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GOODHEART-WILLCOX PUBLISHER		
Correlation of MARKETING DYNAMICS 3E © 2014		
to the Texas Essential Knowledge and Skills (TEKS)		
Course: Practicum in Marketing (MLC 9843)		
STANDARD		CORRELATING PAGES
Standard (1) The student demonstrates professional standards/employability skills as required by business and industry. The student is expected to:		
(A)	communicate effectively with others using speaking, listening, and writing skills;	
	(i)	communicate effectively with others using speaking skills; Narrative: Pg. 453–456 Verbal Communication Activity: Pg. 457 Checkpoint #4; Pg. 463 Review Your Knowledge #1, 3, 6
	(ii)	communicate effectively with others using listening skills; Narrative: Pg. 458–460 Listening Skills Activity: Pg. 457 Checkpoint #1; Pg. 462 Checkpoint #2; Pg. 463 Review Your Knowledge #8; Pg. 465 College and Career Readiness: Listening
	(iii)	communicate effectively with others using writing skills; Narrative: Pg. 450–453 Written Communication Activity: Pg. 457 Checkpoint #1, 2, 3; Pg. 463 Review Your Knowledge #7
(B) (i)	demonstrate collaboration skills through teamwork; Narrative: Pg. 569 Collaboration Activity: Pg. 579 Teamwork; Pg. 623 Teamwork; Pg. 652 Teamwork; Pg. 677 Teamwork	
(C)	demonstrate professionalism by conducting oneself in a manner appropriate for the profession and workplace;	
	(i)	demonstrate professionalism by conducting oneself in a manner appropriate for the profession; Narrative: Pg. 560–563 Interpersonal Skills; Pg. 563–565 Time Management Skills; Pg. 569 Team Skills Activity: Pg. 577 Review Your Knowledge #1, 2; Pg. 579 Teamwork
	(ii)	demonstrate professionalism by conducting oneself in a manner appropriate for the workplace; Narrative: Pg. 560–563 Interpersonal Skills; Pg. 563–565 Time Management Skills; Pg. 569 Team Skills Activity: Pg. 577 Review Your Knowledge #1, 2; Pg. 579 Teamwork
(D)	demonstrate a positive, productive work ethic by performing assigned tasks as directed;	
	(i)	demonstrate a positive work ethic by performing assigned tasks as directed; Narrative: Pg. 82–91 Section 5.1 Ethics Activity: Pg. 100 Apply Your Knowledge #1, 2, 4; Pg. 101 Teamwork
	(ii)	demonstrate a productive work ethic by performing assigned tasks as directed; Narrative: Pg. 82–91 Section 5.1 Ethics Activity: Pg. 100 Apply Your Knowledge #1, 2, 4; Pg. 101 Teamwork
(E)	demonstrate integrity by choosing the ethical course of action and complying with all applicable rules, laws, and regulations;	
	(i)	demonstrate integrity by choosing the ethical course of action; Narrative: Pg. 84 second bullet Integrity; Pg. 503 Ethics Activity: Pg. 101 Teamwork; Pg. 506 Apply Your Knowledge #8; Pg. 507 College and Career Readiness: Problem-Solving Practices
	(ii)	demonstrate integrity by complying with all applicable rules; Narrative: Pg. 502 Laws and Regulations Activity: Pg. 504 Checkpoint #4; Pg. 506 Apply Your Knowledge #8, 10; Pg. 507 College and Career Readiness: Problem-Solving Practices
	(iii)	demonstrate integrity by complying with all applicable laws; Narrative: Pg. 502 Laws and Regulations Activity: Pg. 504 Checkpoint #4; Pg. 506 Apply Your

			Knowledge #8, 10; Pg. 507 College and Career Readiness: Problem-Solving Practices
	(iv)	demonstrate integrity by complying with all applicable regulations;	Narrative: Pg. 502 Laws and Regulations Activity: Pg. 504 Checkpoint #4; Pg. 506 Apply Your Knowledge #8, 10; Pg. 507 College and Career Readiness: Problem-Solving Practices
(F) (i)		demonstrate time-management skills such as prioritizing tasks, following schedules, and tending to goal-relevant activities in ways that use time wisely and optimize efficiency and results; and	Narrative: Pg. 563 Time Management Skills Activity: Pg. 567 Checkpoint #3; Pg. 578 Apply Your Knowledge #1, 8, 10
(G) (i)		demonstrate leadership skills by participating in activities such as career and technical education student organizations.	Narrative: Pg. 569 Leadership; Pg. 573 Improve Leadership Skills Activity: Pg. 559 DECA Emerging Leaders: Marketing Communications Team Decision-Making Event; Pg. 578 Apply Your Knowledge #7; Pg. 579 College and Career Readiness: Problem-Solving Practices
Standard (2) The student knows the nature of business and shows its contribution to society. The student is expected to:			
(A) (i)		distinguish ways that businesses contribute to society;	Narrative: Pg. 93 Role of Business in Society Activity: Pg. 98 Checkpoint #2, 3; Pg. 100 Apply Your Knowledge #3, 8
(B) (i)		explain the importance of social responsibility;	Narrative: Pg. 93 Role of Business in Society Activity: Pg. 98 Checkpoint #2, 5; Pg. 100 Apply Your Knowledge #3, 8
(C) (i)		describe types of business activities;	Narrative: Pg. 50–51 Business Provides Utility Activity: Pg. 56 Checkpoint #1, 2; Pg. 57 Review Your Knowledge #5, 6
(D) (i)		explain the organizational design of businesses;	Narrative: Pg. 294 Product/Service Management; Pg. 583 Organize; Pg. 655 Alternative Forms of Ownership Activity: Pg. 596 Review Your Knowledge #2; Pg. 597 Apply Your Knowledge #1
(E) (i)		discuss the global environment in which businesses operate; and	Narrative: Pg. 168–170 Globalization Activity: Pg. 174 Checkpoint #2, 3, 4, 5
(F)		depict factors that affect the business environment and how businesses can respond.	
	(i)	depict factors that affect the business environment.	Narrative: Pg. 108–109 Problem of Scarcity; Pg. 129–130 Supply and Demand; Pg. 134–142 Economic Indicators Activity: Pg. 114 Checkpoint #1; Pg. 146 Apply Your Knowledge #2
	(ii)	depict factors how businesses can respond [to factors that affect the business environment].	Narrative: Pg. 108–109 Problem of Scarcity; Pg. 129 Supply and Demand; Pg. 134 Economic Indicators Activity: Pg. 114 Checkpoint #1; Pg. 146 Apply Your Knowledge #2
Standard (3) The student demonstrates the importance of marketing and the functions of marketing. The student is expected to:			
(A) (i)		explain the marketing concept; and	Narrative: Pg. 32–33 Marketing Concept; Pg. 133 Role of Consumers; Pg. 188 Why Use Marketing Research?; Pg. 635 Market Yourself Activity: Pg. 38 Apply Your Knowledge #8
(B)		describe each marketing function and how it relates to the marketing concept.	
