

Pennsylvania Department of Education
Correlation of Secondary Competency Task List with
Goodheart-Willcox Publisher
***Retailing and E-tailing* © 2015**

by Mickey Kosloski and Sharon Davis

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Sales, Distribution & Marketing Operations, General (CIP 52.1801)		
TASK	PAGE NUMBER	WORKBOOK ACTIVITY
100	INTERPRETING MARKETING AND BUSINESS FUNDAMENTALS	
101	Identify and explain seven functions of marketing.	287
102	Identify and explain economic utilities.	10–12, 20–21
103	Identify and explain the components of the marketing mix.	105–106
104	Explain the free enterprise system.	10–12
105	Illustrate the relationship between business and social responsibility.	12–14
106	Recognize multicultural markets.	55–56, 99–102
107	Develop and present a plan to form a business.	39–45
200	SOLVING MATHEMATICAL PROBLEMS IN MARKETING	
201	Complete sales and charge sales slips.	218–220 Math Skills Handbook: 477–491
202	Make correct change for customer transaction.	218–219, 220 Math Skills Handbook: 477–491
203	Calculate miscellaneous charges and discounts for purchases.	218–220 Math Skills Handbook: 477–491
204	Prepare and opening/closing cash drawer till.	Math Skills Handbook: 477–491
205	Process customer returns.	220
206	Identify and calculate profit, markup, and markdown on merchandise.	172–179 Math Skills Handbook: 477–491
207	Calculate prices for merchandise using pricing strategies.	174–179
208	Calculate employee and customer discounts.	178–179, 220 Math Skills Handbook: 477–491
300	EXPLORING CAREER DEVELOPMENT OPPORTUNITIES	
301	Prepare a résumé for a specific job in Marketing or Business.	458–461
302	Prepare a letter of application for a	461–462

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	specific job in the field of Marketing or Business.		
303	Complete a job application for a specific job in the field of Marketing or Business.	470–471	
304	Prepare for a job interview in the field of Marketing and Business.	464–470	
305	Explore & compare job/career opportunities in Marketing or Business Education.	438–440, 445–446 Exploring Retail Careers feature: 11, 34, 58, 78, 111, 137, 157, 176, 192, 216, 248, 269, 295, 317, 354, 380, 403, 427, 443, 467	
400	COMPUTER APPLICATIONS		
401	Prepare marketing documents using Word Processing Software.	120, 190–191	
402	Identify the significance of customer/product database.	77–78, 154–155, 223–224, 329	
403	Use desktop publishing to prepare projects.	120, 128, 229	
500	COMMUNICATIONS IN MARKETING		
501	Identify and apply effective communications to include telephone, fax, e-mail, letters, memos and newsletters.	188–193, 250–251, 252– 253	
502	Demonstrate effective staff communication.	190–193, 362, 381–382	
503	Demonstrate ability to read and comprehend written communications.	194–195	Ch. 3, Part 4 Ch. 7, Part 4 Ch. 12, Part 4 Ch. 13, Part 4 Ch. 14, Part 4 Ch. 15, Part 4 Ch. 16, Part 4 Ch. 17, Part 4 Ch. 18, Part 4 Ch. 19, Part 4
504	Identify a variety of written business communications utilized in the workplace.	128, 190–191, 194–195, 242, 458–462	Ch. 20, Part 4
505	Demonstrate ability to speak	190–192, 224–231, 253,	Ch. 4, Part 4

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	effectively to customers, supervisors, vendors using proper grammar and terminology.	362, 381–382	Ch. 11, Part 4
506	Discuss the importance of developing networking skills.	446–447	
507	Prepare and deliver a marketing related presentation.	228–230	
508	Demonstrate positive customer relations.	217, 240–244, 252–253	
509	Identify nonverbal communications.	192–193, 194	Ch. 10, Part 4
600	CTSO PARTICIPATION		
601	Identify what DECA/CTSO represents.	447–449	
602	Identify which CTSOs are available to marketing students.	447–449	
603	Demonstrate appropriate business attire.	468	
604	Identify and demonstrate leadership qualities.	378–383	
605	Participate maturely in a CTSO meeting.	372–374, 447–449	
606	Participate in a problem solving discussion at a CTSO meeting.	373, 382–383	
607	Explain the importance of initiative and taking responsibility as an employee.	216, 440	
700	MANAGING MARKETING INFORMATION		
701	Develop a product-specific project to demonstrate a market success.	75–76	
702	Identify and define methods of conducting marketing research.	77–85	
800	BUSINESS MANAGEMENT ISSUES		
801	Define the different forms of business ownership.	39–45	
802	Identify safety concerns as related to the sales and marketing industry.	407, 425–426	
803	Explain loss prevention.	155, 424–425	
804	Develop a business plan including a financial plan.	39–45, 127–130, 427–429	
900	SELLING GOODS AND SERVICES		
901	Illustrate and explain the steps of a	228–230	

