

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

**Instructional Category – Marketing Education
Course – Marketing Management Technology II (CIP 08.0790)
Grades 9-12**

TITLE: *Marketing Dynamics* © 2006

1. Identify school and program policies and procedures related to marketing.		
	Pupil Edition Page References	Teacher Edition Page References
a. Preview the school handbook and all safety procedures for classroom level and building level.		404, 406–410
b. Preview course objectives and program policies.		398
2. Discuss educational, occupational, and leadership opportunities.		
	Pupil Edition Page References	Teacher Edition Page References
a. Identify and describe educational opportunities available in marketing.		17–27, 44–46, 656–663
b. Identify and describe occupational opportunities available in marketing.		44–46, 235–245
c. Identify and describe leadership opportunities available from student youth organizations (DECA).		641, 643, 658–661, 693, 698, 714, 175, 726
3. Examine primary security problems of businesses.		
	Pupil Edition Page References	Teacher Edition Page References
a. Explain why businesses need security.		404–406

b. Explain the employee's role in business security.		357, 358, 404–406, 609–611
c. Identify and explain the areas of security problems.		358, 405, 406
d. Analyze current laws regarding all areas of business security.		67, 68, 226, 227, 402, 420–422
4. Distinguish among the common types of fraud.		
	Pupil Edition Page References	Teacher Edition Page References
a. Contrast the types of cash fraud committed by customers and by employees.		357, 358, 359
b. Identify and discuss methods used by employees to commit embezzlement and computer fraud.		357, 358
5. Analyze the various security devices available to prevent shoplifting and determine precautions that can be taken to help prevent business security problems.		
	Pupil Edition Page References	Teacher Edition Page References
a. Distinguish among the latest devices that help to prevent shoplifting.		358, 406
b. Identify methods used by business to prevent security problems.		357, 404–406, 609–611
c. Assess business security methods used by a local business.		NA
6. Discuss entrepreneurship and factors to consider when becoming an entrepreneur.		
	Pupil Edition Page References	Teacher Edition Page References
a. Discuss the advantages and disadvantages of entrepreneurship.		84, 731–750
b. Identify ideal marketing mix for a business.		732–736
c. Identify the target market for a business.		84, 735, 736, 744–746

7. Develop awareness of ways to create a positive shopping environment so that customers want to return and profits are increased through repeat business.		
	Pupil Edition Page References	Teacher Edition Page References
a. Identify the importance of storefront to the image of the store.		533, 533
b. Analyze and identify the kinds of floor space utilized in an effective store layout.		533, 538
c. Discuss how store interiors affect the overall image of the business.		533, 542
d. Create and arrange an effective store layout.		533, 535–538
8. Discuss how businesses obtain financial loans.		
	Pupil Edition Page References	Teacher Edition Page References
a. List and describe methods of financing loans.		38, 39, 381, 609
b. Analyze the parts of a business plan.		747
9. Describe activities used in promoting a small business.		
	Pupil Edition Page References	Teacher Edition Page References
a. Review the promotional mix, including advertising, publicity, sales promotion, and personal selling.		485–497
b. Determine ad budgets.		39, 394, 517–522
c. Describe the purpose of and steps used in planning an advertising or sales promotion plan or campaign.		475–479, 519–526, 568, 576–584
10. Demonstrate an understanding of financial statements.		
	Pupil Edition Page References	Teacher Edition Page References
a. Analyze a balance sheet.		391
b. Analyze an income statement.		391–393

