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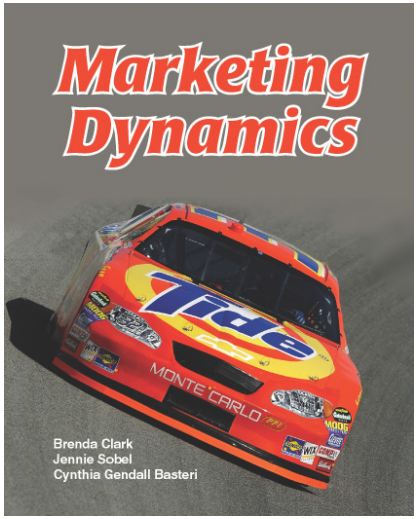
North Carolina Department of Public Instruction
Blueprint Correlations

Course: 6621 Marketing
Marketing Dynamics © 2006



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Comp # Obj #	Unit Titles / Competency & Objective Statements (The Learner will be able to:)	Correlating Page #
A	**MARKETING AND THE ECONOMY**	
MA01.00	**Understand the components of the Marketing course**	
MA01.01	Understand the basic content of the Marketing course as part of the Marketing Education program	26-27
MA01.02	Understand the value of DECA as an integral part of the Marketing course	658, every chapter in Teacher's Wraparound Edition
MA02.00	**Understand marketing foundations**	**Student Text Part 1**
MA02.01	Recognize the importance of marketing	17, 44, 45, 46, 48, 52, 54, 55 61, 71
MA02.02	Classify the functions of marketing and the marketing mix	24-26, 46-48
MA02.03	Summarize ways to reach markets	51-61, 183-190, 235-236, 315-330, 334-335, 365-387
MA03.00	**Understand economic principles and concepts fundamental to marketing**	**Student Text Chapters 6-13**
MA03.01	Recognize terminology related to economics	31, 80, 91, 102, 112, 127, 136, 147, 157
MA03.02	Interpret the theory of supply and demand	104-106, 421-424
MA03.03	Explain economic measurements and the business (economic) cycle	112-123, 127-133
MA03.04	Compare economic systems	91-99
MA03.05	Summarize characteristics of a free enterprise system	94-96
MA03.06	Classify the forms of business ownership	36-37, 736-744
B	**COMMUNICATION, SALES, AND PROMOTION**	
MA04.00	**Understand communication skills and the impact on human relationships**	**Student Text Chapters 34-41, 49, 51**
MA04.01	Summarize verbal and non-verbal communication	454-464
MA04.02	Classify techniques to manage emotional reactions in human relationships	460, 672-673, 712-713, 715-716, 720-721
MA04.03	Summarize technology used in communication	545-557, 675-676, 682-683
MA05.00	**Apply effective selling techniques**	**Student Text Chapters 42-46**
MA05.01	Understand the importance of selling	562-571
MA05.02	Understand preliminary activities associated with selling	576-584, 588-597
MA05.03	Summarize the sales process	568-569
MA05.04	Execute sales transactions	606-613
MA06.00	**Apply promotional strategies**	**Student Text Chapters 36-40**
MA06.01	Understand promotion and the promotional mix	468-481, 485-497
MA06.02	Exemplify advertising	500-512, 517-526
MA06.03	Exemplify visual merchandising	530-542
MA06.04	Exemplify sales promotions	475-479
MA06.05	Exemplify public relations	479-480
MA06.06	Apply effective promotional techniques	486-497

ST = Student text

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C	DISTRIBUTION AND PROFESSIONAL DEVELOPMENT	
MA07.00	**Understand distribution of products**	**Student Text Chapters 26-29**
MA07.01	Summarize the channels of distribution	322-325
MA07.02	Classify the activities of physical distribution	335, 344
MA08.00	**Analyze career options in marketing**	**Student Text Chapters 47-52**
MA08.01	Interpret the resources in career decision making	634-644, 648-664
MA08.02	Apply strategies for career exploration in marketing	"Explore Career Activities" in each chapter, Chap 50
MA09.00	**Create strategies for job attainment**	
MA09.01	Understand procedures to obtain a job	690-708
MA09.02	Create a career portfolio	700