	(i)	describe each marketing function.	Narrative: Pg. 33–36 Functions of Marketing Activity: Pg. 37 Review Your Knowledge #9, 10; Pg. 38 Apply Your Knowledge #9; Pg. 39 Teamwork
	(ii)	describe how [each marketing function] relates to the marketing concept.	Narrative: Pg. 33–36 Functions of Marketing Activity: Pg. 37 Review Your Knowledge #9, 10; Pg. 38 Apply Your Knowledge #9; Pg. 39 Teamwork
Standard (4) The student analyzes the marketing mix, which involves a combination of the decisions about product, price, place, promotion, and people. The student is expected to:			

(A) (i)	explain how each component of the marketing mix contributes to successful marketing; and	Narrative: Pg. 29 Marketing is the Marketing Mix; Pg. 282 Understanding Product Activity: Pg. 31 Checkpoint #5; Pg. 39 Teamwork; Pg. 78 Apply Your Knowledge #2
(B) (i)	illustrate the importance of marketing strategies in the marketing mix.	Narrative: Pg. 64–65 Product Strategies, Price Strategies, Place Strategies, Promotion Strategies; Pg. 73 Marketing Strategies Activity: Pg. 66 Checkpoint #4; Pg. 77 Review Your Knowledge #3; Pg. 78 Apply Your Knowledge #2
Standard (5) The student knows the concepts and strategies used to determine target markets and market identification. The student is expected to:		
(A) (i)	explain the importance of target markets;	Narrative: Pg. 225 Target Market Activity: Pg. 227 Checkpoint #2; Pg. 238 Apply Your Knowledge #1, 2; Pg. 239 College and Career Readiness: Writing
(B) (i)	compare and contrast advantages and disadvantages of market segmentation and mass marketing;	Narrative: Pg. 224–225 Mass Market; Pg. 228–235 Section 12.2 Segment the Market Activity: Pg. 227 Checkpoint #5; Pg. 236 Checkpoint #1; Pg. 238 Apply Your Knowledge #8
(C) (i)	distinguish among geographic, demographic, psychographic, and behavioral segmentation; and	Narrative: Pg. 228–235 Section 12.2 Segment the Market Activity: Pg. 237 Review Your Knowledge #3, 4, 7, 9
(D) (i)	explain the nature of marketing planning.	Narrative: Pg. 35 Market Planning; Pg. 62–63 What Is a Marketing Plan? Activity: Pg. 36 Build Your Vocabulary; Pg. 77 Review Your Knowledge #2, 3
Standard (6) The student applies mathematical concepts in marketing. The student is expected to:		
(A)	execute calculations involving money, time, space, materials, and data;	
	(i)	execute calculations involving money; Narrative: Pg. 367–368 Maximize Profit Activity: Pg. 376 Checkpoint #3; Pg. 384 Review Your Knowledge #3, 4; Pg. 385 Apply Your Knowledge #8
	(ii)	execute calculations involving time; Narrative: Pg. 374 Cash Discount; Pg. 428–429 Carrying Costs; Pg. 433 Turnover Rate Activity: Pg. 376 Checkpoint #2; Pg. 435 Checkpoint #5
	(iii)	execute calculations involving space; Narrative: Pg. 428–429 Carrying Costs; Pg. 433 Turnover Rate Activity: Pg. 435 Checkpoint #5; Pg. 437 Apply Your Knowledge #8, 9
	(iv)	execute calculations involving materials; Narrative: Pg. 428–429 Carrying Costs; Pg. 433 Turnover Rate Activity: Pg. 435 Checkpoint #5; Pg. 437 Apply Your Knowledge #8, 9
	(v)	execute calculations involving data; Narrative: Pg. 367 Improve Return on Investment (ROI); Pg. 367–368 Improve Return on Marketing Investment (ROMI); Pg. 368 Break-Even Point Activity: Pg. 384 Review Your Knowledge #3; Pg. 385 Apply Your Knowledge #8
(B)	interpret charts and graphs to make informed marketing decisions;	
	(i)	interpret charts to make informed marketing decisions; Narrative: Pg. 135–137 Gross Domestic Product (GDP); Pg. 212–214 Market Share Activity: Pg. 147 College and Career Readiness: Problem-Solving Practices; Pg. 205 Teamwork; Pg. 218 Checkpoint #1
	(ii)	interpret graphs to make informed marketing decisions; Narrative: Pg. 150–151 Business Cycles; Pg. 352–353 Supply and Demand; Pg. 704 Calculate the Break-Even Point; Pg. 729 Data Analysis and Statistics Activity: Pg. 361 Review Your Knowledge #4

(C)	use formulas and equations to determine price, profit, costs, and break-even point;		
	(i)	use formulas to determine price;	Narrative: Pg. 370–372 Determine the Base Price Activity: Pg. 376 Checkpoint #1; Pg. 384 Review Your Knowledge #3, 4; Pg. 387 Building the Marketing Plan: Part 2 Price
	(ii)	use formulas to determine profit;	Narrative: Pg. 367–368 Maximize Profit Activity: Pg. 376 Checkpoint #3; Pg. 384 Review Your Knowledge #3, 4; Pg. 385 Apply Your Knowledge #8
	(iii)	use formulas to determine costs;	Narrative: Pg. 428–429 Carrying Costs; Pg. 433 Turnover Rate Activity: Pg. 435 Checkpoint #5; Pg. 437 Apply Your Knowledge #8, 9
	(iv)	use formulas to determine break-even point;	Narrative: Pg. 368 Break-Even Point Activity: Pg. 369 Checkpoint #1, 5; Pg. 384 Review Your Knowledge #3, 5
	(v)	use equations to determine price;	Narrative: Pg. 370 Determine the Base Price Activity: Pg. 376 Checkpoint #1; Pg. 384 Review Your Knowledge #3, 4; Pg. 387 Building the Marketing Plan: Part 2 Price
	(vi)	use equations to determine profit;	Narrative: Pg. 367 Maximize Profit Activity: Pg. 376 Checkpoint #3; Pg. 384 Review Your Knowledge #3, 4; Pg. 385 Apply Your Knowledge #8
