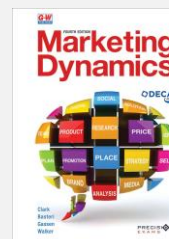
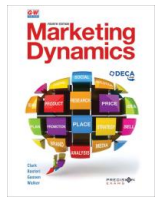


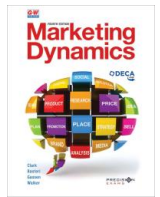
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to Alabama Department of Education
Course Name: Marketing Principles
(Marketing)
(Grades 9-12)



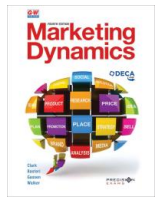
| Standards | | Correlating Text Pages |
|--|--|--------------------------------|
| FOUNDATION STANDARDS | | |
| Each foundational standard completes the stem "Students will..." | | |
| 1. | Incorporate safety procedures in handling, operating, and maintaining tools and machinery; handling materials; utilizing personal protective equipment; maintaining a safe work area; and handling hazardous materials and forces. | 330-331, 472-476, 532 |
| 2. | Demonstrate effective workplace and employability skills, including communication, awareness of diversity, positive work ethic, problem-solving, time management, and teamwork. | 117-118, 406-413, 415, 424-429 |
| 3. | Explore the range of careers available in the field and investigate their educational requirements, and demonstrate job-seeking skills including resume-writing and interviewing. | 503-504, 530-539, 540-544 |
| 4. | Advocate and practice safe, legal, responsible, and ethical use of information and technology tools specific to the industry pathway. | 54-58, 411-413, 554-559 |
| 5. | Participate in a Career and Technical Student Organization (CTSO) to increase knowledge and skills and to enhance leadership and teamwork. | 511-512 |
| 6. | Discuss and demonstrate ways to value diversity. | 117-118, 412 |
| MARKETING PRINCIPLES CONTENT STANDARDS | | |
| Each content standard completes the stem "Students will..." | | |
| Distribution | | |
| Apply knowledge of logistics (distribution) and channel management to manage supply-chain activities. | | |
| 1. | a. Explain the nature and scope of channel management and distribution. <i>Examples: transportation, storage, buying, shipping, receiving</i> | 278-280 |
| | b. Contrast the functions of retailers, wholesalers, agents, and brokers. | 268-269, 272 |
| | c. Describe the use of technology in channel management and distribution and explain how it affects the cost of products. | 278-280 |
| Economics | | |
| 2. | Gather and share information about the economic environments in which customers function. | |



| Standards | | Correlating Text Pages |
|---|--|------------------------|
| | a. Examine various economic systems to determine how each establishes what will be produced, how it will be produced, and for whom it will be produced. | 78-82 |
| | b. Explain how traditional, command, market, and mixed economic systems affect private ownership and the role of government in each economic system. | 78 -82 |
| | c. Identify various measurements used to analyze an economy and explain how those measures relate to supply and demand in the marketing process. | 78 -82 |
| Entrepreneurship | | |
| 3. | Identify concepts, processes, and behaviors associated with successful entrepreneurs. | 75, 450 -461 |
| Global Marketing | | |
| Demonstrate knowledge of international business and marketing concepts. | | |
| 4. | a. Contrast international and domestic business and marketing. | 38-48, 78-83, 108 -119 |
| | b. Explain why nations and companies engage in international trade. | 108 -119 |
| | c. Explain the importance of marketing in a global economy. | 108 -119 |
| | d. Identify factors affecting international trade. <i>Examples: culture, political structure, barriers to trade, currency fluctuations, comparative advantage</i> | 108 -119 |
| Marketing | | |
| Explain marketing principles in relation to the free enterprise system and the global trade environment. | | |
| 5. | a. Define marketing and explain its role in the economy. | 22 -32 |
| | b. Utilize basic marketing terminology. <i>Examples: market segmentation, target marketing, marketing positioning</i> | 22 -32 |
| | c. Explain key terms related to the global trade environment. | 108 -119 |
| 6. | Evaluate how the "four P's" of marketing (Product, Price, Place, Promotion) directly impact businesses and the sales process. | 11-12, 118 -119 |
| Utilize knowledge of marketing concepts to explain the scope and impact of marketing on the economy. | | |
| 7. | a. Explain marketing functions and their related activities. | 12 -14 |
| | b. Analyze elements of the marketing mix. | 12-14, 22 -32 |
| | c. Explain the concepts of a market, market segmentation, and market identification. | 10, 12-14, 22 -32 |



