



Goodheart-Willcox Publisher		
Correlation of <i>PRINCIPLES OF BUSINESS, MARKETING, AND FINANCE</i> ©2017		
to the Texas Essential Knowledge and Skills (TEKS)		
Course: Principles of Business, Marketing, and Finance (MLC 9606)		
STANDARD		CORRELATING PAGES
Standard (1) The student demonstrates professional standards/employability skills required by business and industry. The student is expected to:		
(A)	communicate effectively with others using oral and writing skills;	
	(i) communicate effectively with others using oral skills;	Narrative: Pg. 134 Interpersonal Skills; Pg. 464–466 Interview Questions Activity: Pg. 140 Communication Skills: Speaking; Pg. 472 Apply Your Knowledge #7; Pg. 472 Communication Skills: Speaking
	(ii) communicate effectively with others using writing skills;	Narrative: Pg. 245–248 Creating an Advertisement; Pg. 460–461 Writing Cover Messages Activity: Pg. 253 Apply Your Knowledge #5; Pg. 254 Communication Skills: Writing; Pg. 471 Apply Your Knowledge #4
(B) (i)	demonstrate collaboration skills through teamwork;	Narrative: Pg. 134 Interpersonal Skills; Pg. 135 Teams Activity: Pg. 139 Apply Your Knowledge #4, 5; Pg. 140 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. 53–55 Business Ethics; Pg. 477–478 Digital Citizenship; Pg. 478–481 Intellectual Property Activity: Pg. 59 Review Your Knowledge #6; Pg. 490 Internet Research: Copyright
	(ii) demonstrate professionalism by conducting oneself in a manner appropriate for the workplace;	Narrative: Pg. 54 Code of Conduct, Confidentiality; Pg. 174 Employer/Employee Relationships; Pg. 483–485 Using the Internet Activity: Pg. 59 Apply Your Knowledge #5; Pg. 489 Apply Your Knowledge #2
(D) (i)	demonstrate a positive, productive work ethic by performing assigned tasks as directed;	Narrative: Pg. 174 Employer/Employee Relationships; Pg. 483 Using the Internet Activity: Pg. 179 Review Your Knowledge #7; Pg. 487 Check Your Understanding #1; Pg. 489 Apply Your Knowledge #4
(E)	comply with all applicable rules, laws, and regulations; and	
	(i) comply with all applicable rules;	Narrative: Pg. 53–55 Business Ethics; Pg. 174–177 Work Environment Activity: Pg. 59 Review Your Knowledge #6; Pg. 59 Apply Your Knowledge #3; Pg. 179 Review Your Knowledge #8
	(ii) comply with all applicable laws;	Narrative: Pg. 49–50 Workplace Laws; Pg. 478–481 Intellectual Property Activity: Pg. 59 Apply Your Knowledge #2; Pg. 60 Internet Research: Role of law in business; Pg. 490 Internet Research: Copyright

	(iii)	comply with all applicable regulations; and	Narrative: Pg. 49–50 Workplace Laws; Pg. 55–57 Social Responsibility; Pg. 168-169 Legal Compliance Activity: Pg. 59 Apply Your Knowledge #2; Pg. 60 Internet Research: Role of law in business
(F)	demonstrate time-management skills by prioritizing tasks, following schedules, and tending to goal-relevant activities in a way that uses time wisely and optimizes efficiency and results.		
