

SUBJECT:	Marketing	CORRELATION
GRADE LEVEL:	9, 10, 11, 12	FLORIDA DEPARTMENT OF EDUCATION
COURSE TITLE:	Marketing Essentials	INSTRUCTIONAL MATERIALS CORRELATION
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BENCHMARK CODE	BENCHMARK	LESSONS WHERE BENCHMARK IS DIRECTLY ADDRESSED IN-DEPTH IN MAJOR TOOL (Include the student edition and teacher edition with the page numbers of lesson, a link to lesson, or other identifier for easy lookup by reviewers.)
	04.0 Demonstrate human relations skills necessary for success in marketing occupations – The student will be able to:	
LAFS.910.SL.1.1, LAFS.1112.SL.1.1	04.01 Demonstrate ability to work cooperatively with team members, supervisors, and customers from diverse cultural backgrounds.	Instruction: pg. 414-417 Application: pg. 418, All end of chapter activities for Chapter 22 Global Note: Teamwork activities can be found at the end of each chapter
LAFS.910.RL.1.1, LAFS.1112.RL.1.1, LAFS, 910.SL.1.1, LAFS.1112.SL.1.1	04.02 Define and discuss issues involving gender equity, disability, and age.	Instruction: pg. 543 Global Note: See Ethics features throughout the text.
LAFS.910.SL.1.1 LAFS.1112.SL.1.1	04.03 Demonstrate interpersonal skills (e.g., courtesy, loyalty, being a team player).	Instruction: pg. 406-408, 452 Application: pg.413 Section 22.1 Review #1; pg. 420 Apply Your Knowledge # 2-3 Global Note: Teamwork activities can be found at the end of each chapter.
LAFS.910.SL.1.1 LAFS.1112.SL.1.1	04.04 Identify and define friendliness, adaptability, empathy, and politeness as relates to business.	Instruction: pg. 375, 437, 406-408 Application: pg. 413 Section 22.1 #1; pg. 420 Apply Your Knowledge # 2-3;
LAFS.910.SL.2.4, LAFS.1112.SL.2.4	04.05 Explain concepts of integrity, credibility, reliability, and perseverance.	Instruction: pg. 54-56, 366, 407, 480 Application: pg. 75 Marketing Ethics; pg. 58 Section 4.1 #3; pg. 413 Review 22.1 #1; pg. 420 Apply Your Knowledge # 2-3
LAFS.910.SL.1.1 LAFS.1112.SL.1.1	04.06 Demonstrate personality traits important to business (e.g., interest, enthusiasm, honesty, responsibility, flexibility).	Instruction: pg. 366, 406-408, 451; pg. 150, Employability Skills Application: pg. 58 Section 4.1 #3-4; pg. 63 Review Your Knowledge #1-4; pg. 64 Apply Your Knowledge #1
	04.07 Maintain professional personal appearance and attitude.	Instruction: pg. 406-411; pg. 317, Employability Skills Application: pg. 419-421, all end of chapter activities for Chapter 22
LAFS.910.W.1.1, LAFS.1112.W.1.1, LAFS.910.W.3.7, LAFS.1112.W.3.7, LAFS910.SL.2.6, LAFS.1112.SL.2.4	04.08 Demonstrate ability to use creative problem solving, decision-making, and critical thinking strategies.	Instruction: pg. 76- 77, 410 Application: pg. 77, Section 5.1 Review #5; pg. 413, Section 22.1 #4

	04.09 Demonstrate self-management, initiative, and multi-tasking.	Instruction: pg. 394, 406, 408-411; pg. 76, Employability Skills Application: pg. 420 Apply Your Knowledge #3, 7
	04.10 Explain concepts of self-understanding, self-esteem, and self-image.	Instruction: pg. 504-506 Application: pg. 514 Section 27.1 Review #3; pg. 525 Review Your Knowledge #4
	04.11 Demonstrate professional behavior and etiquette.	Instruction: pg. 408, 541, 555; pg. 60, 357, Employability Skills Application: pg. 419-421, all end of chapter activities for chapter 22
LAFS.910.SL.1.1 LAFS.1112.SL.1.1, LAFS.910.SL.W.1.1, LAFS.1112.W.1.1	04.12 Demonstrate respect for the opinions, customs, and individual differences of others.	Instruction: pg. 406-408, 414-417 Application: pg. 419-421, All end of chapter activities for Chapter 22
	04.13 Set personal and career goals and develop a plan of action to achieve those goals.	Instruction: pg. 504-509 Application: pg. 525 Review Your Knowledge #3-4; pg. 514 Section 27.1 Review #2; pg. 526 Apply Your Knowledge #2-4, 6-7
