



# GACE® Marketing Education Assessment Test I (046) Curriculum Crosswalk

## Required Coursework Numbers

<b>Subarea I. Marketing-Information Management (32%)</b>															
<i>Objective 1: Understands the nature and scope of marketing research and the marketing information management function</i>															
A. Knows how to describe the regulation of marketing information management and the need for marketing data															
B. Knows how to explain the nature of marketing research in a marketing information management system															
C. Knows how to explain the role of ethics in marketing information management															
D. Knows how to describe the use of technology in the marketing information management function															
E. Knows how to describe the nature of marketing research problems/issues															
<i>Objective 2: Understands marketing research design and data collection methods and how to evaluate appropriateness</i>															
A. Knows how to describe methods used to design marketing research studies; i.e., descriptive, exploratory, and causal															
B. Knows how to describe options businesses use to obtain marketing research data; i.e., primary and secondary research															

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C. Knows how to describe data collection methods; e.g., observations, mail, telephone, Internet, discussion groups, interviews, scanners																			
D. Know how to explain characteristics of effective data collection instruments																			
E. Knows how to describe techniques for processing marketing data																			
<i>Objective 3: Knows how to evaluate marketing research methods and findings to determine their plausibility</i>																			
A. Knows how to determine the nature and usefulness of a marketing research report																			
B. Knows how to identify sources of error in a research report; e.g., response errors, interviewer errors, non-response errors, sample design																			
C. Knows how to evaluate survey design; e.g., types of questions, question wording, routing, sequencing, length, layout																			
D. Knows how to assess appropriateness of marketing research for the problem/issue; e.g., research methods, sources of information, timeliness of information, etc.																			
E. Knows how to explain the use of descriptive statistics in marketing decision making																			
<b>Subarea II. Market Planning (28%)</b>																			
<i>Objective 1: Knows how to develop and select marketing strategies to guide marketing tactics and improve return on marketing investment (ROMI)</i>																			
A. Knows how to explain the concept of marketing strategies																			

## Required Coursework Numbers

B. Knows how to identify considerations in implementing global, regional, and local marketing strategies																
C. Knows how to explain the concept of market and market identification																
D. Knows how to identify and select target market segments																
E. Understands financial tools, strategies, and systems available																
<i>Objective 2: Employs marketing information to develop a marketing plan</i>																
A. Knows how to explain the nature of marketing plans																
B. Knows how to explain the role of situation analysis in the marketing planning process																
C. Knows how to conduct market and strengths, weaknesses, opportunities, and threats (SWOT) analysis for use in the marketing planning process																
D. Knows how to assess global trends and opportunities																
E. Knows how to explain the nature of sales forecasts																
F. Knows how to set marketing goals and objectives																
G. Knows how to select marketing metrics, marketing budgets, and develop marketing plans																

## Required Coursework Numbers

<i>Objective 3: Knows how to assess marketing strategies to improve ROMI</i>																		
A. Knows how to describe measures used to control marketing plans																		
B. Knows how to explain strategies for linking performance measures to financial outcomes																		
C. Knows how to monitor and evaluate performance of marketing plans																		
D. Knows how to assess cost-effectiveness of measurement tools																		
<b>Subarea III. Economics (24%)</b>																		
<i>Objective 1: Understands principles and concepts fundamental to the economic impact on marketing</i>																		
A. Demonstrates knowledge of economic principles and concepts fundamental to marketing																		
B. Knows how to explain the impact of government on marketing activities to make informed economic decisions																		
C. Demonstrates knowledge of economic indicators to recognize economic trends and conditions																		
D. Knows how to identify and compare different market structures and analyze the effects had on prices and the quality of goods and services produced																		

## Required Coursework Numbers

<b>Subarea IV. Professional Development and Marketing Education Programs (16%)</b>															
<i>Objective 1: Knows fundamentals of career planning to enhance job success potential in marketing</i>															
A. Knows how to describe employment opportunities in marketing															
B. Knows how to describe ways to obtain work experience															
C. Knows how to utilize career and job search strategies															
D. Knows how to explain the need for an employee to engage in an ongoing education															
E. Knows how to identify the skills needed to enhance career progression															
<i>Objective 2: Demonstrates understanding of the program perspectives and cooperative education programs</i>															
A. Understands organization and development of education programs															
B. Knows how to analyze and evaluate education programs															
C. Knows how to describe the impact of school-based enterprises and career and technical education student organizations on programs															
D. Knows how to explain the history of vocational education and its impact on current career student education programs															
E. Demonstrates understanding of advisory committees and their influence on school and community relationships															

### Required Coursework Numbers

F. Knows how to apply strategies for encouraging student participation in student organizations such as DECA															
G. Knows how to identify the characteristics of cooperative education programs															
H. Knows how to explain legal issues and operations of cooperative education programs															
I. Knows how to describe the responsibilities of employers and employees															