	(i)	demonstrate time-management skills by prioritizing tasks.	Narrative: Pg. 134 Goal Setting Skills, Time Management Skills; Pg. 149–150 Improving Productivity Activity: Pg. 139 Review Your Knowledge #7; Pg. 139 Apply Your Knowledge #3; Pg. 140 Internet Research: Personal Information Management (PIM)
	(ii)	demonstrate time-management skills by following schedules.	Narrative: Pg. 134 Goal Setting Skills, Time Management Skills; Pg. 149–150 Improving Productivity Activity: Pg. 139 Review Your Knowledge #7; Pg. 139 Apply Your Knowledge #3; Pg. 140 Internet Research: Personal Information Management (PIM)
	(iii)	demonstrate time-management skills by tending to goal-relevant activities in a way that uses time wisely.	Narrative: Pg. 134 Goal Setting Skills; Pg. 149–150 Improving Productivity Activity: Pg. 139 Review Your Knowledge #7; Pg. 139 Apply Your Knowledge #3; Pg. 140 Internet Research: Personal Information Management (PIM)
	(iv)	demonstrate time-management skills by tending to goal-relevant activities in a way that optimizes efficiency.	Narrative: Pg. 134 Goal Setting Skills; Pg. 149–150 Improving Productivity Activity: Pg. 139 Review Your Knowledge #7; Pg. 139 Apply Your Knowledge #3; Pg. 140 Internet Research: Personal Information Management (PIM)
	(v)	demonstrate time-management skills by tending to goal-relevant activities in a way that optimizes results.	Narrative: Pg. 29 Specialization last two paragraphs on the page; Pg. 134 Goal Setting Skills; Pg. 149–150 Improving Productivity Activity: Pg. 139 Apply Your Knowledge #2, 3
Standard (2) The student describes the characteristics of business. The student is expected to:			
(A) (i)	explain the principles of supply and demand;		Narrative: Pg. 15–16 Supply and Demand; Pg. 215 Supply and Demand Activity: Pg. 17 Build Your Vocabulary; Pg. 19 Review Your Knowledge #9; Pg. 19 Apply Your Knowledge #5
(B) (i)	differentiate between goods and services;		Narrative: Pg. 6 Impact of Business; Pg. 191 Identify the Marketing Mix; Pg. 206–207 Product Activity: Pg. 18 Review Your Knowledge #1; Pg. 212 Check Your Understanding #1
(C) (i)	identify the types of business;		Narrative: Pg. 64–66 Types of Businesses; Pg. 222–226 Producers, Intermediaries, Service Businesses Activity: Pg. 79 Review Your Knowledge #1; Pg. 80 Teamwork; Pg. 232 Apply Your Knowledge #4
(D) (i)	compare the different forms of ownership;		Narrative: Pg. 69–75 Forms of Business Ownership; Pg. 75–77 Alternative Forms of Ownership Activity: Pg. 79 Review Your Knowledge #5; Pg. 79 Apply Your Knowledge #4; Pg. 80 Internet Research: Business Ownership

(E)	examine the organizational structure and functions of business;		
	(i)	examine the organizational structure of business;	Narrative: Pg. 115 Organization and Management; Pg. 126–128 Organizational Structure Activity: Pg. 131 Check Your Understanding #2; Pg. 139 Review Your Knowledge #3; Pg. 139 Apply Your Knowledge #1
	(ii)	examine the organizational functions of business;	Narrative: Pg. 126 Organizational Structure; Pg. 130 Organizing Activity: Pg. 139 Review Your Knowledge #2, 3, 5
(F)	interpret the nature of balance sheets and income statements; and		
	(i)	interpret the nature of balance sheets;	Narrative: Pg. 347–348 Balance Sheet; Pg. 349–350 Balance Sheet Activity: Pg. 351 Check Your Understanding #4; Pg. 353 Apply Your Knowledge #4; Pg. 353 Review Your Knowledge #8
	(ii)	interpret the nature of income statements; and	Narrative: Pg. 116 Financial Plans; Pg. 348 Income Statement; Pg. 350–351 Income Statement Activity: Pg. 351 Check Your Understanding #5; Pg. 353 Apply Your Knowledge #5
