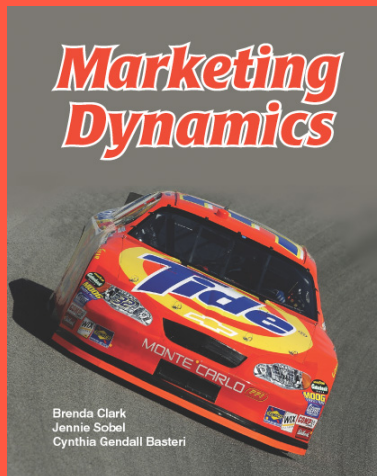




Goodheart-Willcox Publisher

**New Mexico Public Education Department
State Alignment Documents**

Subject Area: Marketing
**Course: Principles of Marketing - Fundamentals,
Grades 9-12**
Marketing Dynamics © 2006



FORM G

NEW MEXICO PUBLIC EDUCATION DEPARTMENT INSTRUCTIONAL MATERIAL BUREAU

PUBLISHER ALIGNMENT RUBRIC: CAREER TECHNICAL EDUCATION

Please provide the following information:

Date: June 1, 2007
 Name of publisher: Goodheart-Willcox Publisher
 Title of text: Marketing Dynamics ©2006
 ISBN: 978-1-59070-586-5
 Name of individual entering information: Amy Berk
 Title of individual entering information: Family & Consumer Science Editor

In accordance with NMAC 6.75.2.8(2);

...The materials under review shall be scored according to the extent of their alignment with state content and performance standards and presented pedagogy...

The Instructional Material Bureau is requiring all publishers submitting core/basal material for review must provide evidence of alignment with the following Standards as substantiated in the text for adoption.

Instructions: Using the three (s) cells in line with each of the 11 Standards, enter the page number and the paragraph of three (3) examples where definitive evidence of alignment is presented (example: [123-5] would refer the reviewer to page 123 and find the evidence in paragraph 5). Please use sequential order.

I. COMMUNICATIONS

Standard	Page and Paragraph		
a. Comprehend and use reading strategies to learn meaning, technical concepts and vocabulary.	51 (1)	671 (7)	673 (6)
b. Locate, organize and reference written information from various sources to communicate with co-workers and clients/participants	229 (3)	241 (2)	590 (2)
c. Use correct grammar, punctuation and terminology to write and edit documents.	669 (4)	669 (5)	674 (6)
d. Develop and deliver formal and informal presentations using appropriate media to engage and inform audiences	680 (9)	681 (4)	681 (10)
e. Interpret verbal and nonverbal cues/behaviors to enhance communication with co-workers and clients/participants.	460 (6)	461 (2)	684 (3)
f. Apply active listening skills to obtain and clarify information	671 (7)	672 (1)	672 (4)
g. Develop and interpret tables, charts, and figures to support written and oral communications.	115 (3)	229 (1)	231 (1)

II. PROBLEM SOLVING and CRITICAL THINKING

Standard	Page and Paragraph		
Apply decision-making and problem-solving techniques to develop potential solutions to workplace problems.	72 (6)	219 (1)	596 (3)

III. INFORMATION TECHNOLOGY

Standard	Page and Paragraph		
a. Use Personal information Management (PIM)/ Productivity applications	694 (5)	722 (3)	722 (4)
b. Use Electronic Mail applications.	553 (1)	675 (2)	682 (3)
c. Use Writing/Publishing applications	201 (3)	698 (3)	699 (1)
d. Use Presentation applications	592 (3)	681 (10)	
e. Use Spreadsheet applications.			
f. Use Database applications.	240 (2)	494 (2)	613 (1)
g. Use Collaborative/Groupware applications.	493 (5)	494 (1)	
h. Use Computer Operations applications			
i. Use Computer-based Equipment (containing embedded computers [or processors] used to control electromechanical devices).	296 (1)	296 (2)	297 (1)

IV. SYSTEMS

Standard	Page and Paragraph		
a. Analyze the history and evolution of the arts, audio-video technology, and communications to their current place in society and the economy.	34 (1)	87 (1)	447 (3)
b. Examine the organizational structures within this career cluster for diversity and functions.	649 (6)	650 (2)	736 (3)
c. Analyze the economic base and how this impacts its business practices and society.	34 (3)	81 (4)	84 (1)
d. Explore evidence of interdependence of the technical and the artistic sides of this career cluster.	268 (3)	463 (3)	539 (1)
e. Analyze the formal and informal influences in the abstract and formal structures of business organizations within this career cluster.	36 (4)	37 (2)	649 (6)

V. SAFETY, HEALTH and ENVIRONMENT

Standard	Page and Paragraph		
a. Analyze responsibility for developing and maintaining a safe and healthy work environment related to the arts, audio-video technology, and communications.	67 (8)	407 (5)	407 (7)
b. Analyze safety related problems that may result from working with electrical current.	407(2)	407 (3)	
c. Apply safety procedures in operating equipment commonly used within the career pathways of this cluster.	407 (7)	409 (1)	409 (2)
d. Analyze life style choices and preparation for physically demanding work activities related to pathways in this career cluster.	719 (1)	719 (2)	719 (3)
e. Demonstrate personal safety while on work-related assignments in various locations beyond the business site.	407 (8)	409 (1)	409 (2)

VI. LEADERSHIP and TEAMWORK

Standard	Page and Paragraph		
a. Apply teamwork knowledge and skills to group situations to achieve collective goals.	715 (1)	715 (3)	716 (9)
b. Exhibit ethical conduct in writing, creating, printing, broadcasting, and performing.	70 (3)	524 (8)	525 (4)
c. Apply knowledge of laws affecting this career cluster.	67 (7)	67 (8)	68 (1)

VII. ETHICS and LEGAL RESPONSIBILITIES

Standard	Page and Paragraph		
a. Exhibit ethical conduct in writing, creating, printing, broadcasting, and performing.	70 (3)	524 (8)	525 (4)
b. Apply knowledge of laws affecting this career cluster.	67 (7)	67 (8)	68 (1)

VIII. EMPLOYABILITY and CAREER DEVELOPMENT

Standard	Page and Paragraph		
a. Explain written organizational policies, rules and procedures to help employees perform their jobs.	568 (1)	595 (5)	624 (4)
b. Identify and demonstrate positive work behaviors and personal qualities.	624 (1)	720 (3)	724 (1)
c. Identify and explore career opportunities in one or more career pathways.	650 (3)	653 (1)	692 (6)
d. Develop a personal career plan to meet career goals and objectives.	640 (2)	663 (3)	664 (1)
e. Demonstrate ability to seek and apply for employment.	691 (1)	698 (2)	698 (3)
f. Demonstrate ability to evaluate and compare employment opportunities and accept employment.	650 (5)	652 (1)	726 (4)

XI. TECHNICAL SKILLS

Standard	Page and Paragraph		
a. Demonstrate the use of technical knowledge and skills that relate to pathways in this cluster.	123 (1)	230 (5)	238 (4)
b. Demonstrate knowledge of the systems within various pathways in this cluster.	82 (2)	133 (1)	160 (1)

Publisher is to submit this information to the Instructional Material Bureau no later than via email to Angela Aguilar at angela.aguilar@state.nm.us