

Marketing I

Standards, Competencies, & Evidence of Mastery

This document accompanies the Missouri Marketing I Instructional Framework and lists the standards and competencies from the MBA Research Standards relevant to the Missouri Marketing I Instructional Framework. Also included are evidence of mastery statements for the instructional framework. The standards, competencies, and evidence of mastery are listed and coded according to the units of instruction for the Missouri Marketing I Instructional Framework.

Communications

A: Standard: Understands the concepts, strategies, and systems used to obtain and convey ideas and information.

A.1: Competency: Apply verbal skills to obtain and convey information.

A.1.a: Evidence: Explain the nature of effective verbal communications.

A.1.b: Evidence: Interpret others' nonverbal cues.

A.1.c: Evidence: Give verbal directions.

A.1.d: Evidence: Employ communication styles appropriate to target audience.

A.1.e: Evidence: Handle telephone calls in a businesslike manner.

A.1.f: Evidence: Participate in group discussions.

A.1.g: Evidence: Make oral presentations.

A.1.h: Evidence: Select and use appropriate graphic aids.

A.2: Competency: Communicate effectively with customers to foster positive relationships that enhance company image.

A.2.a: Evidence: Explain the nature of effective communication.

A.2.b: Evidence: Adapt communication to the cultural and social differences among clients.

B: Standard: Understands tools and strategies used to access, process, maintain, evaluate, and disseminate information to assist business decision-making.

B.1: Competency: Acquire information to guide business decision-making.

B.1.a: Evidence: Describe current business trends.

B.1.b: Evidence: Conduct an environmental scan to obtain business information.

Marketing Concepts

C: Standard: Solves mathematical problems to obtain information for decision making in marketing.

C.1: Competency: Apply algebraic skills to make business decisions.

C.1.a: Evidence: Create mathematical models from real- life situations.

D: Standard: Integrates sociological knowledge of group behavior to understand customer decision-making.

D.1: Competency: Employ sociological knowledge to facilitate marketing activities.

D.1.a: Evidence: Analyze and interpret complex societal issues, events, and problems.

D.1.b: Evidence: Analyze researched information and statistics.

D.1.c: Evidence: Reach reasoned conclusions to identify target markets.

D.1.d: Evidence: Examine social beliefs, influences, and behavior.

D.1.e: Evidence: Analyze group dynamics.

E: Standard: Integrates psychological knowledge to understand customer motivation.

E.1: Competency: Apply psychological knowledge to facilitate marketing activities.

E.1.a: Evidence: Recognize factors influencing perception.

E.1.b: Evidence: Identify sources of attitude formation.

E.1.c: Evidence: Assess methods used to evaluate attitudes.

E.1.d: Evidence: Identify basic social and cultural groups.

E.1.e: Evidence: Determine behavioral patterns of social and cultural groups.

E.1.f: Evidence: Analyze effects of others on individual behavior.

E.1.g: Evidence: Recognize factors affecting personality.

E.1.h: Evidence: Investigate factors affecting purchasing decisions.

E.1.i: Evidence: Recognize cues to basic drives/motives.

E.2: Competency: Acquire foundational knowledge of customer/client/business behavior to understand what motivates decision-making.

E.2.a: Evidence: Explain customer/client/business buying behavior.

E.2.b: Evidence: Discuss actions employees can take to achieve the company's desired results.

E.2.c: Evidence: Demonstrate connections between company actions and results (e.g., influencing consumer buying behavior, gaining market share, etc.).

F: Standard: Understands the tools, techniques, and systems that businesses use to create, communicate, and deliver value to customers and to manage customer relationships in ways that benefit the organization and its stakeholders.

F.1: Competency: Understand marketing's role and function in business to facilitate economic exchanges with customers.

F.1.a: Evidence: Explain marketing and its importance in a global economy.

F.1.b: Evidence: Describe marketing functions and related activities.

G: Standard: Understands the concepts and strategies utilized to determine and target marketing strategies to a select audience.

G.1: Competency: Employ marketing information to develop a marketing plan.

G.1.a: Evidence: Explain the concept of marketing strategies.

G.1.a: Evidence: Explain the concept of market and market identification.

G.1.a: Evidence: Identify market segments.

