



AUBURN • CHARLTON • DUDLEY • NORTH BROOKFIELD • OXFORD • PAXTON  
 RUTLAND • SOUTHBRIDGE • SPENCER • WEBSTER  
**Southern Worcester County Regional Vocational School District**  
**BAY PATH REGIONAL VOCATIONAL TECHNICAL HIGH SCHOOL**  
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**Curriculum Coordinator**

VBC.MARK.2.G.01	G:Channel Management	Demonstrate foundational knowledge of channel management.
VBC.MARK.2.G.01.01	G:Channel Management	Explain the concept of channel of distribution.
VBC.MARK.2.G.01.02	G:Channel Management	Compare channels of distribution for consumer and industrial products.
VBC.MARK.2.G.01.03	G:Channel Management	Describe the nature and scope of physical distribution.
VBC.MARK.2.G.01.04	G:Channel Management	Explain the effect of the internet on distribution planning.
VBC.MARK.2.G.02	G:Channel Management	Manage channel activities to minimize costs and to determine distribution strategies.
VBC.MARK.2.G.02.01	G:Channel Management	Identify transportation systems and services that move products from manufacturers to consumers.
VBC.MARK.2.G.02.02	G:Channel Management	Demonstrate effective practices of receiving, handling and shipping merchandise.
VBC.MARK.2.G.02.03	G:Channel Management	Explain the difference between storage and distribution of perishable and non-perishable goods.
VBC.MARK.2.G.02.04	G:Channel Management	Demonstrate inventory management strategies.
VBC.MARK.2.H.01	H:Promotion	Demonstrate an understanding of the role of promotion in business and marketing.
VBC.MARK.2.H.01.01	H:Promotion	Explain ways a company or organization can market itself, including choosing a name, designing logos and promotional materials, advertising and the importance of word-of-mouth.
VBC.MARK.2.H.01.02	H:Promotion	Describe elements of a promotional mix.
VBC.MARK.2.H.01.03	H:Promotion	Identify both traditional and current technology-based promotional tools.
VBC.MARK.2.H.01.04	H:Promotion	Develop a cost-benefit analysis of a promotional plan.
VBC.MARK.2.H.02	H:Promotion	Differentiate between paid and unpaid forms of promotional communications with targeted audiences.
VBC.MARK.2.H.02.01	H:Promotion	Explain the concept and purpose of advertising in the promotional mix.
VBC.MARK.2.H.02.02	H:Promotion	Identify the different types of advertising media.
VBC.MARK.2.H.02.03	H:Promotion	Describe the planning and selection of media.
VBC.MARK.2.H.02.04	H:Promotion	Explain the use of public relations activities to communicate with targeted audiences.
VBC.MARK.2.H.02.05	H:Promotion	Distinguish between public relations and publicity.
VBC.MARK.2.L.01	L:Pricing	Develop foundational knowledge of pricing in marketing.
VBC.MARK.2.L.01.01	L:Pricing	Distinguish between price and non-price competition.
VBC.MARK.2.L.01.02	L:Pricing	Define profit and markup.
VBC.MARK.2.L.01.03	L:Pricing	Distinguish between cost and selling price.
VBC.MARK.2.L.01.04	L:Pricing	Analyze cost of goods sold (COGS) role in pricing.
VBC.MARK.2.L.01.05	L:Pricing	Analyze economics of one unit's role in pricing.
VBC.MARK.2.L.01.06	L:Pricing	Explain return on investment.
VBC.MARK.2.L.01.07	L:Pricing	Name three pricing methods used to establish a base price.
VBC.MARK.2.L.01.08	L:Pricing	Compare and contrast cost-oriented, demand-oriented and competition-oriented pricing methods.
VBC.MARK.2.L.01.09	L:Pricing	Explain legal consideration for pricing.