	(vii)	use equations to determine costs;	Narrative: Pg. 428–429 Carrying Costs; Pg. 433 Turnover Rate Activity: Pg. 435 Checkpoint #5; Pg. 437 Apply Your Knowledge #8, 9
	(viii)	use equations to determine break-even point;	Narrative: Pg. 368 Break-Even Point Activity: Pg. 369 Checkpoint #1, 5; Pg. 384 Review Your Knowledge #3, 5
(D) (i)	perform mathematical operations;		Narrative: Pg. 171 Exports and Imports; Pg. 172–173 Foreign Exchange Rates Activity: Pg. 181 Apply Your Knowledge #4, 5, 6
(E) (i)	predict reasonable estimations;		Narrative: Pg. 367 Maximize Profit Activity: Pg. 376 Checkpoint #3; Pg. 384 Review Your Knowledge #3, 4; Pg. 385 Apply Your Knowledge #8
(F) (i)	create mathematical models from real-life situations; and		Narrative: Pg. 136–138 Growth Rate of the Economy, Per Capita GDP; Pg. 171 Exports and Imports Activity: Pg. 147 College and Career Readiness: Problem-Solving Practices; Pg. 181 Apply Your Knowledge #5, 6
(G) (i)	determine rate of change mathematically.		Narrative: Pg. 136–138 Growth Rate of the Economy, Per Capita GDP; Pg. 172–173 Foreign Exchange Rates Activity: Pg. 145 Review Your Knowledge #7; Pg. 181 Apply Your Knowledge #4, 6
Standard (7) The student knows how to use self-development techniques and interpersonal skills to accomplish marketing objectives. The student is expected to:			
(A)	identify and practice effective interpersonal and team-building skills involving situations with coworkers, managers, and customers;		
	(i)	identify effective interpersonal skills involving situations with coworkers;	Narrative: Pg. 569–571 Team Skills Activity: Pg. 572 Checkpoint #2, 3; Pg. 578 Apply Your Knowledge #2; Pg. 579 Teamwork
	(ii)	identify effective interpersonal skills involving situations with managers;	Narrative: Pg. 560–562 Interpersonal Skills Activity: Pg. 567 Checkpoint #1; Pg. 578 Apply Your Knowledge #2, 3, 10
	(iii)	identify effective interpersonal skills involving situations with customers;	Narrative: Pg. 546–547 Customer Service Activity: Pg. 550 Checkpoint #1, 2, 4; Pg. 552 Apply Your Knowledge #9

	(iv)	identify effective team-building skills involving situations with coworkers;	Narrative: Pg. 569–571 Team Skills Activity: Pg. 572 Checkpoint #2, 3; Pg. 578 Apply Your Knowledge #2; Pg. 579 Teamwork
	(v)	identify effective team-building skills involving situations with managers;	Narrative: Pg. 560–562 Interpersonal Skills Activity: Pg. 567 Checkpoint #1; Pg. 578 Apply Your Knowledge #2, 3, 10
	(vi)	identify effective team-building skills involving situations with customers;	Narrative: Pg. 546–547 Customer Service Activity: Pg. 550 Checkpoint #2, 4; Pg. 552 Apply Your Knowledge #9; Pg. 553 College and Career Readiness: Writing
	(vii)	practice effective interpersonal skills involving situations with coworkers;	Narrative: Pg. 569–571 Team Skills Activity: Pg. 572 Checkpoint #2, 3; Pg. 578 Apply Your Knowledge #2; Pg. 579 Teamwork
	(viii)	practice effective interpersonal skills involving situations with managers;	Narrative: Pg. 560–562 Interpersonal Skills Activity: Pg. 567 Checkpoint #1; Pg. 578 Apply Your Knowledge #2, 3, 10
	(ix)	practice effective interpersonal skills involving situations with customers;	Narrative: Pg. 546–547 Customer Service Activity: Pg. 550 Checkpoint #2, 4; Pg. 552 Apply Your Knowledge #9; Pg. 553 College and Career Readiness: Writing
	(x)	practice effective team-building skills involving situations with coworkers;	Narrative: Pg. 569–571 Team Skills Activity: Pg. 572 Checkpoint #2, 3; Pg. 578 Apply Your Knowledge #2; Pg. 579 Teamwork
	(xi)	practice effective team-building skills involving situations with managers;	Narrative: Pg. 569–570 Team Skills; Pg. 588 Management Styles Activity: Pg. 568 Web Connect; Pg. 579 Teamwork; Pg. 223 DECA Emerging Leaders: Marketing Communications Team Decision-Making Event
	(xii)	practice effective team-building skills involving situations with customers;	Narrative: Pg. 546–547 Customer Service Activity: Pg. 550 Checkpoint #2, 4; Pg. 552 Apply Your Knowledge #9; Pg. 553 College and Career Readiness: Writing
(B)	develop short-and long-term personal goals;		
	(i)	develop short-term personal goals;	Narrative: Pg. 16–17 SMART Goals; Pg. 604–606 Goal Setting Activity: Pg. 614 Checkpoint #1; Pg. 621 Review Your Knowledge #2; Pg. 622 Apply Your Knowledge #3
	(ii)	develop long-term personal goals;	Narrative: Pg. 604–606 Goal Setting Activity: Pg. 614 Checkpoint #1, 2; Pg. 621 Review Your Knowledge #2; Pg. 622 Apply Your Knowledge #3
(C)	identify and use time-management principles; and		
	(i)	identify time-management principles;	Narrative: Pg. 563–564 Time Management Skills Activity: Pg. 567 Checkpoint #2, 3, 4; Pg. 577 Review Your Knowledge #2
	(ii)	use time-management principles;	Narrative: Pg. 563–564 Time Management Skills Activity: Pg. 567 Checkpoint #2, 3, 4; Pg. 578 Apply Your Knowledge #8
(D)	participate in leadership and career development activities.		
