



Goodheart-Willcox Publisher

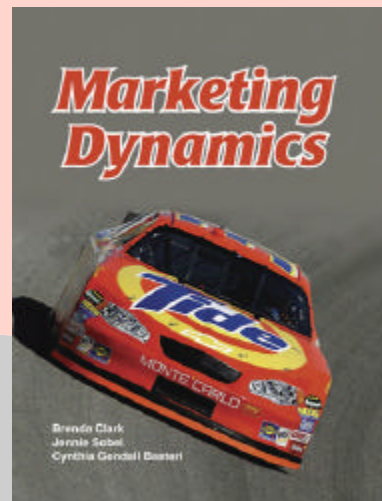
2005 Georgia State-Approved Textbook Correlations

**Subject Area: Business Management; Business Administration;
Marketing Distribution; Business, Marketing, And Information
Management (Grades 6-12)**

Course # 08.47400

Course Title: Marketing Principles

***Marketing Dynamics* © 2006**



www.g-w.com

Format for Correlation to Georgia Quality Core Curriculum

Subject Area: Marketing Management **State-Funded Course:** Marketing Management Core Skills

Textbook Title: Marketing Dynamics © 2006

Publisher: The Goodheart-Willcox Co., Inc.

Objective (Cite Number)	Component Strand/Course Content Standard	Where Taught (If print component, cite page number; if non-print, cite appropriate location.)
1	Basic Skills Locate, understand, and interpret written information in a variety of formats, including such documents as manuals, graphs, reports, and schedules.	113-123 Each review at the end of the chapter has two sections that require students to locate, understand, and interpret information: "Explore Careers" and "Connect to the Internet."
2	Basic Skills Communicate thoughts, ideas, information, and messages in writing and technologically, and create documents such as letters, directions, manuals, reports, graphs, and flowcharts.	455-459, 509-512, 668-686 Workbook Activities: 1C, 10C, 13C, 19C, 25C, 35C
3	Basic Skills Perform and apply numerical concepts and calculations, and solve problems by choosing appropriately from a variety of mathematical techniques using mental, manual, and technological methods.	112-125 Workbook Activities: One math activity for each of the 52 chapters
4	Basic Skills Receive, interpret, and respond to verbal and nonverbal messages in a manner appropriate to a given situation.	442-467
5	Basic Skills Organize ideas and communicate orally in a clear, concise, and courteous manner.	670-688
6	Thinking Skills	

Format for Correlation to Georgia Quality Core Curriculum

Subject Area: Marketing Management **State-Funded Course:** Marketing Management Core Skills

Textbook Title: Marketing Dynamics © 2006

Publisher: The Goodheart-Willcox Co., Inc.

	Specify goals, objectives, constraints, and supporting factors.	635-638
7	Thinking Skills Identify problems, alternative solutions, consequences of alternative solutions, and use appropriate techniques to resolve given problems.	69-71, 242-245
8	Thinking Skills Implement a plan of action making modifications as needed to achieve stated objectives.	494-497, 638, 663-664
9	Thinking Skills Use effective learning techniques to acquire and apply new knowledge and skills.	668-673
10	Personal Qualities Assess self accurately, set personal goals, monitor progress, and exhibit self-control.	683-644, 718--722
11	Personal Qualities Choose ethical courses of action.	65-77, 524-526, 614-615
12	Personal Qualities Take initiative to accomplish tasks in a timely manner.	721
13	Personal Qualities Exert a high level of effort and persevere towards goal attainment.	732-736

Format for Correlation to Georgia Quality Core Curriculum

Subject Area: Marketing Management **State-Funded Course:** Marketing Management Core Skills

Textbook Title: Marketing Dynamics © 2006

Publisher: The Goodheart-Willcox Co., Inc.

14	Personal Qualities Demonstrate adaptability, dependability, and responsibility and such social behaviors as tolerance, honesty, empathy, and courtesy.	711-724
15	Interpersonal Skills Participate and interact as a team member and leader.	713-718
16	Interpersonal Skills Share knowledge and skills with others.	713-718
17	Interpersonal Skills Perform effectively in various environments with people of different ages, genders, cultures, socioeconomic backgrounds, attitudes, and abilities.	168-177, 442-462, 712-713
18	Interpersonal Skills Work to satisfy customer/client expectations.	617-631
19	Interpersonal Skills Use strategies appropriate to a given situation to prevent and resolve conflicts.	594-597, 624-627, 715-716
20	Resources Select goal-relevant activities, prioritize them, manage time, and prepare and follow schedules.	643-640, 722-724
21	Resources Use or prepare budgets, make projections, keep records, and	394, 613

