



Marketing and Management Competency Profile

Business Law

- Explain the civil foundations for the legal environment of business
- Explain human resources laws and regulations to facilitate business operations
 - Explain the nature of human resources regulations
 - Explain the nature of workplace regulations (including OSHA, ADA)

Entrepreneurship

- Develop a concept for a new business venture to evaluate its success potential
 - Use components of a business plan to define the venture idea.
- Determine needed resources for a new business venture to contribute to its start-up viability
 - Use components of a business plan to define the venture idea
- Explain considerations in launching a new business venture to generate profit and/or meet objectives.
 - Use External resources to supplement entrepreneur's expertise.
 - Explain the complexity of business operations.

Financial Analysis

- Prepare cash flow statements to manage money flow
- Manage financial resources to ensure solvency
 - Describe the nature of cost/benefit analysis
 - Forecast sales
 - Interpret financial statements

Human Resources Management

- Implement organizational skills for facilitating the work efforts of others
 - Delegate work to others
- Coordinate efforts of cross-functional teams to achieve project or company goals
 - Manage collaborative efforts
- Foster staff growth and development to increase productivity and employee satisfaction
 - Orient new employees
 - Recognize and reward employees
 - Train staff
- Implement organizational skills to facilitate work efforts
 - Coordinate the efforts of multifunctional teams

Strategic Management

- Utilize planning tools to guide an organization's or department's activities.
 - Conduct an organizational SWOT
 - Develop a business plan

Information Management

- Use information literacy skills to increase workplace efficiency and effectiveness
- Maintain business records to facilitate business operations
- Assess the impact of technology on business activities to streamline processes
- Describe the scope of the Internet in order to understand how to access available resources
- Demonstrate basic e-mail functions
- Demonstrate use of personal information management and productivity applications
- Demonstrate basic word processing skills to create documents
- Use advanced word processing features to facilitate document creation
- Use presentation software to visually display information in multiple contexts that is compelling, professional and visually appealing
- Utilize and create databases to store and manage data
- Demonstrate basic spreadsheet applications
- Use an integrated business software application package to minimize data redundancy
 - Embed information in applications
- Create and post a basic Web page
- Utilize information technology tools to manage and perform marketing research responsibilities

Economics

- Discuss the interactions of supply, demand and price
- Differentiate among economic systems to understand the environments in which businesses function
- Determine global trade's impact on business decision making
- Describe marketing's role and function in business to demonstrate command of its nature and scope
- Acquire foundational knowledge of customer, client and business behavior to understand what motivates customers' decision making

Channel Management

- Describe channel management activities to show command of their role in marketing
- Manage channel activities to minimize costs and to determine distribution strategies
 - Explain the nature of channel strategies
 - Select channels of distribution
- Develop channel management strategies to maximize marketing efforts
 - Develop new channels for goods and services

Distribution

- Implement receiving processes to ensure the accuracy and quality of incoming shipments

Pricing

- Explain pricing activities to show command of their role in marketing
- Employ pricing strategies to determine optimal prices
 - Set prices

Product and Service Management

- Explain product and service management activities to show command of their nature and scope
- Generate product ideas to contribute to ongoing business success
 - Generate product ideas
- Employ product mix strategies to meet customer expectations
- Position products and services to acquire the desired business image
- Employ product mix strategies to meet customer expectations
 - Analyze product needs and opportunities
- Employ product development processes to maintain an up-to-date product pipeline
 - Explain new product development processes
 - Evaluate and process innovations

Marketing Communications

- Describe marketing communications activities to show command of their nature and scope
- Explain marketing communications channels used to communicate promotional messages to targeted audiences
- Explain the components of advertisements
- Explain public relations activities
- Explain participation in trade shows and expositions to communicate with targeted audiences
- Explain long-term and short-term results of promotional efforts
 - Implement metrics for assessing results of promotional efforts
- Develop marketing communications activities to maximize return on marketing investment
 - Develop promotional mix activities
 - Develop a public relations and publicity plan for achieving communications objectives
 - Evaluate the allocation of a promotional effort
- Explain design principles used in advertising layouts to communicate needs to designers
 - Explain type styles used in advertisements

