Marketing 1 (MRK200) Semester 2 Final Assessment Blueprint	
Year Created: 2024-2025	**Method of Delivery:** Online
Subject: Career & Technical Education	**Administration Window:** May Common Finals

Item Types Included

Type	Number of Items	Description
MC	50	Multiple Choice - Select one answer

Resources

[Marketing Course Sequence](#)

Standards At-A Glance

Standard	Number of Items	Standard Description
CTE [2019].MKED.9-12.M.1.12	1	Explain the concept of price elasticity
CTE [2019].MKED.9-12.M.1.8	1	Describe the benefits of personal/business financial literacy on the economy (i.e., income, spending, self-sufficiency, financial stability, saving money, investing money, planning for retirement, impact on credit, etc.)
CTE [2019].MKED.9-12.M.10.2	1	Explain how past marketing performance relates to future marketing-related decision making and planning (i.e., financial statements, budget, revenue, expenses, net profit, sales forecasts, etc.)
CTE [2019].MKED.9-12.M.2.2	3	Identify the components and goals of a marketing plan
CTE [2019].MKED.9-12.M.3.5	1	Analyze how customer perceptions and impressions of a physical or virtual business impact purchase behavior (i.e., branding, image, influence, inclusion, etc.)
CTE [2019].MKED.9-12.M.3.8	2	Identify ways that evolving technologies (i.e., s-commerce, e-commerce, virtual reality, augmented reality, mobile technologies, etc.) affect marketing strategy
CTE [2019].MKED.9-12.M.4.10	4	Explain the facets of branding (i.e., visual, emotional, functional, social, product placement, sponsorship, endorsement, etc.)
CTE [2019].MKED.9-12.M.4.2	2	Examine how packaging and placement is used in the marketing functions
CTE [2019].MKED.9-12.M.4.4	3	Identify the qualities of an effective brand identity (i.e., logo, colors, graphics, images, etc.)
CTE [2019].MKED.9-12.M.4.5	3	Identify elements of an effective brand strategy (i.e., brand awareness, brand identity, mission, vision, value, target market, community impact, positioning, endorsement, sponsorship, etc.)
CTE [2019].MKED.9-12.M.4.6	2	Explain the impact of brands on consumer behavior
CTE [2019].MKED.9-12.M.4.7	4	Evaluate the rationale behind various brand strategies and product and/or service positioning (e.g., individual branding, family branding, mixed branding, and co-branding)
CTE [2019].MKED.9-12.M.5.0	1	Examine Selling Concepts to Build and Maintain Customer Relationships
CTE [2019].MKED.9-12.M.5.1	3	Describe the personal selling process/steps of the sale [i.e., the pre-approach (marketing-to-sales transition), approach, determine needs, present the product, overcome objections, suggestion selling, close the sale, relationship building (helping vs. selling), sales funnel, etc.]
CTE [2019].MKED.9-12.M.5.10	1	Identify strategies to convey product features and benefits (i.e., warranties, guarantees, testimonials, etc.)
CTE [2019].MKED.9-12.M.5.14	2	Determine key factors in maintaining a customer base [e.g., customer relationship marketing (CRM), loyalty, and retention]
CTE [2019].MKED.9-12.M.6.2	1	Analyze the importance of promotion (i.e., sales, business success, etc.)
CTE [2019].MKED.9-12.M.6.3	1	Explain the components of a promotional mix [i.e., advertising (traditional/digital), publicity, sales promotion, public relations, personal selling, retargeting, etc.]
CTE [2019].MKED.9-12.M.6.4	1	Differentiate among marketing deliverables (i.e., marketing plans, creative briefs, presentations, pitch decks, etc.)
CTE [2019].MKED.9-12.M.6.5	1	Analyze the components of marketing campaigns (i.e., promotional mix, deliverables, visuals, messaging, pricing strategy, placement, etc.)
CTE [2019].MKED.9-12.M.6.6	3	Differentiate among marketing tactics (i.e., viral, influencer, guerilla, grassroots, etc.)
CTE [2019].MKED.9-12.M.7.2	1	Explain the nature of gathering consumer information (e.g., primary and secondary research, forced choice, open-ended questions, and quantitative and qualitative data)
CTE [2019].MKED.9-12.M.7.3	2	Compare and contrast marketing research methods (e.g., survey method, experimental method, focus groups, and observation method)
CTE [2019].MKED.9-12.M.7.4	1	Examine tools and technologies to gather, analyze, and interpret data (i.e., Environmental Scan, Excel, Google Forms, Survey Analytics, etc.)
CTE [2019].MKED.9-12.M.7.6	1	Describe how online social media platforms (e.g., LinkedIn, Facebook, and Twitter) and list services (e.g., ZoomInfo and professional organizations) are used to acquire new prospects
CTE [2019].MKED.9-12.M.7.7	1	Describe leveraging technology for A/B testing and customized content for personas and how it impacts marketing results
CTE [2019].MKED.9-12.M.8.6	2	Analyze the advantages and disadvantages of extending product lines, depth and width, when introducing new products and/or diversifying product mix (e.g., traditional and emerging)
CTE [2019].MKED.9-12.M.8.7	1	Describe the stages of a product life cycle (e.g., intro, growth, maturity, and decline)

Some items may be tagged to more than one standard.