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	sales presentation.		
902	Demonstrate greeting and approaching a customer.	224–225	
903	Utilize probing questions to determine customer needs.	226–227	
904	Demonstrate feature-benefit selling.	223, 229–230	
905	Demonstrate add-on sales techniques.	230	
906	Close a customer sale.	231–232	
907	Demonstrate a sales presentation for a good or service.	228–230	
908	Distinguish between telemarketing, personal selling and self-service.	59–65, 203, 443 (Exploring Retail Careers)	
909	Define various terms pertaining to selling.	222–233	
910	Handle difficult customers in a professional manner.	231, 244	
911	Follow and interpret business policies to customers.	220, 242, 361	
912	Analyze methods for handling sales objections.	231	
1000	ADVERTISING & PROMOTING GOODS AND SERVICES		
1001	Explain the importance of promotion, advertising, and how it serves consumers.	196–206	
1002	Design visual merchandising projects that utilize principles of color, line and design effectively for displays.	274–276, 277–278	
1003	Explain the different types of advertising media.	199–202, 204–205	
1004	Write a promotional plan for a business.	206–207	
1005	Illustrate a print advertisement.	199–200	
1006	Prepare a product development project.	75–76, 90	
1007	Write a small business proposal.	126–130	
1008	Write advertising slogans for products.	216 (Exploring Retail Careers)	
1009	Define promotional advertising and institutional advertising.	196–197	
1010	Identify the objectives of retail	198, 199	

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	advertising.		
1011	Distinguish between sales promotion and public relations.	200–203	
1012	Identify the major elements of a printed advertisement.	199–200	
1013	Identify the major elements of a newspaper advertisement.	199	
1014	Design a draft layout of product and services.	198, 206–207	
1100	CERTIFICATION PREPARATION: PROVIDING PERSONALIZED CUSTOMER SERVICE		
1101	Describe the advantages of customer service in servicing the customer and building a loyal customer base.	240–245	
1102	Describe how data is collected to improve customer service.	81–84	
1103	Demonstrate the use of effective face-to-face communication with customers.	240–244, 361	
1104	Identify the ways a customer service representative can develop a rapport with customers.	223–224, 240–244	
1105	Demonstrate techniques to solve customer problems.	231, 244	
1106	Explain the importance of putting extra effort into satisfying customers.	223, 232, 240–245	
1107	Explain techniques used to calm upset customers.	244, 361	
1108	Explain effective techniques to overcome sales objections.	231	
1109	Utilize the team approach to deliver superior customer service.	372–376	
1200	PURCHASING AND DISTRIBUTION		
1201	Identify and explain the channels of distribution.	15–17	
1202	Distinguish and select channel of distribution for a product.	15–17	
1203	Describe types of inventory control.	154–155	
1300	USING OPERATIONS IN A RETAIL BUSINESS		
1301	Describe how store design relates to store image.	264–270	

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1302	Explain the three C's of credit.	Instructor CD reproducible master	
1303	Describe the basic steps in receiving and inspecting merchandise.	150–151	
1304	Identify and explain a planogram.	Instructor CD reproducible master	
1400	MERCHANDISING		
1401	Identify the difference between national and private brands.	36, 40–42	
1402	Discuss concept of economic goods and services.	6, 7–8, 37–38	
1403	Discuss concept of economic resources and activities.	10–12, 108, 168–169, 420	
1404	Identify and discuss the supply and demand factors in pricing.	10, 169, 421	
1405	Identify business ethics.	216, 379–380, 392–400, 403–405, 408 Retail Ethics feature: 12, 31, 54, 81, 102, 140, 156, 168, 202, 220, 244, 273, 289, 323, 364, 382, 407, 426, 449	
1406	Identify the purpose and importance of purchasing procedures.	127–130, 133–141, 148–152, 395–396	