(G) (i)	identify business cycles.		Narrative: Pg. 31–32 Business Cycle Activity: Pg. 32 Check Your Understanding #4; Pg. 38 Review Your Knowledge #5; Pg. 40 Internet Research: Business Cycles; Pg. 40 Teamwork
Standard (3) The student defines ethics in business. The student is expected to:			
(A) (i)	distinguish between ethical and unethical business practices; and		Narrative: Pg. 53–55 Business Ethics; Pg. 250 Ethics; Pg. 477 Digital Citizenship Activity: Pg. 59 Apply Your Knowledge #3; Pg. 489 Apply Your Knowledge #3
(B) (i)	contrast ethical, moral, and legal choices that relate to the decision-making process in business situations.		Narrative: Pg. 53–55 Business Ethics; Pg. 250 Ethics; Pg. 477 Digital Citizenship Activity: Pg. 59 Apply Your Knowledge #3; Pg. 489 Apply Your Knowledge #3
Standard (4) The student differentiates between the types of economic systems with emphasis on the private enterprise system and the U.S. economy. The student is expected to:			
(A)	compare and contrast the types of economic systems, including traditional, centrally planned, market, and mixed economies;		
	(i)	compare and contrast the types of economic systems, including traditional economies;	Narrative: Pg. 13 Traditional Economy; Pg. 33 Market Structure Activity: Pg. 17 Check Your Understanding #3; Pg. 19 Apply Your Knowledge #3; Pg. 20 Internet Research: Economic Systems
	(ii)	compare and contrast the types of economic systems, including centrally planned economies;	Narrative: Pg. 13 Command Economy; Pg. 33 Market Structure Activity: Pg. 17 Check Your Understanding #3; Pg. 19 Apply Your Knowledge #3; Pg. 20 Internet Research: Economic Systems
	(iii)	compare and contrast the types of economic systems, including market economies;	Narrative: Pg. 14 Market Economy; Pg. 33 Market Structure Activity: Pg. 17 Check Your Understanding #3; Pg. 19 Apply Your Knowledge #3; Pg. 20 Internet Research: Economic Systems

	(iv)	compare and contrast the types of economic systems, including mixed economies;	Narrative: Pg. 14–15 Mixed Economy; Pg. 33 Market Structure Activity: Pg. 17 Check Your Understanding #3; Pg. 19 Apply Your Knowledge #3; Pg. 20 Internet Research: Economic Systems
(B) (i)		summarize the characteristics of the private enterprise system; and	Narrative: Pg. 14 Market Economy; Pg. 33 Market Structure Activity: Pg. 17 Build Your Vocabulary; Pg. 19 Review Your Knowledge #8; Pg. 19 Apply Your Knowledge #4
(C)	identify factors affecting a business'[s] profits, revenues, and expenses.		
	(i)	identify factors affecting a business'[s] profits.	Narrative: Pg. 15 Market Forces; Pg. 146–147 Scheduling, Inventory Control; Pg. 213 Price Activity: Pg. 17 Check Your Understanding #4; Pg. 221 Check Your Understanding #1
	(ii)	identify factors affecting a business'[s] revenues.	Narrative: Pg. 15 Market Forces; Pg. 336 Finance; Pg. 341 Sales Activity: Pg. 17 Check Your Understanding #4; Pg. 346 Check Your Understanding #1
	(iii)	identify factors affecting a business'[s] expenses.	Narrative: Pg. 15 Market Forces; Pg. 147 Inventory Control; Pg. 342 Expenses Activity: Pg. 17 Check Your Understanding #4; Pg. 346 Check Your Understanding #1
Standard (5) The student relates to the impact of international business on the U.S. economy. The student is expected to:			
(A) (i)		explain the role of business in a global society;	Narrative: Pg. 84–86 Globalization; Pg. 94–95 Ways to Enter the Global Market Activity: Pg. 90 Check Your Understanding #1; Pg. 97 Review Your Knowledge #1; Pg. 98 Teamwork
(B) (i)		compare domestic and world trade; and	Narrative: Pg. 84–85 Exports and Imports; Pg. 87–90 Trade Policy Activity: Pg. 90 Check Your Understanding #1; Pg. 97 Review Your Knowledge #2, 5
(C)	explain the impact of imports and exports on the U.S. economy.		
