

Learning Goals and Scales
2016-2017

Rigorous Learning Goal/Scale

| Course: Unit 4 | Honors Marketing (Ch 16,17) |
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| <p>Score 4</p> <p>Additional Success with the complex content and concepts—inferences, novel applications</p> | <p>In addition to score 3.0 performance, the student demonstrates in-depth inferences and applications that go beyond what was taught.</p> <ul style="list-style-type: none"> • Student makes no major errors or omissions regarding the score 4 content |
| <p>Score 3</p> <p>Mastery of complex content and concepts of learning goal</p> | <p>TARGET LEARNING GOAL: The student will be able to understand the importance of the promotional mix to organizations, marketers and consumers.</p> <ul style="list-style-type: none"> • Describe how marketers use promotional mix to achieve their firm’s objectives • Analyze the promotional mix elements using the AIDA concept • Explain how to measure the effectiveness of promotional efforts • Define promotion and how each promotional objective involves targeting customers • Explain the role of ethical behavior in personal selling and how it relates to promotional strategies <p>Student makes no major errors or omissions regarding the score 3 content</p> |
| <p>Score 2</p> <p>Success with simpler content—vocabulary, foundational skills</p> | <p>The student will recognize or recall specific vocabulary or basic content, such as:</p> <ul style="list-style-type: none"> • Promotion, marketing communications, integrated marketing communications, AIDA concept, promotional mix, non-personal and personal selling, advertising, sales promotion direct marketing, public relations, guerilla marketing, sponsorships, relationship selling, commission, telemarketing, sampling <p>The student will perform basic skills or process, such as:</p> <ul style="list-style-type: none"> • Describe integrated marketing communications • Chart comparisons of websites and how the promotional mix is used • Identify components that make up the promotional mix • List promotional tools as part of the online marketing strategies • Describe the AIDA concept • Describe advertising media • List factors that influence the effectiveness of a promotional mix • Outline the seven steps in the sales process • Explain personal selling <p>Student makes no major errors or omissions regarding the score 2 content</p> |
| <p>Score 1</p> <p>Partial success with help</p> | <p>With help, student achieves partial success at score 2 content and/or score 3 content</p> |
| <p>Score 0 -no success even with help</p> | <p>Even with help, no success</p> |