Communication Skills

- Apply active listening skills to demonstrate understanding of what is being said
- Apply verbal skills to obtain and convey information
- Write internal and external business correspondence to obtain and convey information effectively
- Communicate with co-workers and supervisors to clarify workplace objectives

Customer Relations

- Foster positive relationships with customers to enhance company image
- Resolve conflicts with and for customers to encourage repeat business

- Reinforce the company's image to exhibit the company's brand promise

Emotional Intelligence

- Develop personal traits to foster career advancement
- Apply ethics to demonstrate trustworthiness in working with others
- Exhibit techniques to manage emotional reactions to people and situations
- Identify with others' feelings, needs and concerns to enhance interpersonal relations
- Apply problem solving techniques to obtain solutions to issues and questions
 - Explain the use of problem solving techniques in business
- Manage stressful situations to minimize negative workplace situations
 - Use conflict resolution skills
- Implement teamwork techniques to accomplish goals
- Employ leadership skills to achieve workplace objectives
- Manage internal and external business relationships to foster positive interactions

Professional Development

- Utilize critical thinking skills to determine best options and/or outcomes
- Participate in career planning to enhance job success potential
- Explain responsibilities in marketing to demonstrate ethical and legal behavior
- Acquire information about merchandising to aid in making career choices
- Function as a self-managed marketer to demonstrate professional effectiveness
 - Make plans
 - Report progress

Marketing Information Management

- Discuss marketing information management activities to show command of their nature and scope
- Explain marketing research activities to show command of their nature and scope
- Describe data collection methods to evaluate their appropriateness for the research problem or issue
- Interpret research data into information for decision making
- Report findings to communicate research information to others
- Employ marketing information to plan sales activities
- Evaluate the relationship between business objectives and the expected use of research outcomes.
- Utilize marketing information to analyze and predict customer behavior
 - Predict demand patterns
- Apply marketing information to facilitate product and service management decisions
 - Conduct product analysis
 - Conduct a product and brand situation analysis
- Utilize marketing information to assess marketing and communications activities
 - Measure media audience

- Report findings to communicate research information to others
 - Display data in charts, graphs or tables

Marketing Planning

- Explain the use of marketing strategies to guide marketing decision making
- Explain the concept of market and market identification to identify targeted audiences
- Employ marketing information to develop a marketing plan
 - Identify market segments
 - Select a target market
 - Develop the marketing plan

Selling

- Acquire product knowledge to communicate product benefits and to ensure appropriateness of the product for the customer
- Qualify customers/clients to maximize time spent with viable customers/clients
- Perform pre-sales activities to facilitate sales presentation
- Prospect for customers to build clientele
- Establish a relationship with the client/customer to foster trust and to enhance service image
- Qualify customer/client needs to aid in making product and/or service recommendations
- Identify the customer's buying motives to facilitate the sales process
- Demonstrate a product to aid customers in making decisions
- Close the sale to determine the customer's desire to buy
- Demonstrate suggestion selling to satisfy customer needs and wants

- Employ sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales
- Implement support activities to facilitate the selling process

Operations

- Implement safety procedures to minimize loss
- Determine needed policies and procedures for protecting employee and customer safety
 - Establish safety policies and procedures
- Implement security policies and procedures to minimize chance for loss
- Develop strategies for protecting workplace security
 - Establish policies and procedures for maintaining physical security of the work environment
- Implement purchasing activities to obtain business supplies, equipment and services
 - Explain the nature and scope of purchasing
- Discuss production's role and function in business to recognize its need in an organization
- Implement expense control strategies to enhance a business's financial well-being
 - Explain the nature of overhead and operating costs
- Analyze retail security issues to protect employees and to minimize loss
- Prepare registers and/or terminals for sales operations
- Analyze security issues to protect the company
 - Explain security considerations in marketing management
 - Develop strategies for protecting data
- Implement organizational skills to improve efficiency and workflow
 - Manage cross-functional projects
 - Assign work to external partners
 - Develop an operational plan of marketing activities and initiatives
- Implement purchasing activities to obtain business supplies, equipment and resources
 - Purchase services
- Implement expense control strategies to enhance a business' financial well-being
 - Track marketing budgets