	04.14 Identify areas where personal and professional change and adjustment may be necessary.	Instruction: pg. 506-509 Application: pg. 525, Review Your Knowledge #3
LAFS.910.SL.1.3, LAFS.910.SL.1.3	04.15 Demonstrate ability to offer and accept feedback.	Instruction: pg. 424-425 437-438; pg. 431, Employability Skills Application: pg. 442, Apply Your Knowledge #2
	04.16 Identify and practice stress management and relaxation techniques.	Instruction: pg. 411 Application: pg. 419 Review Your knowledge #5; pg.420, Apply Your Knowledge #7
	04.17 Maintain confidentiality of business matters.	Instruction: pg. 54-56, 411 Application: pg. 58 Section 4.1 Review #1,3,4; pg. 63 Apply Your Knowledge #1-4
	04.18 Support and follow company policies and procedures (e.g. attendance, tardiness, returns).	Instruction: pg. 366-367, 380-382 Application: pg. 382 Checkpoint #1-5
LAFS.910.SL.1.1 LAFS.1112.SL.1.1	04.19 Develop and demonstrate human relations skills needed for successful entry and progress in occupation selected by the student as a career objective.	Instruction: pg. 406-408 Application: pg. 413 Section 22.1 Review #1; pg. 419 All end of chapter activities for Chapter 22
	05.0 Demonstrate proficiency in applying communication and technology skills – the student will be able to:	
LAFS.910.SL.2.4-6, LAFS.1112.SL.2.4-6, LAFS.910.W.2.4-6, LAFS.1112.W.2.4-6	05.01 Identify and apply effective workplace communication skills (e.g., verbal, nonverbal, written, electronic).	Instruction: pg. 424-439 Application: pg. 442, All end of chapter activities for Chapter 23
LAFS.910.W.2.4-6, LAFS.1112.SL.2.4-6	05.02 Describe effective staff communication and its uses (e.g., inter-personal, departmental, inter-departmental, company).	Instruction: pg. 424-439 Application: pg. 442, All end of chapter activities for Chapter 23

LAFS.910.RI.1.2, LAFS.1112.RI.1.2	05.03 Demonstrate ability to read and comprehend written communications.	Instruction: pg. 438-439 Application: pg. 440 Section 23.2 Review #5; pg. 442 Review Your Knowledge #10 Global Note: Communication Skills Reading activities can be found throughout the text.
LAFS.910.W.2.4-6, LAFS.1112.SL.2.4-6	05.04 Identify a variety of forms of written business communications utilized in the workplace..	Instruction: pg. 425, 430-434 Application: pg. 442 Apply Your Knowledge #3,5
LAFS.910.W.2.4-6, LAFS.1112.SL.2.4-6	05.05 Prepare a business letter, memorandum, fax, and e-mail.	Instruction: pg. 430-434 Application: pg. 442 Apply Your Knowledge #3,5
LAFS.910.SL.2.4-6, LAFS.1112.SL.2.4-6, LAFS.910.L.1.1, LAFS.1112.L.1.1	05.06 Demonstrate ability to speak effectively to customers/clients, co-workers, supervisors, and vendors using appropriate grammar and terminology.	Instruction: pg. 426, 434-437 Application: pg. 442 Apply Your Knowledge #1-3
LAFS.910.SL.1.1 LAFS.1112.SL.1.1	05.07 Discuss importance of developing networking skills to expand business contacts.	Instruction: pg. 531-532; pg. 313 Employability Skills Application: pg.402, Communication Skills Reading; pg. 403 Portfolio Development
LAFS.910.SL.2.4-5 LAFS.1112.SL.2.4-5	05.08 Prepare and deliver a business-related presentation.	Instruction: pg. 367, 425 Application: pg. 443 Communication Skills Writing and Listening activities
LAFS.910.SL.1.1 LAFS.1112.SL.1.1	05.09 Demonstrate active listening strategies that improve understanding and performance.	Instruction: pg. 437-438 Application: pg. 440 Section 23.2 #3-4; pg. 442 Review Your Knowledge #9; pg. 442 Apply Your Knowledge #6,9; pg. 443 Communication Skills Listening activity
LAFS.910.L.3.6 LAFS.1112.L.3.6	05.10 Describe positive customer relations.	Instruction: pg. 366, 380-382 Application: pg. 382 Checkpoint 20.3 # 1-5; pg. 384 Review Your Knowledge #8-9; pg. 384 Apply Your Knowledge #9-10
