

MICHIGAN TEST FOR TEACHER CERTIFICATION (MTTC)

TEST OBJECTIVES FIELD 036: MARKETING EDUCATION

Subarea	Approximate Percentage of Questions on Test
Marketing Foundations	40%
Marketing Functions	40%
Technology, Ethics, and Career Development	20%

MARKETING FOUNDATIONS

Understand fundamental concepts, goals, and strategies of marketing.

Includes understanding basic concepts in marketing (e.g., marketing concept, market segmentation, target markets); identifying the role of marketing; analyzing the impact of marketing on individuals, businesses, and society; identifying strategies that influence buying motives; identifying strategies for determining client needs and wants; planning communication to influence purchase decisions and enhance future business opportunities; and understanding short- and long-term planning for marketing.

Understand basic elements of effective communication in marketing.

Includes identifying elements of effective verbal and nonverbal communication; identifying concepts, strategies, and systems, including technology, needed for interacting effectively with others; identifying strategies (e.g., outlines, summaries, using reference materials) for preparing written and oral presentations that include general and technical information; understanding the use of marketing reference sources (e.g., the U.S. Census, trade publications); and demonstrating an understanding of communication strategies necessary for effective global marketing.

Analyze the purpose and style of marketing communications.

Includes analyzing factors involved in determining the appropriate style and format for marketing communications; identifying the purpose of various marketing communications; and analyzing the unity, coherence, clarity, emphasis, and effectiveness of marketing communications in business.

TEST OBJECTIVES
FIELD 036: MARKETING EDUCATION

Understand and apply economic concepts to marketing.

Includes applying economic concepts (e.g., supply and demand, pricing, business cycle, productivity) to analyze various business and marketing situations; understanding fundamental features of economic systems (e.g., role of competition, consumer choice); and recognizing the effects of macroeconomic factors (e.g., unemployment rates, inflation) on business and marketing.

Understand business organization and management.

Includes applying fundamental management skills and procedures related to marketing functions; understanding planning processes and how to develop a marketing plan; identifying functions of marketing management (e.g., goal setting, planning, controlling, problem solving, decision making, motivating); recognizing different levels of management; identifying factors involved in setting company policies; identifying entrepreneurial concepts that affect business and marketing decision making; and understanding the characteristics and purposes of a marketing information system.

Understand human resource management, labor relations, and the role of group and interpersonal behavior in marketing management.

Includes analyzing issues related to recruiting, hiring, training, supervising, promoting, and terminating personnel; applying human resource principles, systems, and approaches to management; recognizing the impact of diversity in the workplace; understanding the role of labor relations in the workplace; and applying social theory (e.g., group dynamics, work groups, roles within teams, conflict resolution methods) to analyze workplace situations.

Understand and apply principles, concepts, and techniques related to global business and marketing.

Includes applying basic economic concepts to global business and marketing (e.g., specialization, comparative advantage, opportunity cost, impact of exports and imports); identifying issues and risks involved in entering global markets; understanding global business ventures; analyzing how economic conditions influence global, national, and local markets; and identifying the role of global and U.S. trade agencies and organizations.

TEST OBJECTIVES
FIELD 036: MARKETING EDUCATION

MARKETING FUNCTIONS

Understand the role of price and the use of pricing strategies.

Includes identifying factors that influence price (e.g., cost, quality, competition); identifying pricing policies and techniques (e.g., promotional, psychological) and situations in which each is applicable; identifying concepts and strategies used to maximize return and meet customers' perceptions of value; using break-even analyses to determine price; applying the concept of price elasticity; analyzing how economies of scale attained through mass production affect pricing strategy; and calculating problems involving markups and markdowns.

Understand product service planning.

Includes understanding how products and services are planned, developed, and marketed; identifying the steps of the product life cycle; identifying the functions of packaging and labeling (e.g., protection, promotion); identifying products in industrial/business (e.g., installations, supplies) or consumer (e.g., convenience, shopping) categories; understanding the advantages and disadvantages of product line extensions; and understanding the concept of extended product/service features (e.g., warranties, technical support, service contracts).

