

SEACOAST SCHOOL OF TECHNOLOGY Marketing Technologies Competencies

Technical Competencies
1. Discuss the nature of law and sources of law in the United States.
2. Describe types of legally binding contracts.
3. Explain agency brokerage relationships.
4. Explain types of business ownership.
5. Explain the effect of business law on marketing.
6. Explain the concept of economic resources.
7. Explain the types of economic systems.
8. Explain the role of government in the economy.
9. Determine the impact of business cycles and seasonality on business activities.
10. Explain the nature of international trade.
11. Apply the fundamental principles of banking and securities.
12. Analyze cost/volume/profit relationships.
13. Analyze financial needs and goals to determine capital requirements and its cost.
14. Create a personal financial plan.
15. Create and interpret financial statements.
16. Discuss the many aspects of the human resource role in operating a business.
17. Discuss human resources laws and regulations to facilitate business operations.
18. Identify and analyze the interconnected relationships of the marketing concept, marketing mix, and the marketing functions.
19. Explain the concept of a quality system for a business operation.
20. Demonstrate and apply the concept of risk management.
21. Develop a vision and mission statement to guide organization's/department's activities and to promote growth and development.
22. Analyze how forms of business ownership, government regulations, and business ethics affect a business.
23. Identify, gather and acquire foundational data of marketing.
24. Interpret and assess marketing research information and its importance in decision making.
25. Evaluate marketing research procedures and findings to assess their quality and credibility.
26. Conduct a SWOT analysis.

27. Develop a marketing plan.
28. Monitor and evaluate performance of marketing plan.
29. Discuss and develop a pricing strategy based upon market factors and profit goals (product, customer, etc).
30. Explain the role product/service management within the company or organization.
31. Generate product/service strategies to contribute to ongoing business successes (product features, benefits, product mix, and business/product image).
32. Explain the types of promotion and the elements of promotion mix and law and ethnics in promotion.
33. Identify and explain promotion channels used to communicate with targeted audiences.
34. Explain how the selling process can be used to achieve strong customer management relationships.
35. Select and apply an appropriate sales channel to market a product or a service.
36. Identify the resources and steps needed for venture startup, operation and options in planning the venture's future (growth, development, demise).
37. Identify and discuss the traits and behaviors of an entrepreneur (leadership, personal assessment, personal management).
38. Demonstrate personal growth, community leadership, democratic principles and social responsibility.
Core Competencies
39. Decision-Making & Problem-Solving.
40. Self-Management.
41. Communication Skills.
42. Ability to Work with Others.
43. Mathematical Concepts.
44. Information Use – Research, Analysis, Technology
45. Career Development.
46. General Safety