c. Analyze a cash flow statement.		107, 150, 151, 392, 389, 417
11. Describe the role of management.		
	Pupil Edition Page References	Teacher Edition Page References
a. Define management.		39–41
b. Describe the three levels of management in a vertical organization, including top management, middle management and supervisory-level management.		650
c. Describe the horizontal organization, including self-management teams, organization by process, and customer organization.		714–718
d. Explain the functions of management.		39–41
12. Describe modern leadership and supervisory challenges.		
	Pupil Edition Page References	Teacher Edition Page References
a. Develop an understanding of diversity in the workplace.		72, 168–177
b. Describe how technology is changing the supervisor’s job.		86, 87, 682, 683
c. Discuss the concept of Total Quality Management (TQM)...”Whatever it is...do your best”.		39, 650
13. Define and describe effective management skills, including the leadership function of management.		
	Pupil Edition Page References	Teacher Edition Page References
a. List and describe the characteristics of effective supervision.		39, 650
b. Describe leadership styles, including autocratic, democratic and laissez-faire.		94, 97, 138, 716, 726
c. List in order, and explain the steps of the decision-making process to include: 1) identify the problem, 2) list solutions, 3) evaluate solutions, 4) select the best solution,		39–41, 355–357

5) act.		
14. Demonstrate understanding of the basic concepts of fashion marketing.		
	Pupil Edition Page References	Teacher Edition Page References
a. Define terms commonly used in the fashion marketing industry.		350–352
b. Differentiate the different phases of the fashion cycle.		346–361
c. Distinguish between fads and classics.		244, 302–310
d. Compare the five predominant types of fashion retailers based upon fashion product mix in the United States.		302, 376–377, 473, 592–594
e. Classify fashion collections.		590–594
15. Examine and analyze the major fashion components.		
	Pupil Edition Page References	Teacher Edition Page References
a. Identify the major environmental influences on fashion demand.		82–87, 112–123, 242–244
b. Classify the primary principles of design.		460
c. Distinguish between the basic elements of design.		460, 539–542
d. Identify and illustrate common natural and man-made fibers.		20–22, 250–259, 291–293
e. Analyze a current or emerging fashion trend.		242–244
16. Analyze major fashion centers and designers.		
	Pupil Edition Page References	Teacher Edition Page References
a. Assess the major fashion centers in America and its primary designers.		28, 154, 178, 286, 331, 425, 513, 572, 645
b. Compare the different European markets of the fashion industry and identify the primary European designers.		20, 150–153, 309–310
c. Differentiate between the fashion markets in Asia.		147, 150, 151, 153, 176
17. Assimilate information about various careers in fashion marketing.		

	Pupil Edition Page References	Teacher Edition Page References
a. Investigate a career in fashion marketing.		650–656
b. Explore ways to prepare for a career in the fashion industry.		638, 648–664
18. Research and analyze hospitality and tourism marketing and its impact.		
	Pupil Edition Page References	Teacher Edition Page References
a. Research and analyze the origin and growth of the lodging industry, transportation, and the food service industry.		NA
b. Identify the economic and cultural impact of the hospitality and tourism industry on the, state, national, and international levels.		82–87, 91–99, 366, 420
c. Describe the different types of lodging, recreation, transportation, and food services.		336
19. List major travel locations and identify time zones using a map.		
	Pupil Edition Page References	Teacher Edition Page References
a. Identify the continents and oceans.		153, 160–161
b. Identify countries and cities of major points of interest.		NA
c. Identify the major tourist attractions worldwide.		NA
d. Identify the time zones using a map.		NA
20. Describe the factors affecting travel decisions worldwide.		
	Pupil Edition Page References	Teacher Edition Page References
a. Identify currencies of specified countries.		151–153
b. Identify exchange rates.		151–153, 309, 310
c. Discuss the regulations regarding obtaining visas and passports.		67, 68

d. Explain regulations regarding state department security alerts and other security issues for traveling nationally and internationally.		NA
e. Investigate health regulations regarding travel nationally and internationally.		159
21. Review and analyze the leadership and marketing skills necessary for success in hospitality and tourism marketing.		
	Pupil Edition Page References	Teacher Edition Page References
a. Develop professionalism through individual or group work, activities, and projects.		715, 726
b. Demonstrate computer applications and/or simulations related to hospitality and tourism marketing.		730
22. Demonstrate computer applications and/or simulations related to hospitality and tourism marketing.		
	Pupil Edition Page References	Teacher Edition Page References
a. Examine how nations become interdependent through international trade.		157–165
b. Discuss the benefits of international trade.		157–165
c. Explore the relationship of Mississippi to international trade.		163
23. Analyze the relationship between government and international business.		
	Pupil Edition Page References	Teacher Edition Page References
a. Differentiate between trade surplus and trade deficit when tracking a nation's balance of trade.		160
b. Identify the various trade barriers or restrictions that a nation may impose to limit trade.		157–165
c. Discuss the current trade agreements that governments have made to establish guidelines for international trade.		158–163