	(i)	participate in leadership activities.	Narrative: Pg. 573–574 Improve Leadership Skills Activity: Pg. 559 DECA Emerging Leaders: Marketing Communications Team Decision-Making Event; Pg. 576 Checkpoint 27.3 #2; Pg. 578 Review Your Knowledge #7; Pg. 578 Apply Your Knowledge #5
	(ii)	participate in career development activities.	Narrative: Pg. 573–574 Continue Education, Improve Leadership Skills, Join Professional Associations; Pg. 619–620 Review Employment Trends; Pg. 632–633 Continuing

		Professional Education Activity: Pg. 559 DECA Emerging Leaders: Marketing Communications Team Decision-Making Event; Pg. 621 Review Your Knowledge #9
Standard (8) The student applies information technology as an effective marketing tool. The student is expected to:		
(A) (i)	identify social media trends in marketing;	Narrative: Pg. 216 Websites; Pg. 483–484 Social Media; Pg. 549–550 Social Media Activity: Pg. 487 Review Your Knowledge #9; Pg. 488 Apply Your Knowledge #9; Pg. 551 Review Your Knowledge #8
(B) (i)	identify ways that technology impacts business;	Narrative: Pg. 485–486 E-mail Campaigns Activity: Pg. 487 Review Your Knowledge #6, 7, 8, 9
(C) (i)	apply web-search skills;	Narrative: Pg. 482–483 Web Presence Activity: Pg. 474 Web Connect; Pg. 487 Review Your Knowledge #6, 7, 8
(D) (i)	demonstrate word-processing skills;	Narrative: Pg. 65 Marketing Plan Templates; Pg. 75 Format the Marketing Plan Activity: Pg. 78 Apply Your Knowledge #8; Pg. 100 Apply Your Knowledge #2; Pg. 102–103 Building the Marketing Plan
(E) (i)	use database applications; and	Narrative: Pg. 188–189 Types of Research Data; Pg. 200–201 Marketing Information System (MkIS) Activity: Pg. 203 Review Your Knowledge #7; Pg. 204 Apply Your Knowledge #7; Pg. 259 DECA Emerging Leaders: Principles of Marketing Event
(F) (i)	execute spreadsheet applications.	Narrative: Pg. 74 Time Line; Pg. 215 Competitive Analysis; Pg. 639 Track Job Leads Activity: Pg. 221 Teamwork; Pg. 554–555 Building the Marketing Plan: Part 2 Marketing Tactics
Standard (9) The student recognizes that careers are ever changing and require continual self-assessment, research, and preparation to develop and implement responsible decisions. The student is expected to:		
(A) (i)	develop a working portfolio containing components such as resume, cover letter, thank you letter, references, letter of recommendation, and work samples;	Narrative: Pg. 639–640 Prepare to Apply; Pg. 643–645 Portfolio; Pg. 645 Figure 30-5 Activity: Pg. 31 College and Career Portfolio: Portfolio Overview; Pg. 69 College and Career Portfolio: Objective
(B) (i)	analyze personal social media accounts for potential employability; and	Narrative: Pg. 375 Social Media: LinkedIn; Pg. 637 Social Media Activity: Pg. 651 Review Your Knowledge #4; Pg. 652 College and Career Readiness: Reading; Pg. 652 College and Career Readiness: Speaking
(C) (i)	demonstrate interview skills.	Narrative: Pg. 617–618 Information Interviews; Pg. 645–648 Interview Activity: Pg. 259 DECA Emerging Leaders: Principles of Marketing Event; Pg. 651 Apply Your Knowledge #10; Pg. 652 Teamwork
Standard (10) The student knows the importance of emerging trends and technologies in marketing. The student is expected to:		
(A) (i)	discuss trends affecting marketing; and	Narrative: Pg. 198–199 Trend Research; Pg. 481–486 Electronic Promotion Activity: Pg. 202 Build Your Vocabulary; Pg. 203 Review Your Knowledge #8; Pg. 487 Review Your Knowledge #8
(B) (i)	research emerging technologies in marketing.	Narrative: Pg. 200–201 Marketing Information System; Pg. 481–486 Electronic Promotion; Pg. 482 paragraph 1 Activity: Pg. 487 Review Your Knowledge #7; Pg. 488 Apply Your Knowledge #9
Standard (11) The student knows the impact and value of diversity. The student is expected to:		
(A) (i)	explain how diversity affects marketing; and	Narrative: Pg. 245–246 Culture; Pg. 447 Barriers to

		Effective Communication Activity: Pg. 248 Checkpoint #3; Pg. 464 Apply Your Knowledge #2, 6
(B)	probe the impact of multiculturalism and multigenerationalism on marketing activities.	
	(i)	probe the impact of multiculturalism on marketing activities. Narrative: Pg. 245–246 Culture; Pg. 447 Barriers to Effective Communication Activity: Pg. 248 Checkpoint #3; Pg. 464 Apply Your Knowledge #2, 6
	(ii)	probe the impact of multigenerationalism on marketing activities. Narrative: Pg. 200 Demographic Trends; Pg. 230 Age; Pg. 447 Barriers to Effective Communication Activity: Pg. 237 Review Your Knowledge #5; Pg. 464 Apply Your Knowledge #2
Standard (12) The student knows that marketing begins with a working knowledge of economic concepts. The student is expected to:		
(A)	discuss characteristics of economic goods and services;	
	(i)	discuss characteristics of economic goods; Narrative: Pg. 26–27 Product; Pg. 292–293 Consumer Products, Business Products Activity: Pg. 31 Build Your Vocabulary; Pg. 37 Review Your Knowledge #3; Pg. 302 Apply Your Knowledge #2
	(ii)	discuss characteristics of economic services; Narrative: Pg. 26–27 Product; Pg. 287–290 Characteristics of Services Activity: Pg. 31 Build Your Vocabulary; Pg. 37 Review Your Knowledge #3; Pg. 301 Review Your Knowledge #3
(B)	identify economic needs and wants;	
	(i)	identify economic needs; Narrative: Pg. 7 paragraph 1; Pg. 243 Hierarchy of Needs; Pg. 244 Transferring Needs into Wants Activity: Pg. 248 Checkpoint #1; Pg. 256 Apply Your Knowledge #1
	(ii)	identify economic wants; Narrative: Pg. 7 paragraph 1; Pg. 244 Transferring Needs into Wants Activity: Pg. 9 Build Your Vocabulary; Pg. 248 Checkpoint #1; Pg. 256 Apply Your Knowledge #1
