

# MICHIGAN TEST FOR TEACHER CERTIFICATION (MTTC)

## TEST OBJECTIVES FIELD 036: MARKETING EDUCATION

Subarea	Approximate Percentage of Questions on Test
Marketing Foundations	40%
Marketing Functions	40%
Technology, Ethics, and Career Development	20%

### I. MARKETING FOUNDATIONS

#### 001 Understand fundamental concepts, goals, and strategies of marketing.

Includes understanding basic concepts in marketing (e.g., marketing concept, market segmentation, target markets); identifying the role of marketing; analyzing the impact of marketing on individuals, businesses, and society; identifying strategies that influence buying motives; identifying strategies for determining client needs and wants; planning communication to influence purchase decisions and enhance future business opportunities; and understanding short- and long-term planning for marketing.

#### 002 Understand basic elements of effective communication in marketing.

Includes identifying elements of effective verbal and nonverbal communication; identifying concepts, strategies, and systems, including technology, needed for interacting effectively with others; identifying strategies (e.g., outlines, summaries, using reference materials) for preparing written and oral presentations that include general and technical information; understanding the use of marketing reference sources (e.g., the U.S. Census, trade publications); and demonstrating an understanding of communication strategies necessary for effective global marketing.

#### 003 Analyze the purpose and style of marketing communications.

Includes analyzing factors involved in determining the appropriate style and format for marketing communications; identifying the purpose of various marketing communications; and analyzing the unity, coherence, clarity, emphasis, and effectiveness of marketing communications in business.

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**004 Understand and apply economic concepts to marketing.**

Includes applying economic concepts (e.g., supply and demand, pricing, business cycle, productivity) to analyze various business and marketing situations; understanding fundamental features of economic systems (e.g., role of competition, consumer choice); and recognizing the effects of macroeconomic factors (e.g., unemployment rates, inflation) on business and marketing.

**005 Understand business organization and management.**

Includes applying fundamental management skills and procedures related to marketing functions; understanding planning processes and how to develop a marketing plan; identifying functions of marketing management (e.g., goal setting, planning, controlling, problem solving, decision making, motivating); recognizing different levels of management; identifying factors involved in setting company policies; identifying entrepreneurial concepts that affect business and marketing decision making; and understanding the characteristics and purposes of a marketing information system.

**006 Understand human resource management, labor relations, and the role of group and interpersonal behavior in marketing management.**

Includes analyzing issues related to recruiting, hiring, training, supervising, promoting, and terminating personnel; applying human resource principles, systems, and approaches to management; recognizing the impact of diversity in the workplace; understanding the role of labor relations in the workplace; and applying social theory (e.g., group dynamics, work groups, roles within teams, conflict resolution methods) to analyze workplace situations.

**007 Understand and apply principles, concepts, and techniques related to global business and marketing.**

Includes applying basic economic concepts to global business and marketing (e.g., specialization, comparative advantage, opportunity cost, impact of exports and imports); identifying issues and risks involved in entering global markets; understanding global business ventures; analyzing how economic conditions influence global, national, and local markets; and identifying the role of global and U.S. trade agencies and organizations.

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**II. MARKETING FUNCTIONS**

**008 Understand the role of price and the use of pricing strategies.**

Includes identifying factors that influence price (e.g., cost, quality, competition); identifying pricing policies and techniques (e.g., promotional, psychological) and situations in which each is applicable; identifying concepts and strategies used to maximize return and meet customers' perceptions of value; using break-even analyses to determine price; applying the concept of price elasticity; analyzing how economies of scale attained through mass production affect pricing strategy; and calculating problems involving markups and markdowns.

**009 Understand product service planning.**

Includes understanding how products and services are planned, developed, and marketed; identifying the steps of the product life cycle; identifying the functions of packaging and labeling (e.g., protection, promotion); identifying products in industrial/business (e.g., installations, supplies) or consumer (e.g., convenience, shopping) categories; understanding the advantages and disadvantages of product line extensions; and understanding the concept of extended product/service features (e.g., warranties, technical support, service contracts).

