



# GACE® Marketing Education Assessment Test II (047) Curriculum Crosswalk

## Required Coursework Numbers

<b>Subarea I. Channel Management (17%)</b>																			
<i>Objective 1: Demonstrates knowledge of channel activity to evaluate the factors that determine logistics strategies</i>																			
A. Knows how to explain the nature of channels of distribution and the scope of channel management																			
B. Knows how to explain the use and importance of technology in the channel management function																			
C. Recognizes legal and ethical considerations in channel management																			
D. Knows how to integrate channel management with other activities in the marketing plan																			
E. Knows how to explain the nature of channel-member relationships and channel strategies																			
F. Understands the nature and scope of e-commerce																			
<b>Subarea II. Pricing (17%)</b>																			
<i>Objective 1: Demonstrates foundational knowledge of pricing and its role in marketing</i>																			
A. Knows how to describe the role of pricing																			
B. Knows how to explain the role of business ethics in pricing																			

## Required Coursework Numbers

C. Understands the use of technology in the pricing function																			
D. Describe legal considerations for pricing																			
<b>Subarea III. Product/Service Management (27%)</b>																			
<i>Objective 1: Demonstrates foundational knowledge or product and service management to understand its nature and scope</i>																			
A. Knows how to identify the impact of product life cycles on marketing decisions																			
B. Knows how to describe the use of technology in the product and service management function																			
C. Knows how to explain business ethics in product and service management																			
<i>Objective 2: Knows how the generation of ideas and employment of product-mix strategies contributes to business success</i>																			
A. Knows how to identify methods and techniques to generate a product idea																			
B. Knows how to determine initial feasibility of a product idea																			
C. Knows how to adjust ideas to create a functional product																			
D. Knows how to explain how quality assurance concepts enhance product and service offerings																			
E. Determines how to employ product-mix strategies to meet customer expectations																			
F. Knows how to explain the concept and implementation of a product mix																			

## Required Coursework Numbers

G. Knows how to adapt product ranges to meet the needs of the target market segments																	
H. Knows how to identify products/services to fulfill a customer need																	
I. Knows how to monitor market innovations																	
<i>Objective 3: Demonstrates how to position products/services to acquire desired business image</i>																	
A. Demonstrates how to position products and services to acquire a desired business image																	
B. Knows how to describe factors used by marketers to position products and services																	
C. Knows how to explain the nature of branding																	
D. Knows how to identify the competitive advantage of a products and/ or services																	
E. Knows how to develop a positioning strategy for new products and/or services																	
F. Knows how to communicate the core values of a product and/or service																	
G. Knows how to apply quality assurances to enhance product/service offerings																	
H. Knows how to describe the uses of grades and standards in marketing																	
I. Knows how to explain warranties and guarantees																	
J. Knows how to identify consumer protection provisions of appropriate agencies																	
K. Knows how to evaluate customer experiences																	

## Required Coursework Numbers

<b>Subarea IV. Promotion (23%)</b>																
<i>Objective 1: Understands foundational knowledge of promotion to understand its nature and scope</i>																
A. Knows how to explain the role of promotion as a marketing function																
B. Knows how to explain the types of promotion																
C. Knows how to identify the elements of the promotional mix																
D. Knows how to describe the use of business ethics in promotion																
E. Knows how to describe the use of technology in the promotion function																
F. Knows how to describe the regulation of promotion																
G. Knows how to explain types of advertising media																
H. Knows how to explain the components of advertisements																
I. Knows how to identify types of public relations activities																
<i>Objective 2: Plans and evaluates promotional activities to maximize return on promotional efforts</i>																
A. Knows how to explain the nature of a promotional plan																
B. Knows how to develop communications objectives																
C. Knows how to coordinate activities in the promotional mix																

## Required Coursework Numbers

D. Knows how to identify and implement metrics to assess results of promotional efforts																		
<b>Subarea V. Selling (16%)</b>																		
<i>Objective 1: Knows how to explain the nature and scope of the selling function and process</i>																		
A. Understands foundational knowledge of products and brands																		
B. Knows how to explain the role of customer service as a component of selling relationships																		
C. Knows how to explain key factors in building a clientele																		
D. Knows how to analyze product information to identify product features and benefits ensuring that the product is appropriate for the customer																		
E. Knows how to discuss motivational theories that impact buying behavior																		
F. Knows how to explain business ethics in selling																		
G. Knows how to describe the use of technology in the selling function																		
H. Knows how to describe the nature of selling regulations																		
<i>Objective 2: Understands sales processes and techniques to increase sales and minimize staff turnover</i>																		
A. Knows how to describe the nature of orientation programs for sales staff																		
B. Explains the selling process																		
C. Knows how to analyze sales staff activity and results																		