

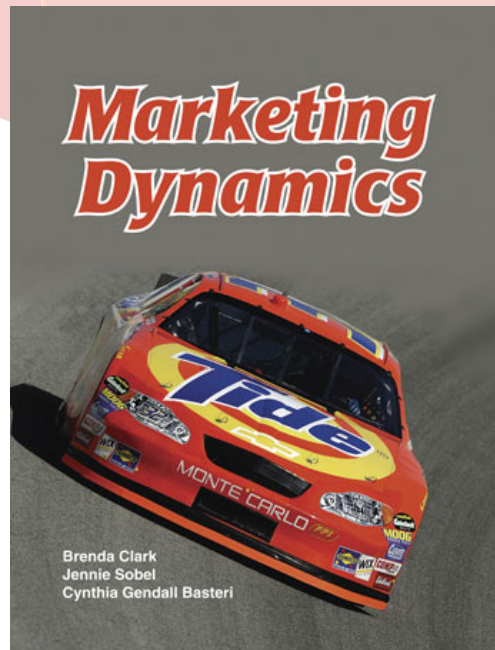


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**South Carolina Course Standards Correlation**

**Course: Marketing**

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# MARKETING

COURSE CODE: 5421

Competency Number	Competency/Objective	Correlating Page Numbers
<b>A. SAFETY</b>		
1	Identify good work attitudes that affect safety on the job.	402-410
2	Identify major causes of office-related accidents.	
3	Demonstrate knowledge of an emergency plan.	409-410
4	Describe the threat of viruses to a computer network, methods of avoiding attacks, and options in dealing with a virus attack.	
5	Identify potential abuse and unethical uses of computers and networks with regard to the course standards.	
<b>B. STUDENT ORGANIZATIONS</b>		
1	Explain how related student organizations are integral parts of career and technology courses.	641, 643, 658-661, 693, 698, 714-716
2	Explain the goals and objectives of related student organizations.	658, 693, 714-716
3	List opportunities available to students through participation in related student organization conferences and other activities.	658, 693, 714-716
4	Explain how participation in career and technology education student organizations can promote lifelong responsibility for community service and professional development.	658, 693, 714-716
<b>C. BUSINESS AND MARKETING FUNDAMENTALS</b>		
1	Explain market and examine the seven functions.	51-61
2	Explain marketing and its importance to the economy.	16-27
3	Explain the marketing functions and their related activities.	46-48

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Competency Number	Competency/Objective	Correlating Page Numbers
4	Explain the concept of market, market identification and marketing strategies.	51-61, 183-185
5	Describe the types of business ownership.	36-37, 736-744
<b>D. ECONOMIC FUNDAMENTALS</b>		
1	Define important economic terms.	80-163
2	Discuss economic resources.	82-87
3	Define scarcity.	80-81
4	Discuss factors of production.	38, 283-284, 289-299
5	Discuss basic economic questions.	80-163
6	Define supply, demand, and equilibrium.	104-106
7	Explain supply and demand theory.	104-106
8	Explain factors affecting supply and demand.	104-106
9	Define free enterprise system.	94-96
10	Explain characteristics of a free enterprise system.	94-96
11	Explain the role of government in a free enterprise system.	136-144
12	Identify and compare types of economic systems.	91-99
13	Define the phases of the business cycle.	127-133
<b>E. DISTRIBUTION</b>		
1	Examine channels of distribution used for consumer and industrial products.	322-326

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Competency Number	Competency/Objective	Correlating Page Numbers
2	Explain the nature and scope of physical distribution.	334-345
3	Describe the process used for handling merchandise and providing efficient inventory control.	292, 352-361
<b>F. SELLING</b>		
1	Describe the purpose and importance of selling.	562-571
2	Define buying motives.	205-209
3	List sources of product information in selling.	588-590
4	Demonstrate the selling process including: the approach, determining needs, presenting products, overcoming objections, closing the sale, suggestion selling, reassurance, and follow-up.	568, 576-584, 588-597, 601-615
5	Explain what is meant by a sales quota.	159
6	Open, maintain, and close the cash register.	
7	Calculate tax, discounts, and miscellaneous charges for purchases.	436-437
8	Make change.	
9	Complete sales checks and charge sale transactions.	606-608
10	Explain appropriate ways to handle difficult customers.	626-627
11	List steps to handle customer/client complaints.	594-596
12	Identify on-line shopping techniques for sales and purchasing.	365-381
<b>G. PROMOTION</b>		
1	Explain the use of brands and trademarks.	262-273

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Competency Number	Competency/Objective	Correlating Page Numbers
2	Explain the types of media used in advertising.	503-512, 517-522, 545-557
3	Explain cooperative advertising promotional materials.	476
4	Concept and purpose of visual merchandising.	475, 530-542
5	Describe types of display arrangements.	535-538
6	Design and construct a special purpose display utilizing the appropriate color background, fixtures, props, mannequins, and signs.	535-538
7	Discuss types of promotions.	490-497, 554-557
8	Discuss promotional mix.	485-497
9	Explain publicity and public relations.	479-480
10	Write a news release.	480
<b>H. COMMUNICATION AND INTERPERSONAL SKILLS</b>		
1	Discuss the effects of verbal and nonverbal communication in market.	442-464, 668-686
2	Identify interpersonal skills needed to develop good customer relations.	570-571, 668-677, 680-681, 683-685
3	Identify interpersonal skills needed for teamwork.	713-718
4	Identify various types of technology used to facilitate market communication.	682-683
5	Identify the difference between personal and professional goals.	635-638
<b>I. PROFESSIONAL DEVELOPMENT</b>		
1	Identify resources that can contribute to career decision making.	648-664
2	Identify the skills needed for a job.	711-728

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<b>Competency Number</b>	<b>Competency/Objective</b>	<b>Correlating Page Numbers</b>
3	Identify personal and professional goals.	635-638
4	Identify career trends and opportunities in marketing.	26-27, 569-571, 731-750
5	Prepare a resume.	698-699
6	Prepare a cover letter to accompany a resume.	699-700