

**GOODHEART-WILLCOX PUBLISHER  
CORRELATION TO THE MISSISSIPPI CURRICULUM FRAMEWORKS**

**Instructional Category – Marketing Education  
Course – Marketing Management Technology I (CIP 08.0705)  
Grades 9-12**

**TITLE: *Marketing Dynamics* © 2006**

<b>1. Identify school and program policies and procedures related to Marketing.</b>		
	<b>Pupil Edition Page References</b>	<b>Teacher Edition Page References</b>
a. Preview the school handbook and all safety procedures for classroom level and building level.		404, 405–410
b. Preview course objectives and program policies.		398, 408, 409
<b>2. Discuss educational, occupational, and leadership opportunities.</b>		
	<b>Pupil Edition Page References</b>	<b>Teacher Edition Page References</b>
a. Identify and describe educational opportunities available in Marketing.		26, 27, 638, 649, 650, 656–663, 731–750
b. Identify and describe occupational opportunities available in Marketing.		26, 27, 658–661, 714, 715
c. Identify and describe leadership opportunities available from student youth organizations (DECA).		715, 726
<b>3. Analyze safety concerns in the marketing classroom/lab and business/industry setting.</b>		
	<b>Pupil Edition Page References</b>	<b>Teacher Edition Page References</b>

<b>4. Explain the nature of effective verbal communication.</b>		
	<b>Pupil Edition Page References</b>	<b>Teacher Edition Page References</b>
a. Describe the six primary elements of communication.		454–460, 462
b. Practice listening skills.		583, 584, 670–673
c. Describe blocks to listening.		450, 451
d. Practice oral communication skills in a businesslike manner in a variety of situations.		454–459, 670–681
e. Introduce PowerPoint software or other presentation software.		682, 683
<b>5. Explain the nature of effective nonverbal communication.</b>		
	<b>Pupil Edition Page References</b>	<b>Teacher Edition Page References</b>
a. Define nonverbal communication.		459–464, 683–686
b. Demonstrate effective body language.		461–462, 683–684
<b>6. Conduct a job search.</b>		
	<b>Pupil Edition Page References</b>	<b>Teacher Edition Page References</b>
a. Identify sources of employment information, including networking, cooperative education and work experience programs, newspapers, Internet searches, employment agencies (public and private), and company personnel offices.		366, 640, 653, 656, 692–693, 724
b. Discuss two ways to contact job leads.		638, 649–656, 663, 664
c. Participate in a job interview.		238, 702–707
<b>7. Prepare written forms necessary for marketing and job acquisition/resignation.</b>		
	<b>Pupil Edition Page References</b>	<b>Teacher Edition Page References</b>
a. Write a letter of application.		653, 689–700

b. Write a cover letter.		699–700
c. Prepare or update a personal data sheet and a resume.		698–699
d. Complete a job application form.		698
e. Prepare a follow-up letter.		612–613
f. Submit a letter of resignation.		727
g. Review and apply written skills in marketing.		507–510, 674–680
<b>8. Define and analyze the marketing process in relation to modern society.</b>		
	<b>Pupil Edition Page References</b>	<b>Teacher Edition Page References</b>
a. Categorize marketing functions/activities.		17–27, 46, 47
b. Categorize items that are marketed.		47, 418
c. Explain the elements of the marketing concept.		44–46
d. Describe production activities.		38, 283, 284, 289–299
e. Explain the nature of channels of distribution.		322–326
f. Describe factors of production, including land, labor, capital, and entrepreneurship.		83, 84–87, 731–750
g. Differentiate between types of utilities.		42–44
h. Explain the concept of market and market identification.		46, 47, 51, 52, 112–123, 228–229
<b>9. Introduce economic fundamentals.</b>		
	<b>Pupil Edition Page References</b>	<b>Teacher Edition Page References</b>
a. Describe types of economic systems.		82, 91–99
b. Discuss the advantages and disadvantages of economic systems.		93, 94
c. Comprehend the concept of supply and demand.		104–106, 421–424
d. Compare the types of competition, including direct and indirect and price and nonprice.		108, 227, 228, 230–232
e. Describe benefits of competition.		224, 227, 228–232
f. Describe types of business ownership.		736–741
g. Define and demonstrate the profit motive.		107

<b>10. Define terms associated with selling.</b>		
	<b>Pupil Edition Page References</b>	<b>Teacher Edition Page References</b>
a. List goals of selling.		562–571
b. Explain feature benefit selling.		591
c. Identify sources of product information.		20–22, 250–259
d. Discuss customer buying motives and how customers make buying decisions.		205–208, 220
e. Research careers in selling, including characteristics of each.		569–571
<b>11. Students should have a clear understanding of the selling process.</b>		
	<b>Pupil Edition Page References</b>	<b>Teacher Edition Page References</b>
a. Identify the steps of the selling process.		568, 569
b. Demonstrate the steps of the selling process.		594, 604
<b>12. Discuss and demonstrate mechanics of closing a sale.</b>		
	<b>Pupil Edition Page References</b>	<b>Teacher Edition Page References</b>
a. List and discuss the three important functions of a sales transaction that are fulfilled by a cash register.		568, 576–584
b. Discuss the various types of electronic cash registers.		NA
c. Discuss the Universal Product Code (UPC).		356
d. Discuss how to set up the cash drawer, how to make change, and how to close the cash register.		NA
e. Complete sales slips, charge slips, refund slips, etc.		NA
<b>13. Define and explain the role of promotion.</b>		
	<b>Pupil Edition Page References</b>	<b>Teacher Edition Page References</b>
a. Define terms associated with promotion, the reasons for promotion, and the four types of promotion.		20–24, 250–259, 316–330, 468–481

