**10-104-3 Marketing**

**Technical Skills Attainment (TSA) Summative Assessment**

**Crosswalk to Wisconsin Standards for Marketing, Management, and Entrepreneurship**

**Directions**

This Marketing TSA scoring guide will be used to document your attainment of technical program outcomes for the Marketing Associate Degree. To meet the requirements on the scoring guide, you will be asked to draw upon the skills and concepts that have been developed throughout the program and are necessary for successful employment in your field. Results will be used to inspire continual improvement of teaching and learning in Wisconsin Technical College System Programs. In addition, this assessment will provide feedback to you about your performance.

This scoring guide will be used to evaluate your work by examining one or more artifacts (assignments) that document your achievement of each program outcome. Format, timing, and course will be designated by your local college. Your instructor will provide detailed instructions on the tool(s) used. After your instructor completes this scoring guide, you will receive feedback on your performance including your areas of accomplishment and areas that need improvement.

**Marketing TSA Program Outcomes**

1. Develop strategies to anticipate and satisfy market needs
2. Promote products, services, images, and/or ideas to achieve a desired outcome
3. Evaluate information through the market research process to make business decisions
4. Prepare selling strategies

**Scoring Standard**

You will develop one or more artifacts (products) that document achievement of each outcome. You must achieve an overall average rating of PASS on all criteria for each program outcome to demonstrate competence (passing). A rating of FAIL on any criterion results in a FAIL score for that program outcome and for the TSA Assessment.

|  |
| --- |
| **Rating Scale** |
| Pass | Performs adequately; meets basic standards |
| Fail | Does not meet basic standards |

NOTE:

*This crosswalk showcases the knowledge, skills, and dispositions related to marketing program outcomes. There is an understanding that this crosswalk illustrates the continuum of learning from K – 12 to post-secondary education. In cases where there is an articulation agreement there will be elements of a one to one match of standards.*