G.1.a: Evidence: Select target market.

G.1.a: Evidence: Explain the nature of marketing planning.

G.1.a: Evidence: Conduct SWOT analysis for use in the marketing planning process.

G.1.a: Evidence: Develop marketing plan.

G.1.a.i: Evidence: Set marketing goals and objectives.

G.1.a.ii: Evidence: Set a marketing budget.

G.2: Competency: Employ marketing information to plan marketing activities.

G.2.a: Evidence: Identify ways to segment markets for marketing communications.

G.2.b: Evidence: Describe the nature of target marketing in marketing communications.

G.2.c: Evidence: Describe current issues/trends in marketing communications.

G.2.d: Evidence: Develop customer/client profile.

G.3: Competency: Employ marketing information to determine and meet customer needs.

G.3.a: Evidence: Profile target customer.

G.3.b: Evidence: Determine market needs.

Economics

H: Standard: Understands the economic principles and concepts fundamental to business operations.

H.1: Competency: Understand fundamental economic concepts to obtain a foundation for employment in business.

H.1.a: Evidence: Distinguish between economic goods and services.

H.1.b: Evidence: Explain the concept of economic resources.

H.1.c: Evidence: Describe the concepts of economics and economic activities.

H.1.d: Evidence: Determine economic utilities created by business activities.

H.1.e: Evidence: Explain the principles of supply and demand.

H.1.f: Evidence: Describe the functions of prices in markets.

H.2: Competency: Understand the nature of business to show its contributions to society.

H.2.a: Evidence: Explain the role of business in society.

H.2.b: Evidence: Describe types of business activities.

H.2.c: Evidence: Explain the organizational design of businesses.

H.2.d: Evidence: Discuss the global environment in which businesses operate.

H.2.e: Evidence: Describe factors that affect the business environment.

H.2.f: Evidence: Explain how organizations adapt to today's markets.

H.3: Competency: Understand economic systems to be able to recognize the environments in which businesses function.

H.3.a: Evidence: Explain the types of economic systems.

H.3.b: Evidence: Explain the concept of private enterprise.

H.3.c: Evidence: Identify factors affecting a business's profit.

H.3.d: Evidence: Determine factors affecting business risk.

H.3.e: Evidence: Explain the concept of competition.

H.3.f: Evidence: Describe market structures.

H.4: Competency: Understand economic indicators to recognize economic trends and conditions.

H.4.a: Evidence: Describe the concept of price stability as an economic measure.

H.4.b: Evidence: Discuss the measure of consumer spending as an economic indicator.

H.4.c: Evidence: Discuss the impact of a nation's unemployment rates.

H.4.d: Evidence: Explain the concept of Gross Domestic Product.

H.4.e: Evidence: Describe the economic impact of inflation on businesses.

H.4.f: Evidence: Explain unemployment and inflation tradeoffs.

H.4.g: Evidence: Explain the economic impact of interest-rate fluctuations.

H.4.h: Evidence: Determine the impact of business cycles on business activities.

Promotion

I: Standard: Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.

I.1: Competency: Acquire a foundational knowledge and manage promotional activities of promotion to understand its nature and scope, allow maximum return on promotional efforts.

I.1.a: Evidence: Explain the role of promotion as a marketing function.

I.1.b: Evidence: Explain the types of promotion.

I.1.c: Evidence: Identify the elements of the promotional mix.

I.1.d: Evidence: Describe the use of business ethics in promotion.

I.1.e: Evidence: Explain the nature of a promotional plan.

I.1.f: Evidence: Coordinate activities in the promotional mix.

I.2: Competency: Understand promotional channels used to communicate with targeted audiences.

I.2.a: Evidence: Explain types of advertising media.

I.3: Competency: Understand the use of an advertisement's components to communicate with targeted audiences.

I.3.a: Evidence: Explain components of advertisements.

I.3.b: Evidence: Explain the importance of coordinating elements in advertisements.

I.4: Competency: Understand the use of public-relations activities to communicate with targeted audiences.

I.4.a: Evidence: Identify types of public-relations activities.

I.5: Competency: Understand the use of trade shows/expositions to communicate with targeted audiences.

I.5.a: Evidence: Explain how businesses can use tradeshow/exposition participation to communicate with targeted audiences.