(C)	explain the concept of utility and cite examples of types of utility;	
	(i)	explain the concept of utility; Narrative: Pg. 50 Business Provides Utility; Pg. 406 Utility Activity: Pg. 56 Checkpoint #1; Pg. 56 Build Your Vocabulary; Pg. 416 Apply Your Knowledge #6
	(ii)	cite examples of types of utility; Narrative: Pg. 50-51 Business Provides Utility; Pg. 406 Utility Activity: Pg. 56 Checkpoint #2; Pg. 56 Build Your Vocabulary; Pg. 407 Checkpoint #4
(D) (i)	describe the function of prices in markets; and	Narrative: Pg. 129–130 Effect of Supply and Demand on Price; Pg. 366 Increase Market Share; Pg. 371–372 Demand-Based Pricing, Competition-Based Pricing Activity: Pg. 133 Checkpoint #2; Pg. 385 Review Your Knowledge #6
(E) (i)	clarify how the interaction of supply and demand affects price.	Narrative: Pg. 129–130 Effect of Supply and Demand on Price; Pg. 352–354 Supply and Demand; Pg. 371–372 Demand-Based Pricing Activity: Pg. 146 Apply Your Knowledge #2; Pg. 361 Review Your Knowledge #4
Standard (13) The student knows that private enterprise is based on independent decisions by businesses and limited government involvement. The student is expected to:		
(A) (i)	determine characteristics of a private enterprise system;	Narrative: Pg. 117–118 Market Economy; Pg. 209 Market Economy Activity: Pg. 124 Apply Your Knowledge #7; Pg. 125 Teamwork; Pg. 529 DECA Emerging Leaders; Principles of

		Marketing Event
(B)	explain the advantages and disadvantages of private enterprise; and	
	(i)	explain the advantages of private enterprise; Narrative: Pg. 117–118 Market Economy; Pg. 209 Market Economy Activity: Pg. 124 Apply Your Knowledge #7; Pg. 125 Teamwork; Pg. 529 DECA Emerging Leaders: Principles of Marketing Event
	(ii)	explain the disadvantages of private enterprise; Narrative: Pg. 117–118 Market Economy; Pg. 209 Market Economy Activity: Pg. 124 Apply Your Knowledge #7; Pg. 125 Teamwork; Pg. 529 DECA Emerging Leaders: Principles of Marketing Event
(C) (i)	identify examples of competitive business situations such as price or nonprice competition.	Narrative: Pg. 132 Competition; Pg. 209–210 Competition in Different Economic Systems; Pg. 372 Competition-Based Pricing Activity: Pg. 133 Checkpoint #4; Pg. 145 Review Your Knowledge #5
Standard (14) The student knows that economic factors such as gross domestic product, standard of living, consumer price index, and unemployment figures influence a company's marketing strategies. The student is expected to:		
(A) (i)	identify economic measurements used to analyze an economy;	Narrative: Pg. 134–142, Economic Indicators Activity: Pg. 144 Checkpoint #1, 2; Pg. 145 Review Your Knowledge #7; Pg. 146 Apply Your Knowledge #9
(B) (i)	research how economic measures are used in a market economy;	Narrative: Pg. 134–142 Economic Indicators Activity: Pg. 144 Checkpoint #2, 4; Pg. 145 Review Your Knowledge #7; Pg. 146 Apply Your Knowledge #9
(C) (i)	describe the concept of price stability as an economic measure;	Narrative: Pg. 138–139 Inflation Rate; Pg. 154 Inflation Rate Activity: Pg. 145 Review Your Knowledge #8; Pg. 146 Apply Your Knowledge #1; Pg. 183 Building the Marketing Plan
(D) (i)	interpret the measure of consumer spending as an economic indicator;	Narrative: Pg. 136 paragraph 1; Pg. 150 Business Cycles; p. 161 first full paragraph Activity: Pg. 144 Checkpoint #2; Pg. 145 Review Your Knowledge #6
(E) (i)	examine the impact of a nation's unemployment rates; and	Narrative: Pg. 141–142 Unemployment Rate; Pg. 154 Unemployment Rate Activity: Pg. 145 Review Your Knowledge #9; Pg. 164 Apply Your Knowledge #5, 6
(F) (i)	describe the economic impact of inflation on business.	Narrative: Pg. 138–139 Inflation Rate; Pg. 154 Inflation Rate Activity: Pg. 145 Review Your Knowledge #8; Pg. 146 Apply Your Knowledge #1; Pg. 183 Building the Marketing Plan
Standard (15) The student knows that changes in the economy include prosperity, recession, depression, and recovery and are collectively referred to as the business cycle. The student is expected to:		
(A) (i)	explain the concept of business cycles; and	Narrative: Pg. 150 Business Cycles; Pg. 153–155 Economic Indicators and the Business Cycle Activity: Pg. 155 Checkpoint #1; Pg. 165 Teamwork; Pg. 351 Economic Conditions
(B) (i)	describe the impact that phases of a business cycle have on the economy.	Narrative: Pg. 150–152 Expansion, Peak, Recession, Trough; Pg. 153-155 Economic Indicators and the Business Cycle Activity: Pg. 155 Checkpoint #5; Pg. 164 Apply Your Knowledge #1; Pg. 183 Building the Marketing Plan
Standard (16) The student knows that distribution systems facilitate the movement of products. The student is expected to:		
(A) (i)	understand channels of distribution;	Narrative: Pg. 395 Distribution Channels

		Activity: Pg. 399 Checkpoint 20.1 #4, 5; Pg. 415 Review Your Knowledge #4; Pg. 417 College and Career Readiness: Writing
(B) (i)	identify physical distribution activities; and	Narrative: Pg. 400–406 Distribution; Pg. 409–410 Levels of Distribution Activity: Pg. 407 Checkpoint #3; Pg. 414 Checkpoint #3; Pg. 417 Teamwork
(C) (i)	examine costs associated with distribution.	Narrative: Pg. 400 paragraph 2; Pg. 405–406 Storage; Pg. 409 Price Activity: Pg. 415 Review Your Knowledge #6; Pg. 416 Apply Your Knowledge #4
Standard (17) The student knows that marketers use investment and financial services to achieve goals and objectives. The student is expected to:		
(A) (i)	illustrate types of financial services; and	Narrative: Pg. 367–368 Improve Return on Investment (ROI), Improve Return on Marketing Investment (ROMI); Pg. 421–422 Negotiate the Purchase; Pg. 496 Evaluate Results Activity: Pg. 385 Apply Your Knowledge #8; Pg. 436 Review Your Knowledge #2
