

# Marketing (2023)

Recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business, and society. [BMM.HS.19.1](#)

- a Describe marketing functions and related activities.** [BMM.HS.19.1.A](#)
- b Distinguish between economic goods and services.** [BMM.HS.19.1.B](#)
- c Explain the principles of supply and demand.** [BMM.HS.19.1.C](#)
- d Determine economic utilities created by business activities.** [BMM.HS.19.1.D](#)
- e Explain the concept of competition.** [BMM.HS.19.1.E](#)
- f Identify employment opportunities in marketing.** [BMM.HS.19.1.](#)

Identify marketing-information management strategies to understand its nature and scope. [BMM.HS.19.2](#)

- a Identify the need for marketing data used to monitor marketing decision making.** [BMM.HS.19.2.A](#)
- b Explain the role of ethics in marketing information management.** [BMM.HS.19.2.B](#)
- c Discuss the nature of data mining (NF:148) (CS)** [BMM.HS.19.2.C](#)
- d Describe the use of technology in the marketing-information management function (IM:183) (SP)** [BMM.HS.19.2.D](#)
- e Describe the regulation of marketing-information management (IM:419) (SP)** [BMM.HS.19.2.E](#)

Apply the concepts and marketing strategies utilized to determine and target a select market. [BMM.HS.19.3](#)

- a Analyze and describe the importance of each of the components of the marketing mix.** [BMM.HS.19.3.A](#)
- b Explain factors that influence customer/client/business buying behavior.** [BMM.HS.19.3.B](#)
- c Analyze customer's rational and emotional buying motives and decisions.** [BMM.HS.19.3.C](#)
- d Select target market appropriate for product/business to obtain the best return on marketing investment (ROMI).** [BMM.HS.19.3.D](#)
- e Explain the concept of market and market identification.** [BMM.HS.19.3.E](#)
- f Identify strategies utilized in the elements of market segmentation.** [BMM.HS.19.3.F](#)

**Identify the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities.** BMM.HS.19.4

- a Explain the nature and scope of the selling function.** BMM.HS.19.4.A

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- b Explain the role of customer service as a component of selling relationships for building a clientele.** BMM.HS.19.4.B

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- c Utilize sales processes and techniques to determine and satisfy customer needs.** BMM.HS.19.4.C

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- d Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer.** BMM.HS.19.4.D

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- e Explain legal and ethical considerations in selling.** BMM.HS.19.4.E