	(i)	explain the impact of imports on the U.S. economy.	Narrative: Pg. 84–85 Exports and Imports; Pg. 85–86 Absolute and Comparative Advantage; Pg. 86 Measures of Trade Activity: Pg. 90 Check Your Understanding #2; Pg. 97 Review Your Knowledge #1
	(ii)	explain the impact of exports on the U.S. economy.	Narrative: Pg. 84–85 Exports and Imports; Pg. 85–86 Absolute and Comparative Advantage; Pg. 86 Measures of Trade Activity: Pg. 97 Review Your Knowledge #1; Pg. 98 Teamwork
Standard (6) The student identifies the role and impact of government, the legal system, and organized labor in business. The student is expected to:			
(A) (i)		differentiate among the roles of government in business;	Narrative: Pg. 34–37 Role of Government in the Economy; Pg. 220 Governmental Price Controls Activity: Pg. 39 Review Your Knowledge #7; Pg. 39 Apply Your Knowledge #4; Pg. 231 Review Your Knowledge #6
(B) (i)		describe types of activities performed by governments in business;	Narrative: Pg. 34–37 Role of Government in the Economy; Pg. 220 Governmental Price Controls Activity: Pg. 39 Review Your Knowledge #7; Pg. 39 Apply Your Knowledge #4; Pg. 231 Review Your Knowledge #6

(C) (i)	ascertain the role of the legal system in business; and	Narrative: Pg. 47–49 Role of the Legal System; Pg. 49–50 Workplace Laws; Pg. 50–52 Consumer Protection Laws Activity: Pg. 59 Review Your Knowledge #2; Pg. 60 Internet Research: Role of law in business	
(D) (i)	explain the role of organized labor in society.	Narrative: Pg. 49 Labor Relations and Compensation; Pg. 169–171 Organized Labor Activity: Pg. 171 Build Your Vocabulary; Pg. 178 Review Your Knowledge #3; Pg. 180 Internet Research: History of organized labor	
Standard (7) The student classifies types of businesses that market goods and services. The student is expected to:			
(A) (i)	explain the importance of different marketing strategies for goods versus services;	Narrative: Pg. 191 Identify the Marketing Mix; Pg. 206–207 Product Activity: Pg. 201 Review Your Knowledge # 4; Pg. 201 Apply Your Knowledge #3; Pg. 212 Check Your Understanding #1	
(B) (i)	define business and industry terms such as producers, raw-goods producers, manufacturers, builders, trade industries, retailers, wholesalers, and service businesses;	Narrative: Pg. 65–66 Producers, Intermediaries, Service Businesses; Pg. 222–226 Producers, Intermediaries, Service Businesses Activity: Pg. 68 Build Your Vocabulary; Pg. 79 Review Your Knowledge #2; Pg. 232 Apply Your Knowledge #4	
(C) (i)	identify types of retailers;	Narrative: Pg. 65 Retailers; Pg. 225–226 Retailers Activity: Pg. 229 Check Your Understanding #2; Pg. 231 Review Your Knowledge #9; Pg. 231 Apply Your Knowledge #1	
(D) (i)	explain the role of retailers in a private enterprise system;	Narrative: Pg. 65 Retailers; Pg. 225–226 Retailers Activity: Pg. 231 Review Your Knowledge #9; Pg. 231 Apply Your Knowledge #1; Pg. 232 Apply Your Knowledge #4	
(E) (i)	identify examples of wholesalers; and	Narrative: Pg. 65 Wholesalers; Pg. 224–225 Wholesalers Activity: Pg. 229 Check Your Understanding #2, 3; Pg. 232 Apply Your Knowledge #4	
(F) (i)	describe the role of wholesalers in a private enterprise system.	Narrative: Pg. 65 Wholesalers; Pg. 224–225 Wholesalers Activity: Pg. 229 Check Your Understanding #3; Pg. 231 Review Your Knowledge #8; Pg. 232 Apply Your Knowledge #4	
