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## Marketing Blueprint Information

Beginning in Fall 2016,

Year 1 will be taught and assessed using the 2016 Business Fundamentals.\*

Year 2 will be taught and assessed using the 2008 Marketing.\*

The 2008 Marketing curriculum will be retired July 1, 2017.\*

The 2016 Marketing curriculum will not be taught until Fall of 2017.

\*This assessment plan is subject to change based on funding and policy changes/updates. Information for test coordinators will be disseminated on the ordering process for the national certification by the Research and Curriculum Unit at Mississippi State University.

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# SEC – Marketing Blueprints

This document contains the blueprints for the concentration areas in secondary Marketing.

Course Code(s)	Test Code	Program Name	Supplemental Materials/Notes
992400, 992401, 992402	11441Y2-2008	Marketing	

Curriculum	Perkins Assessment 2016-17		Teacher Evaluation Pilot 2016-17			
	Y1 Post-Test	Y2 Post-Test	Y1 Baseline	Y1 Post-Test	Y2 Baseline	Y2 Post-Test
Marketing	See Business Fundamentals*	MS-CPAS2*	NA*	NA*	NA*	NA*

\* These assessments are subject to change based on funding and policy changes/updates. Information for test coordinators will be disseminated on the ordering process for the national certification by the Research and Curriculum Unit at Mississippi State University.



# MS-CPAS2 Blueprint Summary

**Assessment:** Marketing  
**Test Code:** 11441Y2-2008  
**CIP Code:** 521801  
**Course Codes:** 992400, 992401, 992402  
**Type:** CP

The MS-CPAS2 Blueprint Summary indicates the number of assessment questions related to each unit on the assessment and indicates the relative emphasis placed on each unit. All of the listed competencies will appear on the assessment, but because of the length of the assessment, not every competency will be equally represented in the assessment.

The MS-CPAS2 Blueprint Summary includes a variety of information, which is explained below:

Terms and Definitions	
<b>Assessment:</b>	This signifies the name of the assessment, which corresponds with the name of the pathway or program.
<b>CIP Code:</b>	Developed by the U.S. Department of Education's National Center for Education Statistics (NCES), CIP codes are a federal coding system utilized for assessment and reporting of fields of study and program completions activity tracking.
<b>Test Code:</b>	A unique code that serves to numerically identify a specific assessment
<b>DOK Levels:</b>	Based on Webb's Depth of Knowledge (DOK), this signifies the assessment item difficulty factor to be expected in each unit. The three levels are as follows: <i>1 = Recall and Reproduction, 2 = Skills and Concepts, 3 = Short-term Strategic Thinking</i> <b>Some postsecondary programs will not use DOK levels until the next revision.</b>
<b>Instructional</b>	The total number of hours assigned to a unit per the pathway's curriculum
<b>Total Items:</b>	The total number of items assigned to each unit on the assessment. It is calculated as follows: <i>(Unit Instructional Hours / Total Instructional Hours) * Total Active Items</i>
<b>Active Items:</b>	The number of items on the assessment that will be graded
<b>Field-test Items:</b>	The number of items that are being field-tested, or piloted, to determine their eligibility for inclusion as an Active Item on future assessments. These items are not graded and, thus, will not impact the student's final score.
<b>Total Assessed Items:</b>	The total number of items on the given assessment. It is calculated as follows: <i>Active Items + Field-test Items</i>

For more information regarding this MS-CPAS2 Blueprint Summary, please contact the Mississippi Assessment Center by phone at 1.866.901.7433 or by e-mail at [helpdesk@rcu.msstate.edu](mailto:helpdesk@rcu.msstate.edu).



Assessment: <b>Marketing</b> Test Code: <b>11441Y2-2008</b> CIP Code: <b>521801</b> Total Hours: <b>175</b>	DOK Level(s)			Instructional Hours	Total Items
	1	2	3		
<b>Unit 8: Introduction to Marketing</b>	1	2	3	25	11
1. Explain the role of marketing in everyday business functions. 2. Compare and contrast customer, client, and business behavior.					
<b>Unit 9: Pricing</b>	1	2	3	20	9
1. Explain the pricing function. 2. Explain the factors that affect pricing decisions and calculate prices.					
<b>Unit 10: Promotion</b>	1	2	3	35	16
1. Explain promotion as a marketing function. 2. Explain the role of advertising as part of a promotional mix. 3. Explain the role of sales promotion as part of a promotional mix. 4. Explain the role of publicity/public relations as part of a promotional mix.					
<b>Unit 11: Selling</b>	1	2		35	16
1. Explain the factors that impact the selling function. 2. Understand the need for development of product knowledge. 3. Explain the selling process, and demonstrate sales techniques. 4. Demonstrate support activities related to selling					
<b>Unit 12: Product/Service Management</b>	1	2	3	20	10
1. Demonstrate understanding of the nature and scope of the product/service management function. 2. Design a product/service mix. 3. Describe factors used by marketers to position a product, service, or business. 4. Evaluate the importance of quality assurances on product/service management.					
<b>Unit 13: Distribution</b>	1	2		20	9
1. Examine the distribution process. 2. Examine the process of warehousing and stock handling.					
<b>Unit 14: Marketing Planning</b>	1	2	3	20	9
1. Develop a marketing plan using marketing information. 2. Assess marketing strategies to improve return on marketing investment.					
<b>Active Items</b>					<b>80</b>
<b>Field-Test Items</b>					<b>20</b>
<b>TOTAL ASSESSED ITEMS</b>					<b>100</b>