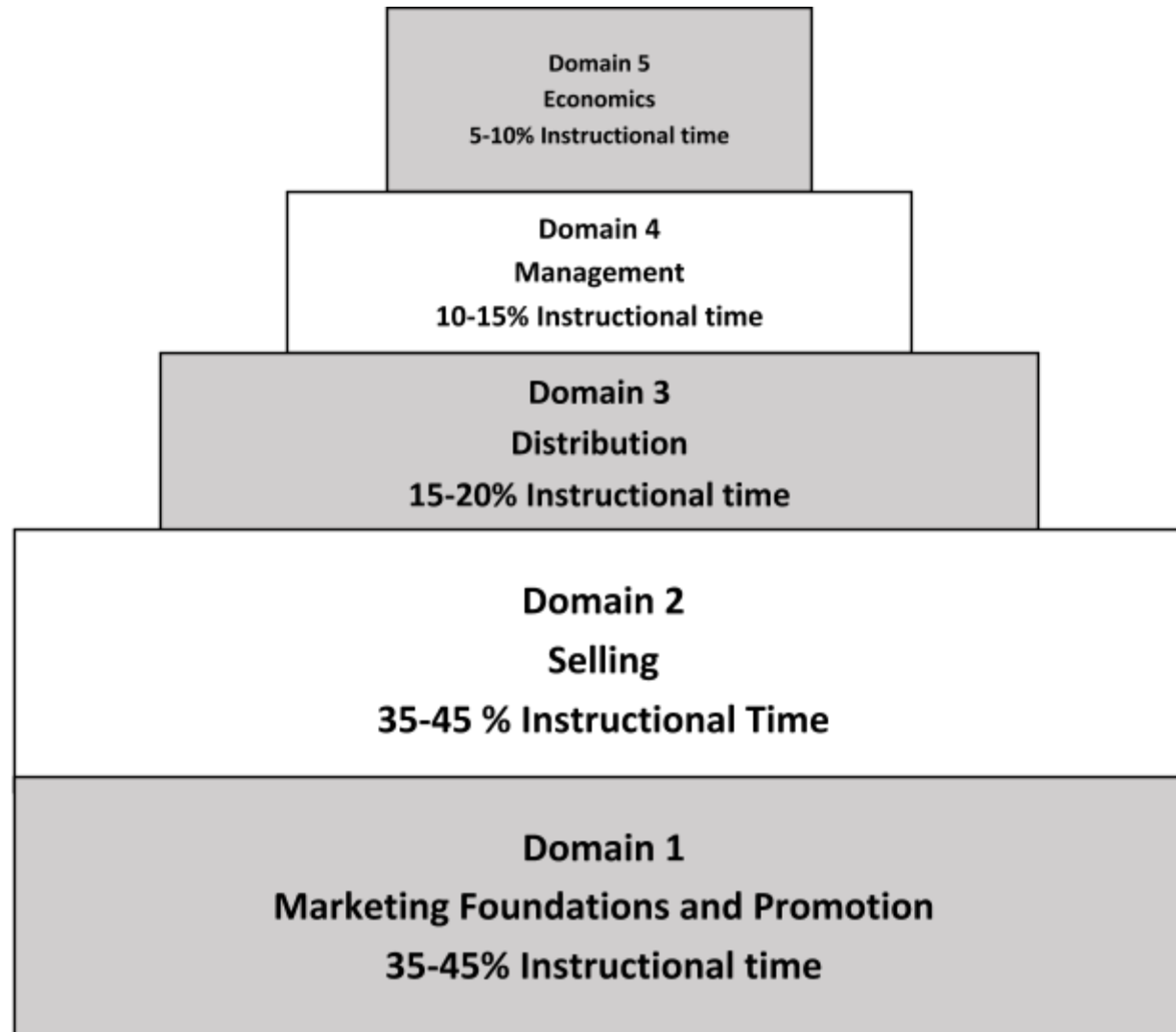


Content Domains

Marketing 52.1800.20



The technical standards for the Marketing Program are clustered in 5 domains. The greatest percentage of instructional time will be spent on domains 1 and 2 with less time on domains 3, 4 and 5. Students who complete the program should demonstrate a thorough knowledge in each of these domains. June 2019

Blueprint for Instruction and Assessment

Professional Sales & Marketing

52.1800.20

Domain	Related Standards	Instructional Time
Domain 1 Marketing Foundations and Promotion	STANDARD 2.0 EXAMINE FOUNDATIONS OF MARKETING STANDARD 4.0 ANALYZE THE ELEMENTS OF THE MARKETING MIX STANDARD 6.0 EXAMINE PROMOTIONAL AND ADVERTISING STRATEGIES	35-45%
Domain 2 Selling	STANDARD 3.0 ANALYZE THE CHARACTERISTICS, MOTIVATIONS, AND BEHAVIORS OF CONSUMERS STANDARD 5.0 EXAMINE SELLING CONCEPTS TO BUILD AND MAINTAIN CUSTOMER RELATIONSHIPS	35-45%
Domain 3 Distribution	STANDARD 7.0 EXAMINE MARKETING RESEARCH TOOLS AND TECHNOLOGIES STANDARD 8.0 EXAMINE CONCEPTS AND PROCESSES OF THE CREATION AND DISTRIBUTION OF PRODUCTS	15-20%
Domain 4 Management	STANDARD 9.0 EXAMINE MANAGEMENT CONCEPTS THAT AFFECT BUSINESS DECISION-MAKING STANDARD 10.0 EXAMINE MARKETING-RELATED FINANCIAL PRACTICES	10-15%
Domain 5 Economics	STANDARD 1.0 ANALYZE ECONOMIC PRINCIPLES AND CONCEPTS	5-10%

Content domains are bodies of knowledge, skills or abilities to be taught or assessed. They are clustered as related to technical standards for instruction. The suggested percentage of instructional time is listed for each domain. Instructional time corresponds to the percentage of assessment items included on the Technical Skills Assessment. June 2019