I.6: Competency: Utilize word-of-mouth strategies to build brand and to promote products.

I.6.a: Evidence: Explain the nature of word-of-mouth (WOM) strategies.

I.6.b: Evidence: Select word-of-mouth strategies appropriate for promotional objectives.

I.6.c: Evidence: Explain the nature of buzz marketing.

I.6.d: Evidence: Explain considerations in developing viral marketing campaigns.

I.6.e: Evidence: Develop viral marketing strategies.

I.6.f: Evidence: Explain the use of celebrities/influencers as a WOM strategy.

I.6.g: Evidence: Select celebrity/influencer to deliver promotional message.

I.6.h: Evidence: Develop referral program to build brand/promote products.

I.6.i: Evidence: Explain the use of product placement.

I.6.j: Evidence: Identify opportunities for product placement.

I.7: Competency: Understand the use of direct marketing to attract attention and build brand.

I.7.a: Evidence: Discuss types of direct marketing strategies.

I.8: Competency: Understand the use of social media in marketing communications to obtain customer attention and/or to gain customer insight.

I.8.a: Evidence: Describe the use of adver gaming.

I.9: Competency: Understand types of digital advertising strategies that can be used to achieve promotional goals.

I.9.a: Evidence: Explain the nature of online advertisements.

I.9.b: Evidence: Explain the nature of e-mail marketing strategies.

I.9.c: Evidence: Describe mobile advertising strategies.

I.10: Competency: Evaluate advertising copy strategies that can be used to create interest in advertising messages.

I.10.a: Evidence: Identify effective advertising headlines.

I.10.b: Evidence: Describe copy strategies.

I.10.c: Evidence: Describe the nature of effective Internet ad copy.

I.10.d: Evidence: Identify promotional messages that appeal to targeted markets.

I.11: Competency: Understand design principles to be able to communicate needs to designers.

I.11.a: Evidence: Analyze the impact of color in advertisements.

I.11.b: Evidence: Describe the elements of design.

I.11.c: Evidence: Explain the use of illustrations in advertisements.

I.11.d: Evidence: Explain type styles used in advertisements.

I.11.e: Evidence: Describe effective advertising layouts.

I.11.f: Evidence: Explain the impact of color harmonies on composition.

I.12: Competency: Assess advertisements to ensure achievement of marketing communications goals/objectives.

I.12.a: Evidence: Check advertising proofs.

I.12.b: Evidence: Evaluate storyboards.

I.12.c: Evidence: Critique advertisements.

I.13: Competency: Manage media planning and placement to enhance return on marketing investment.

I.13.a: Evidence: Determine advertising reach of media.

I.13.b: Evidence: Read media schedule.

I.13.c: Evidence: Calculate media costs.

I.13.d: Evidence: Choose appropriate media outlets.

I.13.e: Evidence: Select placement of advertisements.

I.14: Competency: Develop and execute an advertising campaign to achieve marketing-communications objectives.

I.14.a: Evidence: Develop a media plan (includes objectives, budget, media allocation, and timing of ads).

I.15: Competency: Utilize publicity to inform stakeholders of business activities.

I.15.a: Evidence: Write a press release.

I.15.b: Evidence: Create a public-service announcement.

I.15.c: Evidence: Create a press kit.

I.16: Competency: Utilize publicity/public-relations activities to create goodwill with stakeholders.

I.16.a: Evidence: Analyze costs/benefits of company participation in community activities.

I.16.b: Evidence: Explain current issues/trends in public relations.

I.16.c: Evidence: Create a public-relations campaign.

I.17: Competency: Employ sales-promotion activities to inform or remind customers of business/product.

I.17.a: Evidence: Create promotional signage.

I.17.b: Evidence: Collaborate in the design of slogans/taglines.

I.17.c: Evidence: Analyze considerations in designing a frequency/loyalty marketing program.

I.17.d: Evidence: Analyze use of specialty promotions.

I.17.e: Evidence: Develop strategy for creating a special event.

I.17.f: Evidence: Set up cross-promotions.

I.18: Competency: Develop marketing/creative briefs to apprise staff and client of promotional strategy.

I.18.a: Evidence: Explain the use of advertising agencies.

