



**OKLAHOMA**  
**CareerTech**

## Badge Details

<b>Name</b>	0558 – Marketing I
<b>Description</b>	Marketing I explores the seven core functions of marketing which include: Marketing Planning – why target market and industry affects businesses; Marketing-Information Management – why market research is important; Pricing – how prices maximize profit and affect the perceived value; Product/Service Management – why products live and die; Promotion – how to inform customers about products; Channel Management – how products reach the final user; and Selling – how to convince a customer that a product is the best choice. Students will utilize knowledge in hands on projects which may include: Conducting research, creating a promotional plan, pitching a sales presentation, and introducing an idea for a new product/service.

<p><b>Criteria</b></p>	<p><b><i>Candidates receiving this certification will take an exam with the following criteria:</i></b></p> <p>This exam consists of 44 questions</p> <ol style="list-style-type: none"><li>1. Basics of Marketing 14%</li><li>2. Understanding the Current Market 23%</li><li>3. Business Decisions 8%</li><li>4. Adjusting Prices to Profit 7%</li><li>5. Concepts of Product or Service Mix 12%</li><li>6. Communication about Products 16%</li><li>7. Channel Members and Product Transport 8%</li><li>8. Client Needs and Communication 12%</li></ol>
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