Standard (8) The student analyzes cost and profit relationships in finance. The student is expected to:			
(A) (i)	explain the concept of productivity;	Narrative: Pg. 29 Productivity; Pg. 149–150 Improving Productivity Activity: Pg. 39 Apply Your Knowledge #2; Pg. 150 Check Your Understanding #5; Pg. 156 Review Your Knowledge #1	
(B)	analyze the impact of specialization and division of labor on productivity; and		
	(i)	analyze the impact of specialization on productivity;	Narrative: Pg. 29 Productivity; Pg. 145 column 2, paragraph 1 Activity: Pg. 39 Apply Your Knowledge #2; Pg. 157 Apply Your Knowledge #2; Pg. 158 Internet Research: Manufacturing time line
	(ii)	analyze the impact of division of labor on productivity; and	Narrative: Pg. 29 Productivity; Pg. 145 column 2, paragraph 1 Activity: Pg. 39 Apply Your Knowledge #2; Pg. 157 Apply Your Knowledge #2; Pg. 158 Internet Research: Manufacturing time line

(C)	explain the concept of organized labor and business.		
	(i)	explain the concept of organized labor.	Narrative: Pg. 49 Labor Relations and Compensation; Pg. 169–171 Organized Labor Activity: Pg. 171 Build Your Vocabulary; Pg. 178 Review Your Knowledge #3; Pg. 180 Internet Research: History of organized labor
	(ii)	explain the concept of business.	Narrative: Pg. 6 Impact of Business; Pg. 64 Types of Businesses Activity: Pg. 18 Review Your Knowledge #2, 5; Pg. 19 Apply Your Knowledge #1
Standard (9) The student understands the fundamental principles of money. The student is expected to:			
(A)	evaluate forms of financial exchange, including cash, credit, debit, and electronic funds transfer;		
	(i)	evaluate forms of financial exchange, including cash;	Narrative: Pg. 296–297 Money; Pg. 301 Cash Activity: Pg. 311 Apply Your Knowledge #1, 2; Pg. 312 Internet Research: Financial Exchange
	(ii)	evaluate forms of financial exchange, including credit;	Narrative: Pg. 301 Credit Cards; Pg. 317–319 Types of Credit Activity: Pg. 311 Review Your Knowledge #2; Pg. 311 Apply Your Knowledge #1; Pg. 331 Apply Your Knowledge #1
	(iii)	evaluate forms of financial exchange, including debit;	Narrative: Pg. 301 Debit Cards; Pg. 383 Debit Cards Activity: Pg. 311 Apply Your Knowledge #1; Pg. 403 Review Your Knowledge #2; Pg. 403 Apply Your Knowledge #1
	(iv)	evaluate forms of financial exchange, including electronic funds transfer;	Narrative: Pg. 301 Electronic Funds Transfer; Pg. 387 Electronic Funds Transfer Activity: Pg. 311 Apply Your Knowledge #1; Pg. 403 Review Your Knowledge #3; Pg. 403 Apply Your Knowledge #1
(B)	identify types of currency, including paper money, coins, banknotes, government bonds, and treasury notes;		
	(i)	identify types of currency, including paper money;	Narrative: Pg. 296–297 Money; Pg. 301 Cash Activity: Pg. 311 Apply Your Knowledge #1, 2; Pg. 312 Internet Research: Financial Exchange
	(ii)	identify types of currency, including coins;	Narrative: Pg. 296–297 Money; Pg. 301 Cash Activity: Pg. 311 Apply Your Knowledge #1, 2; Pg. 312 Internet Research: Financial Exchange
	(iii)	identify types of currency, including banknotes;	Narrative: Pg. 296 Money; Pg. 301 Cash Activity: Pg. 311 Apply Your Knowledge #1, 2; Pg. 312 Internet Research: Financial Exchange
