

South King County Tech Prep Consortium
MARKETING COMPETENCIES
 Green River Community College

2009 - 2010 COMPETENCIES FOR GRCC MARKETING	
BUS 121 Marketing Fundamentals (5 credits)	
1	Demonstrate ability to create a basic yet well thought out marketing plan.
2	Demonstrate the ability to articulate the marketing plan in writing.
3	Demonstrate the ability to articulate the marketing plan to an audience.
4	Demonstrate the ability to effectively create and facilitate a session on a marketing topic with team members.
5	Demonstrate the ability to effectively create, develop, and evaluate a product, service, or institutional advertisement (identifying the target audience, specifying advertising objectives, setting a budget, designing the message appeal, creating the message, selecting the media, and scheduling the advertisement).
6	Demonstrate how to effectively divide a large market into segments that can be profitably managed.
7	Demonstrate the ability to develop a new product or service. To include: develop the brand name, target audience, packaging concept, selecting a pricing strategy, selecting a distribution channel, and establish the proper use of the promotional elements.
8	Explain the product life cycle and the three methods of managing that life cycle (modifying the product or service, modifying the market, and repositioning the product or service).
9	Demonstrate knowledge of the internal and external influences of marketing by formulating a SWOT analysis for a product or service and including the five external sources of uncontrollable factors on the marketing mix (Social, Economic, Technological, Competitive, and Regulatory).
10	Understand ethical issues in marketing a product or service. Review some recent current events.
11	Demonstrate that they understand the importance of market research in the process of discovering and satisfying consumer needs and wants.
12	Demonstrate how marketers can use knowledge of consumer behavior to better understand and alter perception to influence individual and family purchases.
13	Describe different approaches organizations use to enter and compete in global markets.
14	Demonstrate how 'push' and 'pull' strategies work.
15	Understand what interactive marketing is and how it creates customer value, customer relationship, and customer experiences in the new marketplace.
16	Exhibit a thorough understanding of key marketing terms and concepts.
BUS 159 - Professional Selling (5 credits)	
1	Describe the personal selling functions.
2	Identify the sales management trends for the 21st century.
3	Explain entry level and supervisory positions associated with personal selling jobs.
5	Discuss and explain the skills and characteristics required for success in sales careers
6	Distinguish between traditional selling and trust-based relationship selling.
7	Discuss the five(5) alternative approaches to personal selling.
8	Discuss the phases of the sales process as a series of interrelated steps.
9	Identify five(5) attributes that are essential to building customer trust.
10	Understand the types of knowledge bases that build trust.
11	Define the types of buyers and types of buying decisions.
12	Understand and demonstrate questioning techniques, such as SPIN and ADAPT.
13	Discuss key elements of nonverbal communication.
14	Define strategic prospecting and techniques for locating prospects.
15	Demonstrate strategies for precall information gathering.
16	Describe sales communication formats.
17	Create sales presentation checklist.
18	Create sales presentation.
19	Demonstrate benefits based selling techniques.

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	BUS 159 - Professional Selling (5 credits) cont.
20	Discuss tools for maximizing presentation effectiveness (including use of technology).
21	Demonstrate how to handle objections.
22	Understand closing techniques.
23	Discuss techniques for follow-up and ongoing customer satisfaction.
	BUS 164 - Business Principles (5 credits)
1	Define small business and it's impact on the US and global economy.
2	Understand the pros and cons of entrepreneurship and the key traits of an entrepreneur.
3	Provide some understanding of the roles of the law, ethics, and social responsibility play in business today.
4	Acquaint the student with the forms of business ownership, and the advantages and disadvantages of each.
5	Demonstrate creative problem solving ability and understanding of methods for increasing creativity in an organization.
6	Develop in the student an understanding of the strategic planning process, including how to set SMART objectives.
7	Explain the role of finance in business operations and describe the differences between internal and external financing methods.
8	Explain the basic accounting tools used by management and to show the manner in which each is used.
9	Acquaint the student with management's use of forecasts and budgets in planning their organization's efforts and to describe the use of quantitative techniques in maintaining control.
10	Demonstrate understanding of marketing strategies and ability to create a cohesive marketing plan.
11	Enrich the student's business and economic vocabulary.
12	Demonstrate ability to research industry and target market characteristics.
13	Write a business plan that incorporates: executive summary, product/service description, competitive strategy, marketing plan, operations plan, and simple financial projections.
	Supervised Work Experience Seminar - 1 credit = 33 hours of industry Business 175 (1 credit) to accompany Business 177 (2 credits) Supervised Work Experience
1	Write a resume.
2	Write a cover letter.
3	Complete job application.
5	Demonstrate understanding of skills required for success in the modern workplace.
6	Complete one information interview.
7	Demonstrate ability to market yourself in an interview.
9	Understand how to develop a visual job portfolio.
10	Complete 3 goals for employment success and accomplish them at a supervised job site (for BUS 177).
	BUS 257 Customer Service Strategies (5 credits)
1	Explain the concept of services marketing
2	Differentiate how to assess and improve service quality
3	Analyze a business firm's service delivery
4	Recognize elements of effective two way interpersonal relationships
5	Describe the advantages of customer focused behavior
6	Develop strategies for communicating effectively with customers
7	Communicate effectively via email
8	Develop characteristics that will enhance customer loyalty
9	Define what a service breakdown is

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Approved 9/28/09

Revised Approved 9/28/09