(B) (i)	explain the purpose of a credit contract.	Narrative: Pg. 377 Offering Credit; Pg. 423 Make the Purchase; Pg. 707–708 How Lenders Evaluate Applicants Activity: Pg. 385 Apply Your Knowledge #10; Pg. 437 Apply Your Knowledge #5
Standard (18) The student knows the concept of pricing and strategies used in determining and adjusting price. The student is expected to:		
(A) (i)	state goals of pricing;	Narrative: Pg. 366–368 Pricing Objectives Activity: Pg. 385 Apply Your Knowledge #1, 2; Pg. 386 College and Career Readiness: Problem-Solving Practices; Pg. 387 Building the Marketing Plan: Part 2 Price
(B) (i)	identify factors affecting pricing;	Narrative: Pg. 349–352 Factors that Affect Price Activity: Pg. 355 Checkpoint #1, 5; Pg. 361 Review Your Knowledge #9; Pg. 362 Apply Your Knowledge #3
(C)	explain how pricing affects product, place, and promotion decisions;	
	(i)	explain how pricing affects product decisions; Narrative: Pg. 351–352 Product Life Cycle; Pg. 352–354 Supply and Demand; Pg. 354 Product Activity: Pg. 361 Review Your Knowledge #6; Pg. 362 Apply Your Knowledge #3
	(ii)	explain how pricing affects place decisions; Narrative: Pg. 355 Place; Pg. 400 Distribution; Pg. 409 Price Activity: Pg. 361 Review Your Knowledge #6; Pg. 415 Review Your Knowledge #6
	(iii)	explain how pricing affects promotion decisions; Narrative: Pg. 317 Test Marketing; Pg. 355 Promotion; Pg. 493 Establish the Budget Activity: Pg. 361 Review Your Knowledge #6; Pg. 506 Apply Your Knowledge #4
(D) (i)	compare and contrast pricing policies;	Narrative: Pg. 366–367 Pricing Objectives; Pg. 370–372 Cost-Based Pricing, Demand-Based Pricing, Competition-Based Pricing Activity: Pg. 385 Review Your Knowledge #6; Pg. 385 Apply Your Knowledge #1; Pg. 386 College and Career Readiness: Reading
(E) (i)	calculate a product's price;	Narrative: Pg. 370–372 Determine the Base Price; Pg. 372–375 Adjust the Base Price Activity: Pg. 376 Checkpoint #1; Pg. 385 Apply Your Knowledge #3; Pg. 387 Building the Marketing Plan: Part 2 Price

(F) (i)	describe the role of business ethics in pricing; and	Narrative: Pg. 356–357 Unfair Pricing Practices Activity: Pg. 360 Checkpoint #1; Pg. 361 Review Your Knowledge #7; Pg. 362 Apply Your Knowledge #10; Pg. 363 Teamwork
(G) (i)	analyze legal considerations for pricing.	Narrative: Pg. 357–358, Pricing Laws; Pg. 359–360 Governmental Price Controls Activity: Pg. 360 Checkpoint #4; Pg. 361 Review Your Knowledge #8; Pg. 362 Apply Your Knowledge #8
Standard (19) The student understands the promotional concepts and strategies needed to communicate information about products, services, images, and ideas to achieve a desired outcome. The student is expected to:		
(A) (i)	explain the communication processes as used in promotional activities;	Narrative: Pg. 444–446 What is Communication? Activity: Pg. 449 Checkpoint #1; Pg. 464 Apply Your Knowledge #1, 6; Pg. 465 Teamwork
(B) (i)	evaluate types of promotion;	Narrative: Pg. 29 Promotion; Pg. 468 Promotion Is Marketing Communication; Pg. 474–485 Elements of the Promotional Mix, Electronic Promotion Activity: Pg. 31 Checkpoint #3; Pg. 473 Checkpoint #2; Pg. 487 Review Your Knowledge #3; Pg. 488 Apply Your Knowledge #1
(C) (i)	understand the concept of promotional mix;	Narrative: Pg. 65 Promotion Strategies; Pg. 474–481, Elements of the Promotional Mix Activity: Pg. 66 Build Your Vocabulary; Pg. 487 Review Your Knowledge #3; Pg. 554 Building the Marketing Plan
(D) (i)	define the role of promotion as a marketing function;	Narrative: Pg. 29 Promotion; Pg. 36 Promotions; Pg. 468–469 Promotion Is Marketing Communication Activity: Pg. 31 Checkpoint #3; Pg. 473 Checkpoint #1
(E) (i)	describe the use of business ethics in promotion;	Narrative: Pg. 82–83 Code of Ethics; Pg. 503 Ethics Activity: Pg. 504 Checkpoint #4; Pg. 506 Apply Your Knowledge #9; Pg. 507 College and Career Readiness: Problem-Solving Practices
(F) (i)	explore the regulation of promotion;	Narrative: Pg. 85–88 Business Issues; Pg. 502 Laws and Regulations Activity: Pg. 504 Checkpoint #4; Pg. 505 Review Your Knowledge #9; Pg. 506 Apply Your Knowledge #10
(G) (i)	explain the nature of direct marketing channels;	Narrative: Pg. 446 first full paragraph; Pg. 475–477 Print Media; Pg. 485–486 E-Mail Campaigns Activity: Pg. 486 Checkpoint #4; Pg. 486 Build Your Vocabulary
(H) (i)	model communication channels used in sales promotion; and	Narrative: Pg. 444–446 What Is Communication?; Pg. 474–478, Advertising; Pg. 481–485 Electronic Promotion Activity: Pg. 487 Review Your Knowledge #6; Pg. 488 Apply Your Knowledge #6
(I) (i)	describe communication channels used in public relations activities.	Narrative: Pg. 29 paragraph 3; Pg. 480–481 Public Relations Activity: Pg. 486 Checkpoint #2; Pg. 487 Review Your Knowledge #4; Pg. 488 Apply Your Knowledge #7
Standard (20) The student knows that advertising is the paid form of nonpersonal communication about an identified sponsor's products. The student is expected to:		
(A) (i)	illustrate types of advertising media;	Narrative: Pg. 481–485 Electronic Promotion; Pg. 494–495 Identify the Media Activity: Pg. 506 Apply Your Knowledge #4, 5; Pg. 507 Teamwork
(B) (i)	differentiate between product and institutional advertising; and	Narrative: Pg. 468–469 Promotion is Marketing Communication Activity: Pg. 473 Checkpoint #2; Pg. 473 Build Your Vocabulary; Pg. 488 Apply Your Knowledge #1; Pg. 489

		Teamwork
(C)	identify and evaluate elements of an advertisement.	
