

Student Name _____ Instructor Name _____

High School or Vocational Center _____ Grade _____

**COMPETENCY RECORD FOR ARTICULATION
Muskegon Community College**

Please check below each skill the student has mastered as described, with 80 percent accuracy, or with an A or B grade. The skills needed for articulation of each course are listed.

**BUS 260
Principles of Marketing
3 Credit Hours**

Task	Satisfactory	Unsatisfactory
To be able to define marketing as focused on customers		
To identify some important marketing terms, including target marketing, marketing mix, marketing exchanges, and marketing environment		
To become aware of the marketing concept and marketing orientation		
To understand the importance of building customer relationships		
To learn about the process of marketing management		
To recognize the role of marketing in our society		
To describe the strategic planning process		
To explain how organizational resources and opportunities affect the planning process		
To understand the role of the mission statement in strategic planning		
To examine corporate, business-unit, and marketing strategies		
To understand the process of creating the marketing plan		
To describe the marketing implementation process and the major approaches to marketing implementation		
To recognize the importance of environmental scanning and analysis		
To understand how competitive and economic factors affect organizations' ability to compete and customers' ability and willingness to buy products		
To identify to types of political forces in the marketing environment		
To understand how laws, government regulation, and self-regulatory agencies affect marketing activities		
To explore the effects of new technology on society and on marketing activities		
To analyze sociocultural issues marketers must deal with as they make decisions		
To understand the concept and dimensions of social responsibility		
To define and describe the importance of marketing ethics		

Task	Satisfactory	Unsatisfactory
To become familiar with ways to improve ethical decisions in marketing		
To understand the role of social responsibility and ethics in improving marketing performance		
To understand the nature of global markets and international marketing		
To analyze the environmental forces affecting international marketing efforts		
To identify several important regional trade alliances, markets and agreements		
To examine methods of involvement in marketing activities		
To recognize that international marketing strategies fall along a continuum to globalization		
To define electronic marketing and electronic commerce and recognize their increasing importance in strategic planning		
To understand the characteristics of electronic marketing—addressability, interactivity, memory, control, accessibility, and digitalization—and how they differentiate electronic marketing from traditional marketing activities		
To examine how the characteristics of electronic marketing affect marketing strategy		
To understand how electronic marketing and information technology can facilitate customer relationship management		
To identify legal and ethical considerations in electronic marketing		
To describe the basic steps in conducting marketing research		
To explore the fundamental methods of gathering data for marketing research		
To describe the nature and role of information systems in marketing decision making		
To understand how such tools as databases, decision support systems, and the internet facilitate marketing research		
To identify key ethical and international considerations in marketing research		
To learn what a market is		
To understand the difference among general targeting strategies		
To become familiar with the major segmentation variables		
To know what segment profiles are and how they are used		
To understand how to evaluate market segments		
To identify the factors that influence the selection of specific market segments for use as target markets		

Task	Satisfactory	Unsatisfactory
To understand consumers' level of involvement with product and describe the types of consumer problem-solving processes		
To recognize the stages of the consumer buying decision process		
To explore how situational influences may affect the consumer buying decision process		
To understand the psychological influences that may affect the consumer buying decision process		
To examine the social influences that may affect the consumer buying decision process		
To become familiar with the various types of business markets		
To identify the major characteristics of business customer and transactions		
To understand several attributes of demand for business products		
To become familiar with the major components of a buying center		
To understand the stages of the business buying decision process and the factors that affect this process		
To describe industrial classification systems and explain how they can be used to identify and analyze business markets		
To understand the concept of a product		
To explain ho to classify products		
To examine the concepts of product item, product line, and product mix and understand how they are connected		
To understand the product life cycle and its impact on marketing strategies		
To describe the product adoption process		
To understand why some products fail and some succeed		
To understand how companies manage existing products through line extensions and product modifications		
To describe how businesses and develop a product idea into a commercial product		
To understand the importance of product idea into a commercial product		
To explore how products are positioned and repositioned in the customer's mind		
To examine how product deletion is used to improve product mixes		
To describe organizational structures used for managing products		
To explain the value of branding		
To understand brand loyalty		
To analyze the major components of brand equity		
To recognize they types of brands and their benefits		

Task	Satisfactory	Unsatisfactory
To understand how to select and protect brands		
To examine three types of branding policies		
To understand co-branding and brand licensing		
To describe the major packaging functions and design considerations and how packaging is used in marketing strategies		
To examine the functions of labeling and describe some legal issues pertaining to labeling		
To understand the nature and importance of services		
To identify the characteristics of services that differentiate them from goods		
To describe how the characteristics of services influence the development of marketing mixes for services		
To understand the importance of service quality and explain how to deliver exceptional service		
To explore the nature of nonprofit marketing		
To describe the nature and functions of marketing channels		
To explain how supply chain management can facilitate distribution for the benefit of all channel members, especially customers		
To identify the types of marketing channels		
To examine the major levels of marketing coverage		
To explore the concepts of leadership, cooperation, and conflict in channel relationships		
To specify how channel integration can improve channel efficiency		
To examine the legal issues affecting channel management		
To understand the nature of wholesaling in the marketing channel		
To explain wholesalers' functions		
To understand how wholesalers are classified		
To recognize how physical distribution activities are integrated into marketing channels and overall marketing strategies		
To examine the major physical distribution functions of order processing, inventory management, materials handling, warehousing, and transportation		
To discuss the strategic implications of physical distribution systems		
To understand the purpose and function of retailers in marketing channel		
To identify the major types of retailers		
To understand direct marketing and two other forms of nonstore retailing		
To examine the major types of franchising and the benefits and weaknesses of franchising		
To explore strategic issues in retailing		
To describe the nature of integrated marketing communications		

Task	Satisfactory	Unsatisfactory
To understand the role of promotion in the marketing mix		
To examine the process of communication		
To explain the objectives of promotion		
To explore the element of the promotion mix		
To examine the major methods of promotion		
To describe factors that affect the choice of promotional methods		
To examine criticisms and defenses of promotion		
To describe the nature and types of advertising		
To explore the major steps in developing an advertising campaign		
To identify who is responsible for developing advertising campaigns		
To examine the tools used in public relations		
To analyze how public relations is used and evaluated		
To understand the major purposes of personal selling		
To describe to basic steps in the personal selling process		
To identify the types of sales force personnel		
To understand sales management decisions and activities		
To explain what sales promotion activities are and how they are used		
To explore specific consumer and trade sales promotion methods		
To understand the nature and importance of price		
To identify the characteristics of price and nonprice competition		
To explore demand curves and price elasticity of demand		
To examine the relationships among demand, costs, and profits		
To describe key factors that may influence marketers' pricing decisions		
To consider issues affecting the pricing of products for business markets		
To describe the sex major stages of the process used to establish prices		
To explore issues related to developing pricing objectives		
To understand the importance of identifying the target market's evaluation of price		
To examine how marketers analyze competitors' prices		
To describe the bases used for setting prices		
To explain the different types of pricing strategies		

Instructor's Signature _____

Date _____