Format for Correlation to Georgia Quality Core Curriculum

Subject Area: Marketing Management **State-Funded Course:** Marketing Management Core Skills

Textbook Title: Marketing Dynamics © 2006

Publisher: The Goodheart-Willcox Co., Inc.

	make adjustments to meet objectives.	
22	Resources Acquire, store, allocate, and use materials and space efficiently.	291-297, 354-361
23	Technology Prevent, identify, or solve problems with technical or electronic equipment.	
24	Technology Operate and maintain technical equipment and the work environment safely following applicable industry regulations and guidelines.	402--410, 682-683
25	Technology Utilize a variety of technologies.	365-383, 544-559, 682-683
26	Business Aspects Demonstrate understanding of basic economic concepts and how they are applied in business functions and activities.	31-41, 80-181
27	Business Aspects Identify forms of business ownership.	36-37, 736-744
28	Business Aspects Demonstrate understanding of the scope of a business, its place within an industry, and the interrelationship of its parts.	31-41
29	Business Aspects	

Format for Correlation to Georgia Quality Core Curriculum

Subject Area: Marketing Management **State-Funded Course:** Marketing Management Core Skills

Textbook Title: Marketing Dynamics © 2006

Publisher: The Goodheart-Willcox Co., Inc.

	Demonstrate understanding of the individual’s role, responsibilities, and relationships in the organizational structure of a business.	649-651
30	Business Aspects Maintain safety, health, and environmental standards, and address ergonomic concerns.	406-410
31	Career Development Make potential career decisions based upon interests, abilities, and values and formulate appropriate plans to reach career goals.	634-667
32	Career Development Demonstrate understanding of the relationship between educational achievement and career planning and how career choices impact family patterns and lifestyle.	648-667, 727-728
33	Career Development Demonstrate effective skills for seeking and securing employment.	689-710
34	Career Development Demonstrate understanding of education and career development as a lifelong learning process that requires preparation for change.	638-640, 725-727

Format for Correlation to Georgia Quality Core Curriculum

Subject Area: Marketing **State-Funded Course:** 08.47400 Marketing Principles

Textbook Title: Marketing Dynamics © 2006

Publisher: The Goodheart-Willcox Co., Inc.

Objective (Cite Number)	Component Strand/Course Content Standard	Where Taught (If print component, cite page number; if non-print, cite appropriate location.)
35	Economics in Marketing Analyze the economic process as it relates to marketing.	102-111
36	Economics in Marketing Explain basic economic concepts and describe the impact of economics on marketing.	80-165
37	Economics in Marketing Identify the major types of economic resources and explain the importance of each to marketing.	82-87
38	Economics in Marketing Analyze the types of economic utilities (e.g., form, time, place, possession, and information) and their effect on production.	42-44
39	Economics in Marketing Cite examples of various economic systems and the effects on what will be produced, how it will be produced and for whom it will be produced.	91-101
40	Economics in Marketing Identify how traditional, command, market, and mixed economic systems affect private ownership and the role of government.	92-99, 136-146

Format for Correlation to Georgia Quality Core Curriculum

Subject Area: Marketing **State-Funded Course:** 08.47400 Marketing Principles

Textbook Title: Marketing Dynamics © 2006

Publisher: The Goodheart-Willcox Co., Inc.

41	Economics in Marketing Identify various measurements used to analyze an economy and how they relate to the marketing process.	112-126
42	Economics in Marketing Calculate the measurement productivity, and identify the components of Gross Domestic Product (GDP) calculations.	107-108, 113-117
43	Economics in Marketing Explain why the GDP has continued to grow.	116-117
44	Economics in Marketing Prepare and deliver a presentation relating to productivity, gross national produce (GNP), gross domestic product (GDP), standard of living, inflation, consumer price index (CPI), and business cycles to a successful economy.	112-135
45	Marketing Concepts Analyze the benefits of marketing in relation to our economy.	39, 42-50
46	Marketing Concepts Examine marketing functions and related activities.	46-48
47	Marketing Concepts Compare and contrast the effects of marketing activities.	20-26, 46-48
48	Marketing Concepts Categorize activities for each marketing function.	20-26, 46-48

Format for Correlation to Georgia Quality Core Curriculum

Subject Area: Marketing **State-Funded Course:** 08.47400 Marketing Principles

Textbook Title: Marketing Dynamics © 2006

Publisher: The Goodheart-Willcox Co., Inc.