Understand distribution processes and methods for developing distribution plans.

Includes understanding the concepts and processes needed to move, store, locate, and/or transfer ownership of goods and services; identifying the various channels of distribution and their importance to the marketing process; understanding the role of intermediaries in the distribution channel (e.g., retailer, wholesaler, broker, agent); identifying the major functions of a physical distribution system (e.g., buying, selling); understanding the importance of inventory control in the marketing process; developing a distribution plan for a given product or service; and calculating problems associated with inventory control (e.g., average inventory, stock turnover).

Understand promotional concepts and strategies.

Includes understanding how to develop, implement, and evaluate promotional plans and campaigns; identifying the components of a promotional mix (e.g., advertising, selling, public relations, sales promotion) and analyzing factors (e.g., laws, diversity, target markets, consumer characteristics) affecting promotional activities; describing types of advertising media; and identifying concepts and strategies needed to communicate information about products, services, images, and/or ideas.

TEST OBJECTIVES
FIELD 036: MARKETING EDUCATION

Understand the selling process.

Includes understanding and demonstrating steps in the selling process (e.g., opening, sales presentation, handling objections, closing); identifying purposes of major federal laws that affect selling; and identifying sellers' and buyers' obligations.

Understand the function of financing in marketing.

Includes understanding the nature and scope of financing; explaining the use, purpose, and importance of credit; applying financial concepts to decision making; and understanding risk management principles and techniques.

Understand the function of marketing information management.

Includes identifying the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions; describing the role and purpose of marketing research (e.g., relationship to marketing plan, identifying markets) and the steps in conducting marketing research; using marketing research to analyze demand and forecast sales; and applying quantitative and qualitative methods to marketing functions (e.g., purchasing) and marketing research (e.g., forecasting, profit analysis).

TECHNOLOGY, ETHICS, AND CAREER DEVELOPMENT

Understand the role of ethical and social responsibility in marketing.

Includes analyzing marketing situations that involve ethical considerations; recognizing factors (e.g., advertising, government regulations) that influence ethical decisions in business and marketing; analyzing issues related to social responsibility in the global marketplace; understanding the social responsibilities of business organizations; understanding the function of management in making ethical decisions; and demonstrating knowledge of health, safety, societal, and environmental issues in marketing.

Understand the basic principles and application of technology in marketing.

Includes recognizing the importance of technology in marketing; recognizing advantages and disadvantages of given technology in marketing-related situations; understanding the purposes, uses, and impact of technology in marketing functions (e.g., distribution, promotion, management information systems); understanding the use of software applications (e.g., spreadsheet, database, desktop publishing) in marketing; demonstrating an understanding of e-commerce; and analyzing safety and security issues related to the use of technology in marketing.

TEST OBJECTIVES
FIELD 036: MARKETING EDUCATION

Understand how to promote student development and assist students in career planning.

Includes identifying the concepts, strategies, and resources needed for career exploration, development, and growth in marketing; identifying strategies for matching personal characteristics and needs to marketing careers (e.g., assessing personal strengths and weaknesses, career exploration and development); identifying types and characteristics of marketing careers; understanding goals and purposes of work-based learning programs (e.g., mentoring, cooperative education, job shadowing); and understanding purposes, characteristics, functions, and organizational structure of student leadership organizations (e.g., DECA).

Understand the procedures and techniques necessary to select, prepare for, obtain, and maintain a career in marketing.

Includes applying procedures for seeking employment (e.g., constructing a résumé, writing letters of application, demonstrating appropriate interviewing skills); understanding employers' expectations, appropriate work habits (e.g., punctuality, ethical behavior), and personal characteristics necessary for a career in marketing; describing methods for building and maintaining a career (e.g., portfolios, certificates); and identifying employee rights and responsibilities.