b. Discuss the forms of advertising media.		503–507
c. Describe the components of an ad layout.		507–512
d. List ways of determining advertising budgets.		39, 394
<b>14. Define and explain the role of visual merchandising.</b>		
	<b>Pupil Edition Page References</b>	<b>Teacher Edition Page References</b>
a. Discuss the elements of visual merchandising.		475, 530–542
b. Discuss display design and preparation.		535–538
<b>15. Compute accurately using basic and marketing math skills.</b>		
	<b>Pupil Edition Page References</b>	<b>Teacher Edition Page References</b>
a. Practice basic math skills.		106–108
b. Complete the change making process.		NA
c. Reconcile a bank statement.		NA
<b>16. Explain the importance and purpose of credit.</b>		
	<b>Pupil Edition Page References</b>	<b>Teacher Edition Page References</b>
a. Interpret and explain credit policies for both commercial and personal credit.		607, 608
b. Explain the six C's of credit.		607, 608
<b>17. Explain and identify the process of handling stock.</b>		
	<b>Pupil Edition Page References</b>	<b>Teacher Edition Page References</b>
a. Identify how merchandise is received and checked.		352–355
b. Analyze methods and procedures used in marking merchandise with the selling price and other information.		352–355
c. Explain various procedures in transferring merchandise to the sales area.		349, 534, 535, 579
<b>18. Analyze the concept of inventory management.</b>		

	<b>Pupil Edition Page References</b>	<b>Teacher Edition Page References</b>
a. Compare a perpetual inventory system with a physical inventory system.		292, 355–361
b. Explore how to monitor stock levels with dollar/unit control methods, stock turnover, and stock lists.		355–357
c. Discover the impact of technology on inventory management.		292, 355–357, 359–361
d. Compute stock sales ratio.		351
<b>19. Investigate various pricing techniques.</b>		
	<b>Pupil Edition Page References</b>	<b>Teacher Edition Page References</b>
a. Identify psychological pricing and contrast common psychological pricing techniques.		414–416, 429–435, 437
b. Define discount pricing and identify the types of discounts offered by the seller for the buyer's performance of certain functions.		436, 437
c. Establish price for a given item based upon the six steps for determining price.		421, 422, 434–437
<b>20. Calculate price using various mathematical formulas.</b>		
	<b>Pupil Edition Page References</b>	<b>Teacher Edition Page References</b>
a. Using various merchandising math formulas, determine basic markup calculations.		429–437
b. Determine calculations for lowering prices.		107–108
c. Identify the types of discounts and determine markdown.		436
<b>21. Demonstrate human relations skills in business.</b>		
	<b>Pupil Edition Page References</b>	<b>Teacher Edition Page References</b>
a. Identify, analyze, and practice acceptable and expected		640–644, 718–724

personal traits.		
b. Identify, analyze, and practice personal skills.		718–724
c. Identify, analyze, and practice human relations skills as they relate to business.		640–643
<b>22. Explore ethics in marketing.</b>		
	<b>Pupil Edition Page References</b>	<b>Teacher Edition Page References</b>
a. Discuss and define business ethics.		69–72, 269, 270
b. Identify and analyze case studies related to ethical behavior.		69–72
c. Brainstorm examples of social responsibility and ethical practices.		73–74
<b>23. Explain the role of etiquette in business situations.</b>		
	<b>Pupil Edition Page References</b>	<b>Teacher Edition Page References</b>
a. Define etiquette.		66–74
b. Discuss proper etiquette in a business setting.		65–74, 269, 270
<b>24. Discuss the importance of computers in marketing and management.</b>		
	<b>Pupil Edition Page References</b>	<b>Teacher Edition Page References</b>
a. Identify the three main types of computers that are used by businesses.		NA
b. Identify the main hardware components of a computer.		NA
<b>25. Discuss the types of computer systems that affect the world of marketing.</b>		
	<b>Pupil Edition Page References</b>	<b>Teacher Edition Page References</b>
a. Discuss the use of the Internet, including the World Wide Web, e-mail, and information retrieval.		365–381
b. Discuss e-commerce and how it has changed the		366

marketing world.		
c. Discuss the future of computer technology.		379–381
<b>26. Discuss the different format choices for computer graphics.</b>		
	<b>Pupil Edition Page References</b>	<b>Teacher Edition Page References</b>
a. Discuss picture files and discuss that GIF and JPEG are preferred formats on line.		295–297
b. Discuss how to add images to graphic pages.		296
<b>27. Discuss web page design as it relates to marketing.</b>		
	<b>Pupil Edition Page References</b>	<b>Teacher Edition Page References</b>
a. Define and give examples of web servers, extensions, business-to-business (B2B) and business-to-consumer (B2C) marketing, uniform resource locators (URL), browser, and search engines.		54, 55
b. Analyze websites using the 4 “P’s” of marketing.		368

- All competencies and objectives must be listed even though you may not correlate to the competencies and/or objectives. Please write "NA" in the page reference if there is no correlation.
- If you have an annotated teacher edition (ATE), then you may correlate to that one book as it contains both the pupil and teacher edition. Please indicate that you are correlating to the ATE.
- If you have a series of books that are being submitted, please do a correlation for each book. Each book's correlation should stand-alone.