

Marketing & Business Power Standards

- Assess and analyze the concept of marketing consisting of the tools, techniques, and systems that businesses use to meet organizational objectives.
- Analyze the concepts and processes needed to move, store, locate, and/or transfer ownership of goods and services. (Distribution)
- Incorporate the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions. (Marketing-Information Management)
- Identify concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value. (Pricing)
- Interpret the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities. (Product/Service Management)
- Examine and support concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome. (Promotion)
- Examine the concepts and actions needed to analyze client needs and wants and respond through planned, personalized communication that influences purchase decisions. (Selling)