49	Marketing Concepts Analyze and identify elements of the marketing mix.	20-26, 184-185
50	Marketing Concepts Demonstrate knowledge of the concept of “market segmentation” by selecting a market for a product.	58-61, 182-204
51	Marketing Concepts Distinguish the characteristics of various markets.	58-61, 182-204
52	Marketing Concepts Distinguish among geographic, demographic, psychographic and behavioral segmentation for a given product.	193-204
53	Marketing Concepts Select a product for a specific market.	58-61, 185-190
54	Marketing Concepts Predict the market for a specific product using the market share factor.	228-230
55	Marketing Concepts Relate the marketing concept to customers needs and wants.	44-46, 48
56	Marketing Concepts Develop a marketing strategy for a hypothetical business.	61, 183, 747-748
57	Marketing and Business	

Format for Correlation to Georgia Quality Core Curriculum

Subject Area: Marketing **State-Funded Course:** 08.47400 Marketing Principles

Textbook Title: Marketing Dynamics © 2006

Publisher: The Goodheart-Willcox Co., Inc.

	Analyze the primary functions of business.	38-39
58	Marketing and Business Describe the role of marketing in various types of businesses.	39, 42-46
59	Marketing and Business Explain the major functions of managing the marketing process.	46-48, 650
60	Marketing and Business Relate the role of stockholders to management policies.	
61	Marketing and Business Demonstrate an understanding of trends and developments in marketing.	242, 244
62	Marketing and Business Discuss ethical issues in business as they relate to marketing.	65-77
63	Distribution and Logistics Identify channels of distribution and factors that influence the length/width of each channel.	322-326
64	Distribution and Logistics Trace the channels of distribution for selected products.	322-326
65	Distribution and Logistics Select an appropriate physical distribution method for a given product.	334-348

Format for Correlation to Georgia Quality Core Curriculum

Subject Area: Marketing **State-Funded Course:** 08.47400 Marketing Principles

Textbook Title: Marketing Dynamics © 2006

Publisher: The Goodheart-Willcox Co., Inc.

66	Distribution and Business Explain the marketing functions of transportation and storage.	334-348
67	Distribution and Business Interpret common buying and shipping terms.	334-364
68	Distribution and Logistics Explain the receiving process for a specific product at a retail and wholesale business.	352-355
69	Distribution and Logistics Compare and contrast manual and computerize inventory control systems.	355-357
70	Distribution and Logistics Analyze how distribution affects the cost of products.	342-345
71	Distribution and Logistics Identify the distinguishing characteristics of retailers, wholesalers, agents, and brokers.	322-326
72	Finance in Marketing Explain the nature and scope of finance in marketing.	46
73	Finance in Marketing Describe the difference between business finance and customer credit.	46, 607-608

Format for Correlation to Georgia Quality Core Curriculum

Subject Area: Marketing **State-Funded Course:** 08.47400 Marketing Principles

Textbook Title: Marketing Dynamics © 2006

Publisher: The Goodheart-Willcox Co., Inc.

74	Finance in Marketing Solve simple and compound interest problems, and compute discounts, sales tax, and credit charges related to financial transactions.	Workbook activities: 11c, 32c, 36c, 42c, 45c, 46c, 50c, 51c, 52c
75	Finance in Marketing Identify the types and purposes of credit.	606-608
76	Finance in Marketing Describe the various types of financial records that should be analyzed in making marketing decisions.	386-393
77	Finance in Marketing Relate profit, cash flow, and sales to the financial plan.	107-108, 394-395, 417-418
78	Finance in Marketing Develop a financial plan for a small retail business.	394-395, 748
79	Marketing Research Defend the role of marketing information in the success of a business.	235-247
80	Marketing Research Describe the types of marketing research (advertising, product, market, and sales).	237
81	Marketing Research Trace the steps in designing and conducting research.	237-243

Format for Correlation to Georgia Quality Core Curriculum

Subject Area: Marketing **State-Funded Course:** 08.47400 Marketing Principles

Textbook Title: Marketing Dynamics © 2006

Publisher: The Goodheart-Willcox Co., Inc.

