

Advanced Marketing (Marketing II)

Product/Service Management

- 1 Explain the concept of product mix **PM:003**

- 2 Describe the nature of product bundling **PM:041**

- 3 Explain the nature of corporate branding **PM:206**

- 4 Describe factors used by businesses to position corporate brands **PM:207**

- 5 Identify customer touch points **PM:277**

- 6 Describe factors used by marketers to position products/services **PM:042**

- 7 Explain the nature of product/service branding **PM:021**

- 8 Describe the role of customer voice in branding **PM:276**

Marketing Technology

- 1 Describe the use of technology in the product/service management function **PM:039**

- 2 Describe the use of technology in the marketing-information management function **IM:183**

- 3 Describe the use of technology in the promotion function **PR:100**

- 4 Explain the use of technology in the pricing function **PI:016**

- 5 Describe the use of technology in the selling function **SE:107**

- 6 Describe the use of technology in the channel management function **CM:004**

Promotion

- 1 Describe word-of-mouth channels used to communicate with targeted audiences **PR:247**

- 2 Explain the nature of direct marketing channels **PR:089**

- 3 Identify communications channels used in sales promotion **PR:249**

- 4 Explain communications channels used in public-relations activities **PR:250**

5 Explain the components of advertisements PR:014

6 Explain the importance of coordinating elements in advertisements PR:251

7 Identify types of public-relations activities PR:252

8 Discuss internal and external audiences for public-relations activities PR:253

Personal Ethics

1 Describe the nature of ethics EI:123

2 Explain reasons for ethical dilemmas EI:124

3 Recognize and respond to ethical dilemmas EI:125

Marketing Ethics

1 Explain the nature of business ethics EC:106

2 Explain the need for professional and ethical standards in marketing PD:137

3 Explain business ethics in product/service management PM:040

4 Explain the role of ethics in marketing-information management IM:025

5 Describe the use of business ethics in promotion PR:099

6 Describe the role of business ethics in pricing PI:015

7 Explain legal and ethical considerations in selling SE:106

8 Describe ethical considerations in channel management CM:006

Marketing Laws and Regulations

1 Identify consumer protection provisions of appropriate agencies PM:017

2 Describe the regulation of marketing-information management IM:419

3 Describe the regulation of promotion PR:101

4 Explain legal considerations for pricing PI:017

5 Explain legal and ethical considerations in selling SE:106

6 Explain legal considerations in channel management CM:005

Economic Concepts

1 Describe types of business models EC:138

2 Describe factors that affect the business environment EC:105

3 Explain how organizations adapt to today's markets EC:107

4 Describe the nature of taxes EC:072

5 Analyze impact of specialization/division of labor on productivity EC:014

6 Explain the concept of organized labor and business EC:015

7 Explain the impact of the law of diminishing returns EC:023

Economic Indicators

1 Discuss the measure of consumer spending as an economic indicator EC:081

2 Describe the economic impact of inflation on business EC:083

3 Explain the concept of Gross Domestic Product (GDP) EC:017

4 Discuss the impact of a nation's unemployment rates EC:082

5 Explain the economic impact of interest-rate fluctuations EC:084

6 Determine the impact of business cycles on business activities EC:018

Planning and Selling New Products

1 Explain the nature of marketing plans MP:007

2 Identify product opportunities PM:134

3 Identify methods/techniques to generate a product idea PM:127

4 Generate product ideas PM:128

5 Analyze product information to identify product features and benefits SE:109

6 Discuss motivational theories that impact buying behavior SE:359

7 Explain key factors in building a clientele SE:828

8 Sell good/service/idea to individuals SE:046

Global Trade

1 Discuss the global environment in which businesses operate EC:104

2 Explain the nature of global trade EC:016

3 Discuss the impact of globalization on business EC:109

4 Describe the determinants of exchange rates and their effects on the domestic economy EC:100

5 Discuss the impact of cultural and social environments on global trade EC:045

6 Explain the impact of major trade alliances on business activities EC:112