	(iv)	identify types of currency, including government bonds;	Narrative: Pg. 297 paragraph 1 Government bonds, treasury notes, and treasury bills; Pg. 399 Securities Activity: Pg. 311 Apply Your Knowledge #1; Pg. 403 Review Your Knowledge #8; Pg. 404 Internet Research: US Savings Bonds
	(v)	identify types of currency, including treasury notes;	Narrative: Pg. 297 paragraph 1 Government bonds, treasury notes, and treasury bills Activity: Pg. 302 Build Your Vocabulary; Pg. 311 Apply Your Knowledge #1
(C) (i)	list functions of money such as medium of exchange, unit of measure, and store of value;		Narrative: Pg. 297 Functions of Money Activity: Pg. 302 Check Your Understanding #1; Pg. 302 Build Your Vocabulary

(D)	summarize the purpose and importance of credit; and		
	(i)	summarize the purpose of credit;	Narrative: Pg. 316–317 What Is Credit?; Pg. 317–319 Types of Credit; Pg. 328–329 Types of Business Credit Activity: Pg. 331 Apply Your Knowledge #1; Pg. 332 Teamwork
	(ii)	summarize the importance of credit; and	Narrative: Pg. 316–317 What Is Credit?; Pg. 321 When to Use Credit; Pg. 327–328 Obtaining Business Credit Activity: Pg. 331 Apply Your Knowledge #2, 3
(E) (i)	explain legal responsibilities associated with financial exchanges.		Narrative: Pg. 300 Financial Exchange; Pg. 301–302 Legal Responsibilities of Financial Exchange Activity: Pg. 302 Check Your Understanding #5; Pg. 311 Review Your Knowledge #4; Pg. 312 Internet Research: Financial Exchange
Standard (10) The student demonstrates an understanding of personal financial management. The student is expected to:			
(A) (i)	explain the importance of providing accurate information;		Narrative: Pg. 342–343 Payroll; Pg. 370 paragraph 1 Activity: Pg. 377 Review Your Knowledge #6; Pg. 378 Apply Your Knowledge #8; Pg. 378 Communication Skills: Writing
(B)	calculate gross and net pay;		
	(i)	calculate gross pay;	Narrative: Pg. 342–343 Employer Records; Pg. 362 Wage Activity: Pg. 346 Build Your Vocabulary; Pg. 368 Check Your Understanding #2; Pg. 377 Apply Your Knowledge #2
	(ii)	calculate net pay;	Narrative: Pg. 363 Payroll Deductions Activity: Pg. 368 Check Your Understanding #2; Pg. 368 Build Your Vocabulary; Pg. 377 Review Your Knowledge #4; Pg. 377 Apply Your Knowledge #2
(C)	simulate opening and maintaining various types of bank accounts;		
	(i)	simulate opening various types of bank accounts;	Narrative: Pg. 383–384 Bank Cards; Pg. 389–390 Opening a Checking Account Activity: Pg. 403 Review Your Knowledge #4; Pg. 403 Apply Your Knowledge #4; Pg. 404 Internet Research: Opening a Student Checking Account
	(ii)	simulate maintaining various types of bank accounts;	Narrative: Pg. 390–395 Making a Deposit, Writing Checks, Reconciling a Bank Statement; Pg. 396–397 Savings Plans Activity: Pg. 403 Review Your Knowledge #4; Pg. 403 Apply Your Knowledge #3; Pg. 404 Internet Research: Maintaining a Student Checking Account
(D) (i)	reconcile bank statements;		Narrative: Pg. 392–395 Reconciling a Bank Statement Activity: Pg. 395 Check Your Understanding #5; Pg. 403 Review Your Knowledge #5; Pg. 403 Apply Your Knowledge #3
(E) (i)	compare the advantages and disadvantages of different types of banking services;		Narrative: Pg. 344 paragraph 1; Pg. 384–386 Banking Services; Pg. 386–388 Electronic Banking Options Activity: Pg. 403 Review Your Knowledge #3; Pg. 403 Apply Your Knowledge #1
