and functional.
 - B. Reinstall his CD driver software.
 - C. Confirm that his hard drive is properly formatted.
 - D. Check the available memory on his hard drive.

12. Use the table below to answer the question that follows.

**Average Annual
Expenditures—Food**

Item	1997	1998
total	4801	4810
at home	2880	2780
away from home	1921	2030

Which of the following is a reasonable interpretation of data in the table above?

- A. People spent significantly more on food in 1998 than they did in 1997.
- B. The cost of food to be prepared at home decreased between 1997 and 1998.
- C. People dined away from home more frequently in 1998 than in 1997.
- D. The cost of dining away from home remained constant between 1997 and 1998.

ANSWER KEY: MARKETING EDUCATION



Question Number	Correct Response	Objective
1.	C	Understand basic internal concepts and principles of marketing.
2.	D	Understand the concept of product/service and principles of product/service marketing.
3.	C	Understand basic strategies and methods of pricing.
4.	A	Understand transportation, logistics, and distribution.
5.	B	Understand principles, objectives, and techniques of promotion.
6.	B	Understand issues related to technology in marketing.
7.	C	Understand program design and activities that integrate core academics and career/technical content.
8.	B	Understand the characteristics and functions of vocational organizations and community partnerships.
9.	B	Identify occupational clusters and skills related to marketing careers.
10.	A	Understand interpersonal relations and communications in the business environment.
11.	A	Understand fundamental concepts of computer literacy.
12.	C	Apply concepts and principles of marketing mathematics.