I.19: Competency: Participate in company's community outreach involvement to foster a positive company image.

I.19.a: Evidence: Propose community issues for company involvement.

I.20: Competency: Employ visual merchandising techniques to increase interest in product offerings.

I.20.a: Evidence: Explain the use of visual merchandising in retailing.

I.20.b: Evidence: Distinguish between visual merchandising and display.

I.20.c: Evidence: Place merchandise for impact.

I.20.d: Evidence: Use cross-merchandising techniques.

I.21: Competency: Implement display techniques to attract customers and increase sales potential.

I.21.a: Evidence: Analyze types of display arrangements.

I.21.b: Evidence: Create and maintain displays.

I.22: Competency: Manage promotional activities to maximize return on promotional efforts.

I.22.a: Evidence: Develop promotional calendar.

I.22.b: Evidence: Plan/Schedule displays/themes with management.

I.22.c: Evidence: Plan promotional strategy (promotional objectives, budget, promotional mix, etc.).

J: Standard: Understands the concepts, strategies, and systems used to obtain and convey ideas and information.

J.1: Competency: Use communication skills to influence others.

J.1.a: Evidence: Persuade others.

Selling

K: Standard: Understands the techniques and strategies used to foster positive, ongoing relationships with customers.

K.1: Competency: Foster positive relationships with customers to enhance company image.

K.1.a: Evidence: Explain the nature of positive customer relations.

K.1.b: Evidence: Demonstrate a customer-service mindset.

K.1.c: Evidence: Explain management's role in customer relations.

K.2: Competency: Understand the nature of customer relationship management to show its contributions to a company.

K.2.a: Evidence: Explain the role of ethics in customer relationship management.

K.2.b: Evidence: Describe the use of technology in customer relationship management.

L: Standard: Understands tools, techniques, and strategies that affect a business's ability to plan, control, and organize an organization/department.

L.1: Competency: Utilize planning tools to guide organization's/department's activities.

L.1.a: Evidence: Explain external planning considerations.

M: Standard: Understands the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities.

M.1: Competency: Acquire a foundational knowledge of selling to understand its nature and scope.

M.1.a: Evidence: Explain the nature and scope of the selling function.

M.1.b: Evidence: Explain the role of customer service as a component of selling relationships.

M.1.c: Evidence: Explain key factors in building a clientele.

M.1.d: Evidence: Explain company selling policies.

M.1.e: Evidence: Compare and contrast selling and regulations and business ethics in selling.

M.2: Competency: Acquire product knowledge to communicate product benefits to ensure appropriateness of product for the customer.

M.2.a: Evidence: Acquire product information for use in selling.

M.2.b: Evidence: Analyze product information to identify product features and benefits.

M.3: Competency: Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.

M.3.a: Evidence: Explain the selling process.

M.3.b: Evidence: Discuss motivational theories that impact buying behavior.

M.4: Competency: Utilize sales-support activities to increase customer satisfaction.

M.4.a: Evidence: Provide service after the sale.

M.5: Competency: Understand sales activities to show command of their nature and scope in the professional sales environment.

M.5.a: Evidence: Explain the impact of sales cycles.

M.6: Competency: Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer.

M.6.a: Evidence: Differentiate between consumer and organizational buying behavior.

M.6.b: Evidence: Identify emerging trends.

M.7: Competency: Perform pre-sales activities to facilitate sales presentation.

M.7.a: Evidence: Explain the use of marketing-research information in professional selling.

M.7.b: Evidence: Prospect for customers.

M.7.c: Evidence: Qualify customers/clients.

M.7.d: Evidence: Conduct pre-visit research (e.g., customer's markets/ products, customer's competitors, and competitors' offerings).

M.7.e: Evidence: Determine sales strategies.

M.7.f: Evidence: Schedule appointments with prospective clients.

M.7.g: Evidence: Prepare sales presentation.

M.8: Competency: Employ sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.

M.8.a: Evidence: Establish relationship with client/customer.

M.9: Competency: Process the sale to complete the exchange.

M.9.a: Evidence: Process special orders.

M.9.b: Evidence: Process sales documentation.

M.10: Competency: Conduct post-sales follow-up activities to foster ongoing relationships with customers.

M.10.a: Evidence: Prepare sales reports.

