

# Marketing Innovation Certification

## Exam Objectives

The Junior Achievement Marketing Innovation Certification courseware is written to the following Exam Objectives:

### Domain 1.1: Fundamentals of Marketing Innovation Module

- 1.1.1 Identify characteristics commonly associated with successful entrepreneurs.
- 1.1.2 Define innovation and explain its role in business growth and competitive advantage.
- 1.1.3 Differentiate between creativity and innovation in business environments.
- 1.1.4 Identify indicators of creativity and innovation in organizations.
- 1.1.5 Describe generative thinking and its role in idea development.
- 1.1.6 Explain the importance of experimentation when developing new ideas.
- 1.1.7 Describe the use of a 2x2 matrix to evaluate business or marketing ideas.
- 1.1.8 Define customer personas and explain their role in understanding target customers.
- 1.1.9 Describe the stages of the design thinking process.
- 1.1.10 Differentiate between divergent and convergent thinking.
- 1.1.11 Describe brainstorming techniques used to generate innovative ideas.
- 1.1.12 Explain the purpose of creating prototypes when developing products or services.
- 1.1.13 Identify indicators of critical and analytical thinking.
- 1.1.14 Apply objective analysis to evaluate information and business scenarios.
- 1.1.15 Explain how inferences are made from available data.
- 1.1.16 Describe the purpose of decision trees in decision making.
- 1.1.17 Identify steps in the data collection process.
- 1.1.18 Evaluate potential solutions based on feasibility and effectiveness.
- 1.1.19 Describe the importance of interpersonal skills in professional environments.
- 1.1.20 Identify stakeholders and explain their role in business decisions.
- 1.1.21 Explain how surveys can be used to gather customer insights.
- 1.1.22 Describe factors that influence the customer experience.
- 1.1.23 Identify indicators of effective collaboration.
- 1.1.24 Describe leadership behaviors that support team success.
- 1.1.25 Explain techniques used to promote conflict resolution in teams.
- 1.1.26 Describe the purpose of collaboration maps.
- 1.1.27 Explain how cascading goals align team activities with organizational objectives.
- 1.1.28 Identify indicators of engaging communication.
- 1.1.29 Describe strategies for communicating with confidence.
- 1.1.30 Explain the components of the communication model.
- 1.1.31 Identify steps involved in developing a brand.
- 1.1.32 Recognize the role of non-verbal communication in professional interactions.
- 1.1.33 Apply conventions of language in professional communication.
- 1.1.34 Identify indicators of self-direction.
- 1.1.35 Explain the importance of goal setting.
- 1.1.36 Describe achievement orientation and its impact on performance.
- 1.1.37 Apply the SMART framework to develop effective goals.
- 1.1.38 Conduct a SWOT analysis to evaluate strengths, weaknesses, opportunities and threats.

### Domain 1.2: Marketing Innovation Application Modules

- 1.2.1 Identify methods used to evaluate new marketing ideas and business opportunities.
- 1.2.2 Describe how market research supports entrepreneurial decision making.
- 1.2.3 Explain the role of customer insights in product and service development.
- 1.2.4 Identify factors that influence the success or failure of startups.
- 1.2.5 Describe how innovation concepts are applied when developing marketing strategies.

### **Domain 1.3: Generating a Marketing Idea**

- 1.3.1 Describe the stages of the design thinking process.
- 1.3.2 Explain how the empathize stage identifies customer needs.
- 1.3.3 Define problems during the define stage of design thinking.
- 1.3.4 Generate potential solutions during the ideate stage.
- 1.3.5 Develop prototypes to test potential solutions.
- 1.3.6 Evaluate ideas through testing and feedback.
- 1.3.7 Identify common sources of startup ideas.
- 1.3.8 Apply techniques used to vet startup ideas.
- 1.3.9 Describe methods entrepreneurs use to collect market data.
- 1.3.10 Describe the purpose of a growth plan.
- 1.3.11 Identify key components of a management team profile.
- 1.3.12 Describe the purpose of a market or consumer overview.
- 1.3.13 Describe the purpose of a product or service overview.
- 1.3.14 Identify elements used to evaluate customer value.
- 1.3.15 Identify common causes of startup failure.

### **Domain 1.4: Creating a Business Plan**

- 1.4.1 Describe the purpose and structure of a business plan.
- 1.4.2 Identify key components of an executive summary.
- 1.4.3 Conduct a market needs assessment.
- 1.4.4 Describe operations and management planning.
- 1.4.5 Identify the components of a staffing plan.
- 1.4.6 Interpret a balance sheet.
- 1.4.7 Interpret a cash flow statement.
- 1.4.8 Differentiate between fixed costs and variable costs.
- 1.4.9 Identify common startup costs.
- 1.4.10 Identify sources of funding for new ventures.
- 1.4.11 Conduct a competitive analysis.
- 1.4.12 Identify different types of competitive advantage.
- 1.4.13 Describe common pricing strategies.
- 1.4.14 Explain producer pricing.
- 1.4.15 Explain penetration pricing.
- 1.4.16 Explain price skimming.
- 1.4.17 Apply the profit equation to evaluate business performance.
- 1.4.18 Define liquidation in a business context.
- 1.4.19 Identify ethical considerations in business decisions.

### **Domain 1.5: Launching a Marketing Start-up**

- 1.5.1 Develop vision statements for organizations.
- 1.5.2 Develop mission statements for organizations.
- 1.5.3 Identify strategic focus areas for business growth.
- 1.5.4 Describe major business structural roles.
- 1.5.5 Apply SMART goals in organizational planning.
- 1.5.6 Conduct a PEST analysis.
- 1.5.7 Identify sources of venture capital.
- 1.5.8 Estimate startup capital requirements and costs.
- 1.5.9 Describe supply chain concepts.
- 1.5.10 Identify sources of revenue.
- 1.5.11 Explain the role of accounting in business operations.
- 1.5.12 Apply pricing strategies in marketing plans.
- 1.5.13 Develop sales strategies.
- 1.5.14 Describe promotional strategies.
- 1.5.15 Explain the concept of product placement.
- 1.5.16 Identify tax considerations for businesses.
- 1.5.17 Describe the importance of maintaining accurate records.
- 1.5.18 Identify common business risks.
- 1.5.19 Differentiate between pivoting and persevering in business strategy.
- 1.5.20 Apply ethical principles in business operations.