**010 Understand distribution processes and methods for developing distribution plans.**

Includes understanding the concepts and processes needed to move, store, locate, and/or transfer ownership of goods and services; identifying the various channels of distribution and their importance to the marketing process; understanding the role of intermediaries in the distribution channel (e.g., retailer, wholesaler, broker, agent); identifying the major functions of a physical distribution system (e.g., buying, selling); understanding the importance of inventory control in the marketing process; developing a distribution plan for a given product or service; and calculating problems associated with inventory control (e.g., average inventory, stock turnover).

**011 Understand promotional concepts and strategies.**

Includes understanding how to develop, implement, and evaluate promotional plans and campaigns; identifying the components of a promotional mix (e.g., advertising, selling, public relations, sales promotion) and analyzing factors (e.g., laws, diversity, target markets, consumer characteristics) affecting promotional activities; describing types of advertising media; and identifying concepts and strategies needed to communicate information about products, services, images, and/or ideas.

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**012 Understand the selling process.**

Includes understanding and demonstrating steps in the selling process (e.g., opening, sales presentation, handling objections, closing); identifying purposes of major federal laws that affect selling; and identifying sellers' and buyers' obligations.

**013 Understand the function of financing in marketing.**

Includes understanding the nature and scope of financing; explaining the use, purpose, and importance of credit; applying financial concepts to decision making; and understanding risk management principles and techniques.

**014 Understand the function of marketing information management.**

Includes identifying the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions; describing the role and purpose of marketing research (e.g., relationship to marketing plan, identifying markets) and the steps in conducting marketing research; using marketing research to analyze demand and forecast sales; and applying quantitative and qualitative methods to marketing functions (e.g., purchasing) and marketing research (e.g., forecasting, profit analysis).

**III. TECHNOLOGY, ETHICS, AND CAREER DEVELOPMENT**

**015 Understand the role of ethical and social responsibility in marketing.**

Includes analyzing marketing situations that involve ethical considerations; recognizing factors (e.g., advertising, government regulations) that influence ethical decisions in business and marketing; analyzing issues related to social responsibility in the global marketplace; understanding the social responsibilities of business organizations; understanding the function of management in making ethical decisions; and demonstrating knowledge of health, safety, societal, and environmental issues in marketing.

**016 Understand the basic principles and application of technology in marketing.**

Includes recognizing the importance of technology in marketing; recognizing advantages and disadvantages of given technology in marketing-related situations; understanding the purposes, uses, and impact of technology in marketing functions (e.g., distribution, promotion, management information systems); understanding the use of software applications (e.g., spreadsheet, database, desktop publishing) in marketing; demonstrating an understanding of e-commerce; and analyzing safety and security issues related to the use of technology in marketing.

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**017 Understand how to promote student development and assist students in career planning.**

Includes identifying the concepts, strategies, and resources needed for career exploration, development, and growth in marketing; identifying strategies for matching personal characteristics and needs to marketing careers (e.g., assessing personal strengths and weaknesses, career exploration and development); identifying types and characteristics of marketing careers; understanding goals and purposes of work-based learning programs (e.g., mentoring, cooperative education, job shadowing); and understanding purposes, characteristics, functions, and organizational structure of student leadership organizations (e.g., DECA).

**018 Understand the procedures and techniques necessary to select, prepare for, obtain, and maintain a career in marketing.**

Includes applying procedures for seeking employment (e.g., constructing a résumé, writing letters of application, demonstrating appropriate interviewing skills); understanding employers' expectations, appropriate work habits (e.g., punctuality, ethical behavior), and personal characteristics necessary for a career in marketing; describing methods for building and maintaining a career (e.g., portfolios, certificates); and identifying employee rights and responsibilities.