M.10.b: Evidence: Gather customer/client feedback to improve service.

M.11: Competency: Plan sales activities to increase sales efficiency and effectiveness.

M.11.a: Evidence: Plan strategies for meeting sales quotas.

M.11.b: Evidence: Develop strategies to win back former customers.

M.11.c: Evidence: Establish sales terms.

M.11.d: Evidence: Prepare and implement sales plans.

M.12: Competency: Control sales activities to meet sales goals/objectives.

M.12.a: Evidence: Set sales quotas.

M.12.b: Evidence: Manage salesperson's underperformance.

M.12.c: Evidence: Design incentive programs.

M.13: Competency: Employ sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.

M.13.a: Evidence: Establish relationship with customer/client.

M.13.b: Evidence: Determine customer/client needs.

M.13.c: Evidence: Recommend specific product.

M.13.d: Evidence: Demonstrate good/service.

M.13.e: Evidence: Convert customer/client objections into selling points.

M.13.f: Evidence: Close the sale.

M.13.g: Evidence: Demonstrate suggestion selling.

M.13.h: Evidence: Collect payment from customer to complete customer transaction.

M.13.i: Evidence: Plan follow-up strategies for use in selling.

M.14: Competency: Control sales activities to meet sales goals/objectives.

M.14.a: Evidence: Analyze sales performance.

N: Standard: Understands the processes and systems implemented to monitor, plan, and control the day-to-day activities required for continued business functioning.

N.1: Competency: Prepare registers/terminals for sales operations.

N.1.a: Evidence: Prepare cash drawers/banks.

N.1.b: Evidence: Open/close register/terminal.

O: Standard: Understands the concepts, strategies, and systems used to obtain and convey ideas and information.

O.1: Competency: Apply verbal skills to obtain and convey information.

O.1.a: Evidence: Provide legitimate responses to inquiries.

O.1.b: Evidence: Defend ideas objectively.

O.2: Competency: Communicate effectively with customers to foster positive relationships that enhance company image.

O.2.a: Evidence: Respond to customer inquiries.

O.2.b: Evidence: Interpret business policies to customers/clients.

Pricing

P: Standard: Understands concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value.

P.1: Competency: Develop a foundational knowledge of pricing to understand its role in marketing.

P.1.a: Evidence: Explain the nature and scope of the pricing function.

P.1.b: Evidence: Describe the role of business ethics in pricing.

P.1.c: Evidence: Explain the use of technology in the pricing function.

P.1.d: Evidence: Explain legal considerations for pricing.

P.1.e: Evidence: Explain factors affecting pricing decisions.

P.2: Competency: Employ pricing strategies to set prices for marketing communications services.

P.2.a: Evidence: Explain pricing practices used in marketing communications.

P.2.b: Evidence: Discuss the nature of pricing models.

P.2.c: Evidence: Explain considerations in website pricing.

P.2.d: Evidence: Set price objectives for marketing communications services.

P.2.e: Evidence: Select pricing strategies.

- P.3: Competency:** Employ pricing strategies to determine optimal prices.
- P.3.a: Evidence:** Determine cost of product (breakeven, ROI, markup).
 - P.3.b: Evidence:** Calculate break-even point.
 - P.3.c: Evidence:** Establish pricing objectives.
 - P.3.d: Evidence:** Select pricing policies.
 - P.3.e: Evidence:** Determine discounts and allowances that can be used to adjust base prices.
 - P.3.f: Evidence:** Set prices.
 - P.3.g: Evidence:** Adjust prices to maximize profitability.

Product Service Management

Q: Standard: Understands the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities.

Q.1: Competency: Acquire a foundational knowledge of product/service management to understand its nature and scope.

- Q.1.a: Evidence:** Explain the nature and scope of the product/service management function.
- Q.1.b: Evidence:** Identify the impact of product life cycles on marketing decisions.
- Q.1.c: Evidence:** Describe the use of technology in the product/service management function.
- Q.1.d: Evidence:** Explain business ethics in product/service management.

Q.2: Competency: Generate product ideas to contribute to ongoing business success.