(F) (i)	examine investment growth by developing a personal investment plan; and		Narrative: Pg. 305 Investment Banks; Pg. 397–400 Investments Activity: Pg. 403 Apply Your Knowledge #5; Pg. 404 Communication Skills: Writing; Pg. 404 Teamwork

(G) (i)	prepare an individual tax return.	Narrative: Pg. 369–371 Filing an Income Tax Return; Pg. 372–374 Preparing a Form 1040EZ Activity: Pg. 377 Review Your Knowledge #9; Pg. 377 Apply Your Knowledge #7; Pg. 378 Internet Research: Preparing an Individual Tax Return
Standard (11) The student explains the importance of marketing as well as the functions of marketing. The student is expected to:		
(A) (i)	define marketing;	Narrative: Pg. 9 Functions of Business; Pg. 186 Importance of Marketing Activity: Pg. 18 Review Your Knowledge #5; Pg. 192 Build Your Vocabulary; Pg. 201 Review Your Knowledge #1
(B) (i)	understand how marketing is related to other functions of business;	Narrative: Pg. 9 Functions of Business; Pg. 186–188 Importance of Marketing Activity: Pg. 18 Review Your Knowledge #5; Pg. 192 Check Your Understanding #1; Pg. 201 Review Your Knowledge #3
(C) (i)	explain the marketing concept; and	Narrative: Pg. 186–187 Marketing Concept; Pg. 263–264 Determine the Customer Needs Activity: Pg. 192 Check Your Understanding #2; Pg. 201 Review Your Knowledge #2
(D)	describe marketing functions and its related activities.	
	(i)	describe marketing functions. Narrative: Pg. 188 Functions of Marketing; Pg. 193 Relationship selling, Database marketing; Pg. 258–260 Personal Selling Activity: Pg. 192 Check Your Understanding #3; Pg. 201 Review Your Knowledge #3
	(ii)	describe [marketing's] related activities. Narrative: Pg. 188 Functions of Marketing; Pg. 193 Relationship selling, Database marketing; Pg. 258–260 Personal Selling Activity: Pg. 192 Check Your Understanding #3; Pg. 201 Review Your Knowledge #3
Standard (12) The student understands the scope of market identification. The student is expected to:		
(A)	explain the concept of market and market identification;	
	(i)	explain the concept of market; Narrative: Pg. 8 Business Creates Markets; Pg. 112 Developing a Business Idea Activity: Pg. 9 Build Your Vocabulary; Pg. 117 Check Your Understanding #1
	(ii)	explain the concept of market identification; Narrative: Pg. 115 Market Analysis; Pg. 188–191 Target the Market Activity: Pg. 117 Check Your Understanding #1; Pg. 192 Check Your Understanding #4; Pg. 201 Apply Your Knowledge #1
(B) (i)	identify market segments;	Narrative: Pg. 190 bullet points, variables used for market segmentation; Pg. 210–212 Consumer Products, Business Products Activity: Pg. 192 Check Your Understanding #5; Pg. 201 Review Your Knowledge #6; Pg. 201 Apply Your Knowledge #1
(C) (i)	explain the difference in market segmentation and mass marketing;	Narrative: Pg. 154 column 2, first full paragraph; Pg. 189–190 paragraph 2 marketing segmentation; Pg. 244 Identify the Audience Activity: Pg. 192 Build Your Vocabulary; Pg. 201 Review Your Knowledge #6

(D)	define and explain the importance of target markets; and		
	(i)	define target markets;	Narrative: Pg. 188 Functions of Marketing; Pg. 188–191 Target the Market; Pg. 238 Advertising Activity: Pg. 192 Build Your Vocabulary; Pg. 201 Review Your Knowledge #5