	(i)	identify elements of an advertisement. Narrative: Pg. 499–501 Headline, Copy, Graphics, Signature Activity: Pg. 504 Checkpoint #2; Pg. 505 Review Your Knowledge #7; Pg. 506 Apply Your Knowledge #6; Pg. 507 Teamwork
	(ii)	evaluate elements of an advertisement. Narrative: Pg. 499–501 Headline, Copy, Graphics, Signature Activity: Pg. 504 Checkpoint #2; Pg. 505 Review Your Knowledge #7, 8; Pg. 507 Teamwork
Standard (21) The student knows that business risk is the possibility of loss or failure. The student is expected to:		
(A) (i)	categorize business risks; and	Narrative: Pg. 680 Nature of Risks; Pg. 681–683 Types of Risk Activity: Pg. 691 Review Your Knowledge #2, 4; Pg. 692 Apply Your knowledge #1
(B) (i)	interpret how various types of risks impact business activities.	Narrative: Pg. 681–683 Types of Risk Activity: Pg. 692 Apply Your Knowledge #2, 3, 4, 5
Standard (22) The student knows that marketers responsible for risk management follow a process to decide the best strategy to deal with each risk. The student is expected to:		
(A) (i)	evaluate security precautions; and	Narrative: Pg. 686–688 Avoid or Reduce the Risks Activity: Pg. 691 Review Your Knowledge #5, 7; Pg. 692 Apply Your Knowledge #8, 9
(B) (i)	demonstrate knowledge of safety precautions in the workplace.	Narrative: Pg. 286 Safety Inspections; Pg. 565–566 Workplace Accidents; Pg. 687–688 Accidents Activity: Pg. 577 Review Your Knowledge #4; Pg. 690 Checkpoint #3; Pg. 691 Review Your Knowledge #5
Standard (23) The student knows what influences customers before they make a purchase. The student is expected to:		
(A) (i)	differentiate among a feature and a benefit;	Narrative: Pg. 215 Nonprice Competition; Pg. 330 Unique Brand; Pg. 534–535 paragraph 3 Activity: Pg. 218 Build Your Vocabulary; Pg. 552 Apply Your Knowledge #4
(B) (i)	compare and contrast between consumer and organizational buying behavior;	Narrative: Pg. 249–252 Consumer Decision-Making Process; Pg. 267–268 B2B versus B2C Buying Decisions Activity: Pg. 273 Review Your Knowledge #6; Pg. 274 Apply Your Knowledge #4; Pg. 275 Teamwork
(C)	determine customer needs and wants;	
	(i)	determine customer needs; Narrative: Pg. 244–245 Needs and Wants as Buying Motives; Pg. 314–315 Idea Generation, Idea Screening; Pg. 539 Determine the Customer Needs Activity: Pg. 255 Review Your Knowledge #1; Pg. 545 Checkpoint 26.2 #2
	(ii)	determine customer wants; Narrative: Pg. 244–245 Needs and Wants as Buying Motives; Pg. 314–315 Idea Generation, Idea Screening; Pg. 539 Determine the Customer Needs Activity: Pg. 255 Apply Your Knowledge #1; Pg. 545 Checkpoint #2
(D) (i)	classify buying motives; and	Narrative: Pg. 245–248 Social Influences, Situational Influences; Pg. 266–267 B2B Buying Influences Activity: Pg. 255 Review Your Knowledge #6; Pg. 256 Apply Your Knowledge #1; Pg. 273 Review Your Knowledge #6
(E)	analyze how customers and organizations apply the decision-making process.	
	(i)	analyze how customers apply the decision-making process. Narrative: Pg. 249–252 Consumer Decision-Making Process; Pg. 252–253 Levels of Buying Decisions Activity: Pg. 255 Review Your Knowledge # 9; Pg. 256 Apply

		Your Knowledge #6; Pg. 257 Teamwork
	(ii) analyze how organizations apply the decision-making process.	Narrative: Pg. 267-268 B2B versus B2C Buying Decisions; Pg. 270–271 Bid Process Activity: Pg. 273 Review Your Knowledge #6, 8; Pg. 274 Apply Your Knowledge #6
Standard (24) The student knows how marketers use the selling process. The student is expected to:		
(A) (i)	locate product information; and	Narrative: Pg. 534–535 Product Training; Pg. 549 Frequently Asked Questions (FAQ) Page Activity: Pg. 552 Apply Your Knowledge #3, 8; Pg. 553 College and Career Readiness: Problem-Solving Practices
(B) (i)	illustrate the sale process.	Narrative: Pg. 530-531 Business-to-Business (B2B) Selling, Business-to-Consumer (B2C) Selling; Pg. 536–544 Sales Process Activity: Pg. 545 Checkpoint #2; Pg. 552 Apply Your Knowledge #6; Pg. 553 College and Career Readiness: Writing
Standard (25) The student understands the techniques and strategies used to foster positive, ongoing relationships with customers to enhance company image. The student is expected to:		
(A) (i)	explain the nature of positive customer relations;	Narrative: Pg. 539 Determine the Customer Needs; Pg. 547 first full paragraph Activity: Pg. 551 Review Your Knowledge #5; Pg. 552 Apply Your Knowledge #9; Pg. 553 Teamwork
(B) (i)	describe a customer service mindset;	Narrative: Pg. 546–547 Customer Service; Pg. 547 paragraph 1, last sentence Activity: Pg. 551 Review Your Knowledge #5; Pg. 552 Apply Your Knowledge #9; Pg. 553 Teamwork
(C) (i)	explain the management role in customer relations;	Narrative: Pg. 530 Value of Personal Selling; Pg. 544 Provide Follow-Up after the Sale Activity: Pg. 533 Checkpoint #5; Pg. 552 Apply Your Knowledge #9; Pg. 541–452 Answer Questions or Objections
(D) (i)	identify a company brand promise;	Narrative: Pg. 326 Brand Promise Activity: Pg. 337 Checkpoint #2, 3; Pg. 339 Apply Your Knowledge #3, 7
(E) (i)	explore ways of reinforcing company image through employee performance; and	Narrative: Pg. 530 Value of Personal Selling; Pg. 546–547 Customer Service; Pg. 548 Customer Support Team; Pg. 550 Handling Customer Complaints Activity: Pg. 552 Apply Your Knowledge #9
(F) (i)	describe the use of technology in customer relationship management.	Narrative: Pg. 89 Customer Relationship Management (CRM); Pg. 200 Marketing-Information System (MkIS) Activity: Pg. 92 Checkpoint #4; Pg. 203 Review Your Knowledge #7; Pg. 204 Apply Your Knowledge #7
Standard (26) The student understands a business's responsibility to know and abide by workplace laws, trade regulations, and ethical behavior that affect business operations. The student is expected to:		
(A) (i)	apply ethics to demonstrate trustworthiness;	Narrative: Pg. 85 Business Issues; Pg. 91 Cost of Unethical Behavior Activity: Pg. 99 Review Your Knowledge #1, 2, 8
