

## **FRESHMAN ONLY EVENT**

### **PRINCIPLES OF MARKETING EVENT**

#### **INSTRUCTIONAL AREA**

Emotional Intelligence

#### **PERFORMANCE INDICATORS**

1. Explain the need for professional and ethical standards in marketing.
2. Explain the nature of marketing management.
3. Explain the nature of channel-member relationships.
4. Discuss internal and external audiences for public relations activities.
5. Explain consequences of unprofessional and/or unethical behavior in marketing.

**DESCRIPTION:** Knowledge of problem solving strategies

#### **INSTRUCTIONAL AREA**

Economics

#### **PERFORMANCE INDICATORS**

1. Distinguish between economic goods and services.
2. Determine economic utilities created by business activities.
3. Explain the role of business in society.
4. Explain the concept of economic resources.

**DESCRIPTION:** Knowledge of economic concepts that affect business activities