

Exam Title: 8827110 MARKETING ESSENTIALS

Courses Assessed by this Exam: MARKETING ESSENTIALS

Key Vocabulary:

Active listening, Applicant, Availability, Bias, Bookkeeper, Business ownership, Client, Command, Commission, Confidential, Consumer goods distribution channel, Corporation, Customer, Employee orientation, Ethnically diverse, Exchange, Export, Feedback, Franchise, Full-time employee, Human relations, Import, InDesign, Initiative, Internship, Invoice, Job interview, Leadership, Mark up, Market, Market economy, Marketing, Minimum wages, Monies collected form, Multicultural, Part-time employee, Partnership, Performance review, Personnel, Photoshop, Policy, Portfolio, Private enterprise, Procedure, Productivity, Purchase orders, Resume, Retail sales, Self-management, Sole proprietorship, Startup, Supervisor, SWOT analysis, Technology, Transaction, Transcript, Utility, Work ethic

Student Tasks:

Students should be able to:

- Align interviewee's portfolio to meet required job traits or requirements
- Choose potential employees based on a pool of applicants
- Choose potential employees based on their personal characteristics
- Identify effective human relations techniques
- Using a real-world scenario, determine how an employee responds to feedback
- Identify proper listening skills
- Identify proper customer relations techniques
- Identify consequences of giving customers inaccurate information
- Effectively read body language
- Demonstrate knowledge of active listening skills
- Make proper calculations
- Identify marketing functions
- Identify economic systems
- Understand parts of the market economy
- Understand the SWOT analysis process
- Understand types of business ownership
- Analyze types of businesses based on an area's demographics
- Understand the consumer goods distribution channels
- Understand the roles of governmental agencies
- Identify sales approaches
- Identify types of customers
- Make correct change