82	Marketing Research Contrast the differences in primary and secondary data.	237-242
83	Marketing Research Define methods used to collect primary and secondary data.	237-242
84	Marketing Research Demonstrate knowledge of the terms population, sample, bias, and error.	
85	Marketing Research Conduct a survey for the high school population and evaluate the results.	243
86	Marketing Research Relate trends and limitations in marketing research.	243-245
87	Product and Service Pricing Explain the nature and scope of pricing.	414-416
88	Product and Service Pricing Distinguish between market share and market position.	228-231
89	Product and Service Pricing Calculate the dollar and percentage markup used for cost and retail.	
90	Product and Service Pricing Calculate markdowns, sales prices, and discounts in dollars and	Workbook Activities: 32C, 42C

Format for Correlation to Georgia Quality Core Curriculum

Subject Area: Marketing **State-Funded Course:** 08.47400 Marketing Principles

Textbook Title: Marketing Dynamics © 2006

Publisher: The Goodheart-Willcox Co., Inc.

	percentages.	
91	Product and Service Pricing Identify key price mix strategies.	429-433
92	Product and Service Pricing Explain pricing policies in relation to product life cycle.	421
93	Product/Service Development and Planning Analyze the purpose of product/service planning in marketing.	276-288
94	Product/Service Development and Planning Examine how businesses determine products/services to produce and sell.	235-247
95	Product/Service Development and Planning Detail the procedure of positioning products/services.	268-269, 491-492
96	Product/Service Development and Planning Identify key product mix strategies and explain the significance of brands in product planning.	262-288
97	Product/Service Development and Planning Explain the significance of brand names in product planning.	263, 458
98	Product and Service Selling Explain the purpose and importance of personal selling.	562-563
99	Product and Service Selling	

Format for Correlation to Georgia Quality Core Curriculum

Subject Area: Marketing **State-Funded Course:** 08.47400 Marketing Principles

Textbook Title: Marketing Dynamics © 2006

Publisher: The Goodheart-Willcox Co., Inc.

	Perform mathematical calculations involved in preparing and closing a cash drawer.	
100	Product and Service Selling Demonstrate customer-service techniques.	619-631
101	Product and Service Selling Open a sales presentation using a greeting, merchandise, and service approach.	578-580
102	Product and Service Selling Question the customer for information.	580-584
103	Product and Service Selling Address the needs of individual customers by engaging in consultative selling.	592-594
104	Product and Service Selling Use buying motives as the basis for a sales presentation.	205-210
105	Product and Service Selling Demonstrate product features.	594
106	Product and Service Selling Suggest product substitutes.	590-592
107	Product and Service Selling Facilitate customer-buying decisions.	592-597, 601-609

Format for Correlation to Georgia Quality Core Curriculum

Subject Area: Marketing **State-Funded Course:** 08.47400 Marketing Principles

Textbook Title: Marketing Dynamics © 2006

Publisher: The Goodheart-Willcox Co., Inc.

108	Product and Service Selling Handle customer/client objections.	595-597
109	Product and Service Selling Close the sale.	601-618
110	Product and Service Selling Demonstrate suggestion selling.	592
111	Product and Service Selling Deliver a training process for new sales representatives on consultative selling.	
112	Product and Service Selling Handle cash payments and process checks or credit cards as payment for a sale.	606-612
113	Product and Service Selling Determine ethical standards for sales representatives who work on commission sales.	71, 614-615
114	Product and Service Promotion Explain the purposes of promotion.	468-471
115	Product and Service Promotion Identify the types of promotion including personal selling, advertising, visual merchandising, public relations, and direct sales.	473-481

Format for Correlation to Georgia Quality Core Curriculum

Subject Area: Marketing **State-Funded Course:** 08.47400 Marketing Principles

Textbook Title: Marketing Dynamics © 2006

Publisher: The Goodheart-Willcox Co., Inc.

116	Product and Service Promotion Develop a product promotion.	485-516
117	Product and Service Promotion Define promotional mix and promotional mix strategies.	485-499
118	Product and Service Promotion Identify the types of advertising media and media costs.	503-507, 517-522
119	Product and Service Promotion Define cooperative advertising.	
120	Product and Service Promotion Develop an advertising layout or storyboard.	507-512
121	Product and Service Promotion Identify the elements of visual merchandising.	530-535, 539-542
122	Product and Service Promotion Design and erect a visual display.	535-538
123	Product and Service Promotion Distinguish between publicity and public relations.	479-480
124	Product and Service Promotion Develop a publicity release.	
125	Product and Service Promotion	

Format for Correlation to Georgia Quality Core Curriculum

Subject Area: Marketing **State-Funded Course:** 08.47400 Marketing Principles

Textbook Title: Marketing Dynamics © 2006

Publisher: The Goodheart-Willcox Co., Inc.

<p>126</p>	<p>Analyze the impact of media on the public.</p> <p>Product and Service Promotion Determine the legalities and ethics of what can and cannot be said in promoting/advertising a product or service.</p>	<p>503-57, 517-524</p> <p>524-526</p>
------------	--	---------------------------------------