- Q.2.a: Evidence:** Identify product opportunities.
- Q.2.b: Evidence:** Identify methods/techniques to generate a product idea.
- Q.2.c: Evidence:** Generate product ideas.
- Q.2.d: Evidence:** Determine initial feasibility of product idea.

Q.3: Competency: Apply quality assurances to enhance product/service offerings.

- Q.3.a: Evidence:** Describe the uses of grades and standards in marketing.
- Q.3.b: Evidence:** Explain warranties and guarantees.
- Q.3.c: Evidence:** Identify consumer protection provisions of appropriate agencies.
- Q.3.d: Evidence:** Evaluate customer experience.

Q.4: Competency: Employ product-mix strategies to meet customer expectations.

- Q.4.a: Evidence:** Explain the concept of product mix.
- Q.4.b: Evidence:** Describe the nature of product bundling.
- Q.4.c: Evidence:** Identify product to fill customer need.
- Q.4.d: Evidence:** Plan product mix.

Q.5: Competency: Position products/services to acquire desired business image.

Q.5.a: Evidence: Describe factors used by marketers to position products/services.

Q.5.b: Evidence: Develop positioning concept for a new product idea.

Q.5.c: Evidence: Explain the nature of product/service branding.

Q.6: Competency: Position company to acquire desired business image.

Q.6.a: Evidence: Explain the nature of branding.

Q.6.b: Evidence: Describe factor used by businesses to position brands.

Q.6.c: Evidence: Develop strategies to position brands.

Q.7: Competency: Employ product-mix strategies to meet customer expectations.

Q.7.a: Evidence: Explain the nature of product extension in services marketing.

Q.7.b: Evidence: Identify product extensions that can be used in marketing communications.

Q.8: Competency: Utilize assortment-mix strategies to create maximum mix of products at minimum cost.

Q.8.a: Evidence: Determine quality of merchandise to offer.

Q.8.b: Evidence: Determine width and depth of assortment strategies.

Q.8.c: Evidence: Select mix of brands.

Q.8.d: Evidence: Plan merchandise assortment (e.g., styling, sizes, quantities, colors).

Q.8.e: Evidence: Identify new private brand opportunities.

Q.8.f: Evidence: Develop seasonal assortment strategies.

R: Standard: Understands the tools, techniques, and systems that businesses use to create, communicate, and deliver value to customers and to manage customer relationships in ways that benefit the organization and its stakeholders.

R.1: Competency: Understand company's unique competitive advantage to recognize what sets the company apart from its competitors.

R.1.a: Evidence: Identify company's unique competitive advantage.

R.1.b: Evidence: Identify internal and external service standards.

Career & Professional Development

S: Standard: Understands concepts, tools, and strategies used to explore, obtain, and develop in a business career.

S.1: Competency: Acquire information about the marketing communications industry to aid in making career choices.

S.1.a: Evidence: Describe traits important to the success of employees in the marketing communications.

S.1.b: Evidence: Describe employment opportunities in the marketing communications industry (structure, jobs in, structures in different size agencies, key departments in).

S.1.c: Evidence: Explain factors affecting the growth and development of the marketing communications industry.

S.1.d: Evidence: Discuss the economic and social effects of marketing communications.

S.1.e: Evidence: Analyze marketing communications careers to determine careers of interest.

S.2: Competency: Understand career opportunities in retailing to make career decisions.

S.1.a: Evidence: Identify career opportunities in retailing.

S.1.b: Evidence: Explain career opportunities in merchandising.

S.1.c: Evidence: Describe the role of merchandisers in retailing.

S.3: Competency: Acquire information about the sales industry to aid in making career choices.

S.1.a: Evidence: Explain the nature of professional selling.

S.1.b: Evidence: Explain employment opportunities in professional selling.

S.1.c: Evidence: Discuss the economic and social effects of professional selling.

Marketing Service Management

T: Standard: Understands the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities.

T.1: Competency: Assess product packaging to improve its function and to improve its brand recognition.

T.1.a: Evidence: Assess product-packaging requirements.

T.1.b: Evidence: Evaluate graphic design on packages.

T.1.c: Evidence: Evaluate adequacy of product packaging.

T.1.d: Evidence: Conduct reviews of product packaging.

T.2: Competency: Position products/services to acquire desired business image.

T.2.a: Evidence: Communicate core values of product/service.