(B) (i)	explain the nature of business ethics;	Narrative: Pg. 85 Business Issues; Pg. 91 Cost of Unethical Behavior Activity: Pg. 99 Review Your Knowledge #1, 2, 8
(C) (i)	describe legal issues affecting businesses;	Narrative: Pg. 86-88 Legal; Pg. 333–334 Trademark Registration; Pg. 502 Laws and Regulations; Pg. 503 Ethics Activity: Pg. 506 Apply Your Knowledge #10
(D) (i)	defend the nature of human resources regulations;	Narrative: Pg. 159 Social Welfare; Pg. 176 Import Restrictions; Pg. 585 Manage Proprietary Information Activity: Pg. 164 Apply Your Knowledge #2; Pg. 179

		Checkpoint #1
(E)	explain the nature of workplace regulations such as Occupational Safety and Health Administration and statutes such as the Americans with Disabilities Act;	
	(i)	explain the nature of workplace regulations; Narrative: Pg. 486 paragraph 1 CAN-SPAM Act content; Pg. 502 Laws and Regulations; Pg. 687–688 OSHA topic Activity: Pg. 506 Apply Your Knowledge #10; Pg. 690 Checkpoint #3
	(ii)	explain the nature of workplace regulation statutes; Narrative: Pg. 87–88 Software Use; Pg. 95–96 Environmental Issues; Pg. 687–688 OSHA topic Activity: Pg. 99 Review Your Knowledge #4, 9
(F) (i)	discuss employment relationships;	Narrative: Pg. 569–570 Team Skills; Pg. 583 Organize; Pg. 585–588 Manage Proprietary Information Activity: Pg. 596 Review Your Knowledge #2; Pg. 597 Apply Your Knowledge #1
(G) (i)	illustrate the nature of trade regulations; and	Narrative: Pg. 175–176 Types of Trade Regulations; Pg. 177 Trade Agreements Activity: Pg. 175 Web Connect; Pg. 179 Checkpoint #2; Pg. 181 Apply Your Knowledge #7
(H) (i)	describe the impact of antitrust legislation.	Narrative: Pg. 210–211 Antitrust Laws; Pg. 357–358 Pricing Laws Activity: Pg. 211 Checkpoint 11.1 #4; Pg. 219 Review Your Knowledge #3; Pg. 360 Checkpoint #2
Standard (27) The student applies ethical reasoning to a variety of workplace situations in order to make ethical decisions. The student is expected to:		
(A) (i)	evaluate alternative responses to workplace situations based on personal or professional ethical responsibilities;	Narrative: Pg. 85-91 Business Issues; Pg. 91 Cost of Unethical Behavior Activity: Pg. 100 Apply Your Knowledge #1, 4; Pg. 101 Teamwork
(B)	identify personal and long-term workplace consequences of unethical or illegal behaviors;	
	(i)	identify personal consequences of unethical or illegal behaviors; Narrative: Pg. 86 Legal; Pg. 91 Cost of Unethical Behavior; Pg. 503 Ethics Activity: Pg. 101 College and Career Readiness: Reading; Pg. 101 Teamwork
	(ii)	identify long-term workplace consequences of unethical or illegal behaviors; Narrative: Pg. 86 Legal; Pg. 91 Cost of Unethical Behavior; Pg. 503 Ethics Activity: Pg. 101 College and Career Readiness: Reading; Pg. 101 Teamwork
(C)	investigate the most appropriate response to workplace situations based on legal and ethical considerations; and	
	(i)	investigate the most appropriate response to workplace situations based on legal considerations; Narrative: Pg. 85–91 Business Issues; Pg. 502–503 Laws and Regulations, Self-Regulation; Pg. 569 Conflict Resolution Activity: Pg. 23 DECA Emerging Leaders: Business Administration Core; Pg. 579 Teamwork
	(ii)	investigate the most appropriate response to workplace situations based on ethical considerations; and Narrative: Pg. 83–85 Workplace Ethics; Pg. 91 Cost of Unethical Behavior; Pg. 569 Conflict Resolution Activity: Pg. 101 Teamwork; Pg. 579 Teamwork
(D)	demonstrate responsible behavior, honesty, integrity, and ethical work habits.	
	(i)	demonstrate responsible behavior. Narrative: Pg. 82 Code of Ethics; Pg. 85–91 Business Issues; Pg. 91 Cost of Unethical Behavior Activity: Pg. 100 Apply Your Knowledge #1; Pg. 101 Teamwork
	(ii)	demonstrate honesty. Narrative: Pg. 82 Code of Ethics; Pg. 85–91 Business Issues; Pg. 91 Cost of Unethical Behavior Activity: Pg. 100 Apply Your Knowledge #1, 4
	(iii)	demonstrate integrity. Narrative: Pg. 82 Code of Ethics; Pg. 85–91 Business Issues; Pg. 91 Cost of Unethical Behavior

			Activity: Pg. 100 Apply Your Knowledge #4, 5
	(iv)	demonstrate ethical work habits.	Narrative: Pg. 82 Code of Ethics; Pg. 85–91 Business Issues; Pg. 91 Cost of Unethical Behavior Activity: Pg. 100 Apply Your Knowledge #1; Pg. 101 Teamwork
Standard (28) The student completes required training, education, and certification to prepare for employment in a particular career field. The student is expected to:			
(A)	identify training, education, and certification requirements for occupational choice; and		
	(i)	identify training requirements for occupational choice;	Narrative: Pg. 631 Training; Pg. 633 Your Career Plan; Pg. 637 Networking Activity: Pg. 651 Apply Your Knowledge #1, 5
	(ii)	identify education requirements for occupational choice;	Narrative: Pg. 626 Education; Pg. 633 Your Career Plan Pg. 637 Networking; Activity: Pg. 651 Apply Your Knowledge #1, 5
	(iii)	identify certification requirements for occupational choice; and	Narrative: Pg. 632 Certificate Programs; Pg. 633 Your Career Plan; Pg. 637 Networking Activity: Pg. 651 Apply Your Knowledge #1, 5
(B) (i)	participate in career-related training or degree programs.		Narrative: Pg. 11 Explore Your Career Options; Pg. 626–632 Education and Training; Pg. 637 Networking Activity: Pg. 5 DECA Emerging Leaders: Introduction; Pg. 634 Checkpoint #2
Standard (29) The student knows the elements and processes of product planning. The student is expected to:			
(A)	explain the nature and scope of product planning;		
	(i)	explain the nature of product planning;	Narrative: Pg. 291 paragraph 2 Activity: Pg. 301 Review Your Knowledge #2, 3, 5, 8
	(ii)	explain the scope of product planning;	Narrative: Pg. 291 paragraph 2 Activity: Pg. 301 Review Your Knowledge #2, 3, 5, 8
(B) (i)	relate product-mix strategies to meet customer expectations; and		Narrative: Pg. 291–293 Product Mix Activity: Pg. 302 Apply Your Knowledge #1, 2, 6, 7
(C) (i)	define the product life cycle.		Narrative: Pg. 296–300 Section 15.3 Product Life Cycles; Pg. 351 Product Life Cycle Activity: Pg. 300 Checkpoint #2, 3; Pg. 302 Apply Your Knowledge #9