

# Advanced Marketing (Marketing II)

## Product/Service Management

- 1 Explain the concept of product mix **PM:003**

---

- 2 Describe the nature of product bundling **PM:041**

---

- 3 Explain the nature of corporate branding **PM:206**

---

- 4 Describe factors used by businesses to position corporate brands **PM:207**

---

- 5 Identify customer touch points **PM:277**

---

- 6 Describe factors used by marketers to position products/services **PM:042**

---

- 7 Explain the nature of product/service branding **PM:021**

---

- 8 Describe the role of customer voice in branding **PM:276**

## Marketing Technology

- 1 Describe the use of technology in the product/service management function **PM:039**

---

- 2 Describe the use of technology in the marketing-information management function **IM:183**

---

- 3 Describe the use of technology in the promotion function **PR:100**

---

- 4 Explain the use of technology in the pricing function **PI:016**

---

- 5 Describe the use of technology in the selling function **SE:107**

---

- 6 Describe the use of technology in the channel management function **CM:004**

## Promotion

- 1 Describe word-of-mouth channels used to communicate with targeted audiences **PR:247**

---

- 2 Explain the nature of direct marketing channels **PR:089**

---

- 3 Identify communications channels used in sales promotion **PR:249**

---

- 4 Explain communications channels used in public-relations activities **PR:250**

---

**5 Explain the components of advertisements** PR:014

---

**6 Explain the importance of coordinating elements in advertisements** PR:251

---

**7 Identify types of public-relations activities** PR:252

---

**8 Discuss internal and external audiences for public-relations activities** PR:253

---

## Personal Ethics

**1 Describe the nature of ethics** EI:123

---

**2 Explain reasons for ethical dilemmas** EI:124

---

**3 Recognize and respond to ethical dilemmas** EI:125

---

## Marketing Ethics

**1 Explain the nature of business ethics** EC:106

---

**2 Explain the need for professional and ethical standards in marketing** PD:137

---

**3 Explain business ethics in product/service management** PM:040

---

**4 Explain the role of ethics in marketing-information management** IM:025

---

**5 Describe the use of business ethics in promotion** PR:099

---

**6 Describe the role of business ethics in pricing** PI:015

---

**7 Explain legal and ethical considerations in selling** SE:106

---

**8 Describe ethical considerations in channel management** CM:006

---

## Marketing Laws and Regulations

**1 Identify consumer protection provisions of appropriate agencies** PM:017

---

**2 Describe the regulation of marketing-information management** IM:419

---

**3 Describe the regulation of promotion** PR:101

---

**4 Explain legal considerations for pricing** PI:017

---

**5 Explain legal and ethical considerations in selling** SE:106

---

**6 Explain legal considerations in channel management** CM:005

---

## Economic Concepts

**1 Describe types of business models** EC:138

---

**2 Describe factors that affect the business environment** EC:105

---

**3 Explain how organizations adapt to today's markets** EC:107

---

**4 Describe the nature of taxes** EC:072

---

---

**5 Analyze impact of specialization/division of labor on productivity** EC:014

---

**6 Explain the concept of organized labor and business** EC:015

---

**7 Explain the impact of the law of diminishing returns** EC:023

---

## Economic Indicators

**1 Discuss the measure of consumer spending as an economic indicator** EC:081

---

**2 Describe the economic impact of inflation on business** EC:083

---

**3 Explain the concept of Gross Domestic Product (GDP)** EC:017

---

**4 Discuss the impact of a nation's unemployment rates** EC:082

---

**5 Explain the economic impact of interest-rate fluctuations** EC:084

---

**6 Determine the impact of business cycles on business activities** EC:018

---

## Planning and Selling New Products

**1 Explain the nature of marketing plans** MP:007

---

**2 Identify product opportunities** PM:134

---

**3 Identify methods/techniques to generate a product idea** PM:127

---

**4 Generate product ideas** PM:128

---

**5 Analyze product information to identify product features and benefits** SE:109

---

**6 Discuss motivational theories that impact buying behavior** SE:359

---

**7 Explain key factors in building a clientele** SE:828

---

**8 Sell good/service/idea to individuals** SE:046

---

## Global Trade

**1 Discuss the global environment in which businesses operate** EC:104

---

**2 Explain the nature of global trade** EC:016

---

**3 Discuss the impact of globalization on business** EC:109

---

**4 Describe the determinants of exchange rates and their effects on the domestic economy** EC:100

---

**5 Discuss the impact of cultural and social environments on global trade** EC:045

---

**6 Explain the impact of major trade alliances on business activities** EC:112

---