24. Explore how businesses can become involved in international trade.		
	Pupil Edition Page References	Teacher Edition Page References
a. Distinguish among the various means of operating business across international boundaries.		160–163, 176, 370–381
b. Browse a business-to-consumer (B2C) e-tailer site, and correspond via e-mail.		163, 165, 477
25. Analyze the special considerations a business must examine before doing business internationally.		
	Pupil Edition Page References	Teacher Edition Page References
a. Identify special considerations, including special cultural factors, economic factors, political and legal factors, and technological factors.		159–163, 176
b. Research a particular country to determine the special considerations a business must evaluate before entering into international trade in that country.		161, 162
26. Discuss the importance of marketing to sports, special events and entertainment industries.		
	Pupil Edition Page References	Teacher Edition Page References
a. Identify the various sports, special events, and entertainment industries.		102–109
b. Describe and related products in the sports, special events, and entertainment marketing fields and discuss how those products are marketed.		490
27. Explain the function of public relations/publicity and the agent/personal manager in sports, special events and entertainment marketing.		
	Pupil Edition Page References	Teacher Edition Page References
a. Discuss public relations/publicity in sports, special		479

events, and entertainment marketing.		
b. Review the agent's/personal manager's role in sports, special events, and entertainment marketing.		39, 650
28. Discuss the legal issues related to sports, special events, and entertainment marketing.		
	Pupil Edition Page References	Teacher Edition Page References
a. Discuss types of contracts, including expressed, implied, unilateral, and bilateral.		341
b. List legal implications of contracts and breach of contract.		67–70, 141, 402
29. Examine licensing and copyright laws as they relate to sports and entertainment marketing.		
	Pupil Edition Page References	Teacher Edition Page References
a. Explain the concept of licensing and copyright laws, including sports products and music or video products.		67, 68
b. Explain why it is illegal to copy via Internet or scanning equipment.		365–381
30. Discuss the role of sponsorships in sports, special events, and entertainment marketing.		
	Pupil Edition Page References	Teacher Edition Page References
a. Discuss the reasons that companies sponsor sports, special events, and entertainment industries.		493
b. Discuss ways companies can get involved in sponsoring a sports, special events, or entertainment program.		493
31. Examine the methods a corporation uses to raise funds.		
	Pupil Edition Page References	Teacher Edition Page References
a. Define terms associated with corporate finance.		264
b. Evaluate alternative methods of fund-raising.		NA

32. Identify reasons people buy securities.		
	Pupil Edition Page References	Teacher Edition Page References
a. Define key terms relating to the purchase of securities.		122–125
b. List the reasons for purchasing securities.		122–125
c. Analyze the impact of purchasing securities.		122–125
33. Describe elements necessary to become a successful investor.		
	Pupil Edition Page References	Teacher Edition Page References
a. List the elements of successful investing.		122, 178
b. Review a company annual report.		122–125
34. Outline the steps of a stock trade.		
	Pupil Edition Page References	Teacher Edition Page References
a. Define terms associated with stock trades.		122
b. Examine the steps involved in a stock's purchase.		122–125
35. Explain how to read the newspaper securities table.		
	Pupil Edition Page References	Teacher Edition Page References
a. Identify major column headings of a daily newspaper.		122
b. Define financial terms associated with securities tables.		122
c. Interpret and analyze the financial section of the daily newspaper.		122–125
36. Explain the relationship of the securities exchange system to financial marketing.		
	Pupil Edition Page References	Teacher Edition Page References
a. Define terms associated to the securities exchange.		122–123
b. Discuss the history of stock exchanges.		122–123

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