| Standards | | Correlating Text Pages |
|---|--|----------------------------------|
| | d. Relate marketing concepts to customers' needs and wants. | 12-14, 22 -32 |
| | Evaluate and modify business and marketing systems to facilitate business activities. | |
| 8. | a. Describe types of business activities. | 38-42, 43-48 |
| | b. Explain types of business ownership. | 42, 453 -456 |
| | c. Identify and explain trends and developments in marketing. | 22-32, 135-136 |
| | d. Explain the importance of corporate social responsibility (CSR). | 59-62, 222 |
| Marketing Information Management | | |
| | Describe how business and marketing decisions are influenced by marketing information and research. | |
| 9. | a. Explain the nature and scope of the marketing information management function. | 22-32, 128 -141 |
| | b. Describe the types of marketing research, including advertising, product, market, and sales, and the differences between quantitative and qualitative data. | 22-26, 128-141 |
| | c. Contrast primary and secondary data. | 129 -137 |
| | d. Describe data-collection methods. <i>Examples: observations, mail, telephone, Internet, discussion/focus groups, interviews, scanners</i> | 129 -137 |
| | e. Identify trends and limitations in marketing research, including the impact of social media. | 128 -141 |
| Pricing | | |
| | Evaluate pricing strategies in terms of maximizing return and meeting customers' perceptions of value. | |
| 10. | a. Explain the nature and scope of the pricing function. | 13, 30, 57-58, 235-237, 250 -253 |
| | b. Explain factors affecting pricing decisions. | 238 -243 |
| | c. Distinguish between market share and market position as they relate to pricing. | 29-32 |
| | d. Compare and contrast markup, markdown, sale prices, and discount dollars and percentages. | 238-243, 250-253 |
| | e. Explain the impact of product life cycles on marketing decisions | 208-209 |
| Product and Service Planning | | |
| | Employ processes and techniques to develop, maintain, and improve a product/service mix to utilize market opportunities. | |
| 11. | a. Explain the nature and scope of the product/service management function. | 14, 199-200, 209 |
| | b. Explain the concepts of product mix and product/service branding. | 197, 216-225 |
| | c. Identify methods and techniques for generating a product idea. | 6-7, 203-207 |



| Standards | | Correlating Text Pages |
|--|--|------------------------|
| | d. Detail procedures for positioning products and services | 31, 160 |
| Promotion | | |
| Demonstrate promotional knowledge and skill for communicating information to achieve a desired marketing outcome. | | |
| 12. | a. Identify the elements of the promotional mix and explain the role of promotion as a marketing function. | 308-320 |
| | b. List and explain promotional channels used to communicate with targeted audiences. | 315-320 |
| | c. Explain and identify the types of advertising and their costs. <i>Examples: social media, print, digital</i> | 327-333 |
| | d. Explain the role of a promotional plan | 312-314 |
| Selling | | |
| Employ effective processes and techniques to sell goods, services, and ideas. | | |
| 13. | a. Explain the nature and scope of the selling function and the role of marketing as a complement to selling. | 27-32, 364-382 |
| | b. Explain the nature of sales channels. | 364 -365 |
| | c. Analyze product information to identify product features and benefits and their role in selling. | 197-200 |
| | d. Explain the selling process and demonstrate sales techniques. | 368-382 |
| Marketing Communications | | |
| 14. | Integrate written, digital, and verbal messages to achieve effective marketing communications. | 425-429, 554-555 |
| Interpersonal Skills | | |
| Explain the nature and scope of teamwork and human relations. | | |
| 15 | a. Describe the role of interpersonal skills, networking, and politics in the workplace. | 406-417 |
| | b. Explain the importance of stress management, negotiation, and conflict-resolution skills | 406-417 |
| Finance | | |
| Utilize financial knowledge and skill to facilitate marketing decisions. | | |
| 16. | a. Explain the importance of financial planning in business. | 396-400 |
| | b. Correlate profit, cash flow, margin, and sales to the financial plan. | 396 -400 |
| | c. Describe the various types of financial records that should be analyzed when making marketing decisions. | 396 -400 |
| Legal Issues | | |
| 17. | Summarize state and federal laws and regulations associated with marketing. | 43-45 |