|  |  |  |  |
| --- | --- | --- | --- |
| **Criteria** | WI Standards for MMEContent Area | Performance Indicator | Page # |
| **A. Develop strategies to anticipate and satisfy market needs** |  |  |  |
| A.1 Conduct a situational analysis | **Market Planning** | **MC1.c.2.m:** List the importance of the situational analysis data.**MC1.c.6.h:** Explain the role of situational analysis in the marketing planning process. | **81** |
| A.2 Evaluate the product/service mix, distribution, and pricing strategies | **Product Service Management****Channel Management****Pricing** | **MC5.j.8.h:** Evaluate product mix.**MC3.b.7.h:** Select and evaluate channels of distribution.**MC6.d.4.h:** Evaluate pricing decisions. | **94****86****98** |
| A.3 Select target markets | **Market Planning** | **MC1.b.6.h:** Select target market. | **81** |
| A.4 Identify marketing objectives along with related financial requirements | **Strategic Management****Operations** | **MGT7.b.3.h:** Monitor achievement of marketing objectives in a school-based enterprise.**MF10.c.8.h:** Set financial goals for a marketing or business initiative/project.  | **116****78** |
| A.5 Develop marketing strategies and tactics to meet established goals | **Strategic Management** | **MGT7.b.8.h:** Modify marketing strategies based on performance results.  | **116** |
| A.6 Identify evaluation methods of marketing plan effectiveness | **Market Planning** | **MC1.d.13.h:** Monitor and evaluate performance of marketing plan. | **82** |
| A.7 Present marketing plan | **Introduction to Marketing** | **MF1.d.6.h:** Defend the importance of a comprehensive promotional plan and marketing plan to the success of a business.  | **59** |
| **B. Promote products, services, images, and/or ideas to achieve a desired outcome** |  |  |  |
| B.1 Establish promotional objectives | **Promotion** | **MC7.m.10.h:** Select word-of-mouth strategies appropriate for promotional objectives. | **104** |
| B.2 Determine target market for a promotional plan | **Market Planning****Product Service Management** | **MC1.b.6.h:** Select target market.**MC5.a.4.m:** Define target market and identify market for selected product. | **81****90** |
| B.3 Develop a positioning strategy | **Product Service Management** | **MC5.h.6.h:** Explain the role of customer service in positioning/image.**MC5.h.8.h:** Develop positioning concept/statement for a new product idea.**MC5.i.5.m:** Discuss and describe corporate brand positioning strategies.  | **93** |
| B.4 Determine promotional mix components to fulfill promotional objectives | **Promotion** | **MC7.b.3.m:** Identify the components of the promotional mix. | **99** |
| B.5 Create the elements of a promotional mix | **Promotion** | **MC7.b.6.h:** Coordinate activities in the promotional mix. | **99** |
| B.6 Measure the effectiveness of a promotional plan | **Promotion** | **MC7.b.4.m:** Identify ways to assess results of promotional efforts.**MC7.b.7.h:** Evaluate results of promotional efforts in a school-based enterprise.**MC7.b.11.h:** Measure success of promotional efforts. | **99** |
| **C. Evaluate information through the market research process to make business decisions** |  |  |  |
| C.1 Formulate the market research problem | **Marketing-Information Management** | **MC2.b:** Describe the nature and scope of marketing-research and evaluate its appropriateness for the research problem/issue.**MC2.b.7.h:** Determine the marketing-research problem/issue. | **83** |
| C.2 Apply marketing research design methodology | **Marketing-Information Management** | **MC2.c:** Design and apply a marketing -research study to ensure appropriateness of data-collection efforts. | **84** |
| C.3 Collect primary and/or secondary market data | **Marketing-Information Management** | **MC2.c.2.e:** Collect student opinion data.**MC2.c.4.m:** Collect data using surveys.**MC2.c.6.h:** Obtain information from customer databases. | **84** |
| C.4 Evaluate market research data | **Marketing-Information Management** | **MC2.c.12.h:** Analyze consumer behavior (e.g., media-consumption, buying, etc.).**MC2.c.16.h:** Interpret qualitative research findings.**MC2.d**.**1.h:** Analyze information from suppliers.**MC2.d.3.h:** Analyze competitors’ offerings. | **84****85****85****85** |
| C.5 Present market research findings, conclusions, and recommendations | **Market Planning** | **MC1.c.8.h:** Present the findings from a competitive analysis. | **82** |
| **D. Prepare selling strategies** |  |  |  |
| D.1 Analyze customer profiles to meet current and anticipated needs | **Market Planning** | **MC1.b.5.h:** Develop customer/client profiles (demographics, geographics, psychographics, behavioral, etc.). | **81** |
| D.2 Develop continuous improvement strategies to enhance customer relationships | **Selling and Customer Relations** | **MF6.d:** Explain the nature of customer relationship management to show its contributions to a company.**MF7.d:** Employ sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales. |  |
| D.3 Demonstrate sales techniques | **Selling and Customer Relations****Selling and Customer Relations** | **MF7.c.10.h:** Determine sales strategies.**MF7.c.13.h:** Develop a sales demonstration that uses technology.**MF7.b:** Acquire product knowledge to communicate product features and benefits to ensure customer satisfaction. **MF7.b.5.m:** Identify product/service features and benefits. **MF7.b.7.h:** Use acquired product information in a sales situation.**MF7.b.9.h:** Show and tell the main features and benefits of a product/service.**MF7.d.2.e:** Explain the difference between a customer/client excuse and an objection.**MF7.d.7.m:** Generate feedback to overcome objections.**MF7.d.17.h** Close the sale.**MF7.f.2.h:** Provide post-sales service.**MF7.d.3.e:** Explain the importance of suggestion selling. | **69 – 70****69 – 70** |

**Overall Score**

|  |  |  |
| --- | --- | --- |
| **TSA Assessment Score:**  | **PASS** | **FAIL** |
| Note: Each program outcome and the over-all requirements must earn a rating of “Pass” to achieve an over-all score of “Pass” on the assessment. |
| **Student Name:** |  | **ID #:** |  |
| **Evaluator Signature:** |  | **Date:** |  |