	(ii)	explain the importance of target markets; and	Narrative: Pg. 188–189 Target the Market; Pg. 238 Advertising Activity: Pg. 201 Review Your Knowledge #5; Pg. 201 Apply Your Knowledge #2; Pg. 253 Review Your Knowledge #7
(E) (i)	identify a target market for a product or service using market segmentation.		Narrative: Pg. 152 Developing New Product; Pg. 188–189 Target the Market; Pg. 244 Identify the Audience Activity: Pg. 201 Apply Your Knowledge #1; Pg. 202 Teamwork
Standard (13) The student understands the importance of an effective marketing mix. The student is expected to:			
(A) (i)	explain the concept of marketing strategies;		Narrative: Pg. 115 Marketing and Sales Strategy; Pg. 188 Marketing Strategies; Pg. 241 Integrated Marketing Communications Activity: Pg. 201 Review Your Knowledge #4; Pg. 201 Apply Your Knowledge #2
(B) (i)	define each component of the marketing mix;		Narrative: Pg. 191–192 Identify the Marketing Mix; Pg. 206 Product Activity: Pg. 201 Review Your Knowledge #8; Pg. 201 Apply Your Knowledge #2; Pg. 231 Review Your Knowledge #1
(C) (i)	identify examples of an effective marketing mix;		Narrative: Pg. 191–192 Identify the Marketing Mix Activity: Pg. 192 Build Your Vocabulary; Pg. 201 Review Your Knowledge #8; Pg. 201 Apply Your Knowledge #2, 3
(D) (i)	create an effective marketing mix for a product or service; and		Narrative: Pg. 191–192 Identify the Marketing Mix; Pg. 207–209 Product Elements; Pg. 214 Pricing Objectives Activity: Pg. 201 Apply Your Knowledge #2, 3
(E) (i)	explain the role of participation as a key element of marketing.		Narrative: Pg. 183 Social Media for Business; Pg. 241 column 2, first full paragraph; Pg. 271 Social Media Activity: Pg. 242 Check Your Understanding #5; Pg. 242 Build Your Vocabulary
Standard (14) The student identifies career opportunities within the Business Management and Administration career cluster, the Finance career cluster, and the Marketing career cluster, and formulates a career plan. The student is expected to:			
(A)	analyze individual goals and interests;		
	(i)	analyze individual goals;	Narrative: Pg. 398 Creating an Investment Plan; Pg. 437–439 Setting SMART Goals Activity: Pg. 441 Check Your Understanding #3; Pg. 451 Apply Your Knowledge #4; Pg. 452 Internet Research: Career Plan
	(ii)	analyze individual interests;	Narrative: Pg. 437 Interests Activity: Pg. 451 Apply Your Knowledge #2, 3, 4; Pg. 452 Internet Research: Career Plan
(B)	determine individual talents, abilities, and skills; and		
	(i)	determine individual talents;	Narrative: Pg. 436 Aptitudes Activity: Pg. 274–275 Portfolio Development: Talents; Pg. 451 Review Your Knowledge #4; Pg. 451 Apply Your Knowledge #3; Pg. 452 Internet Research: Career Match

	(ii)	determine individual abilities;	Narrative: Pg. 436–437 Abilities Activity: Pg. 451 Review Your Knowledge #4; Pg. 451 Apply Your Knowledge #3; Pg. 452 Internet Research: Career Match
	(iii)	determine individual skills; and	Narrative: Pg. 432 Skills for the Workplace; Pg. 436–437 Abilities Activity: Pg. 451 Review Your Knowledge #1, 4; Pg. 451 Apply Your Knowledge #1
(C) (i)		develop an individual career plan.	Narrative: Pg. 433–439 Career Planning Activity: Pg. 451 Review Your Knowledge #2; Pg. 451 Apply Your Knowledge #1, 5; Pg. 452 Internet Research: Career Plan