LAFS.910.W.1.3 LAFS.1112.W.1.3	05.11 Demonstrate conflict and dispute resolution techniques.	Instruction: pg. 416-417 Application: pg. 418 Section 22.2 Review #3-5; pg. 419 Review Your Knowledge #8
	05.12 Identify means of nonverbal communication.	Instruction: pg. 426-427 Application: pg. 442 Apply Your Knowledge #2,3
LAFS.910.W.2.4 LAFS.1112.W.2.4 LAFS.910.W.2.6 LAFS.1112.W.2.6 LAFS.910.SL.2.6 LAFS.1112.SL.2.6	05.13 Demonstrate effective telephone and e-mail techniques and etiquette/netiquette in a business situation.	Instruction: pg. 413 Employability Skills; pg. 432-435, 541, 555 Application: pg. 559 Section 29.1 Review #1; pg. 565 Apply Your Knowledge #1
LAFS.910.SL.1.1 LAFS.1112.SL.1.1	05.14 Discuss methods of resolving customer complaints.	Instruction: pg. 381-382 Application: pg. 382 Section 20.3 Review #3-5
LAFS.910.RI.1.1 LAFS.1112.RI.1.1 LAFS.910.SL.1.3 LAFS.1112.SL.1.3	05.15 Interpret business policies to customers/clients.	Instruction: pg. 366, 380-382 Application: pg. 384 Review Your Knowledge #8-10; pg. 384 Apply Your Knowledge #5,9,10
LAFS.910.SL.1.1 LAFS.1112.SL.1.1	05.16 Discuss importance of providing clear directions, descriptions, and explanations.	Instruction: pg. 27-29, 194-200 Application: pg. 77 Review Your Knowledge #1; pg. 302 Apply You Knowledge #2-4

LAFS.910.W.3.8 LAFS.1112.W.3.8	05.17 Demonstrate ability to locate, understand, interpret information found in trade journals, manuals, graphs, schedules, charts, diagrams, and internet resources.	Instruction: pg. 95-97, 108-110, 483-489, 583 Application: pg. 104 Apply Your Knowledge #7; pg. 495 Apply Your Knowledge # 2-4, 7-10
	05.18 Identify types of technology/equipment used in the workplace.	Instruction: pg. 75, 118, 554-564
LAFS.910.L.3.6 LAFS.1112.L.3.6	05.19 Define hypertext, URL, links, Internet Service Provider (ISP), Bulletin Board Service (BBS), electronic storefront, e-mail, newsgroups, flames.	Instruction: pg.330-331, 560-564 Application: Social Media features
	06.0 Demonstrate proficiency in applying math skills unique to marketing – the student will be able to:	
	06.01 Perform addition, subtraction, multiplication, division, ratios, and percentage problems as related to industry.	Instruction: pg. 236-243, 297-298; 571-585 Math Handbook Application: You Do the Math sections
MAFS.912.S-IC.2.6	06.02 Apply problem solving techniques to sales related transactions including cash, checks, debit cards, credit cards, discounts, layaway, COD, returns, gift certificates, and automatic fee withdrawals.	Instruction: pg. 250-256, 377-379, 583-585 Math Handbook Application: pg. 258 Review Your Knowledge #1-10; pg. 259 Apply Your Knowledge #1-10
LAFS.910.W.3.8 LAFS.1112.W.3.8 LAFS.910.W.2.4 LAFS.1112.W.2.4	06.03 Interpret quantitative information from tables, charts, and graphs as related to the workplace.	Instruction: pg. 82-84, 91-92,140, 488-489, 171, 172, 178; 583 Math Handbook Application: pg. 86, 186, 322 Apply Your Math Skills
	06.04 Demonstrate ability to make change correctly.	Application: pg. 571-585 Math Handbook
	06.05 Calculate tax, gratuity, commission, and miscellaneous charges.	Instruction: pg. 269, 377 Application: pg.547, You Do the Math; pg. 585 Math Handbook
MAFS.912.S-IC.2.6	06.06 Demonstrate ability to collect, organize, and interpret data, and predict outcomes relative to opening and closing procedures for a sales terminal.	Instruction: pg. 136-137 Application: pg. 143, Review Your Knowledge #6; pg. 144, Apply Your Knowledge, #7
	06.07 Collect and analyze sales information to determine stock turnover and stocksales ratio.	Instruction: pg. 293-299 Application: pg. 299 Section 16.2 Review # 1-5
	06.08 Apply standard industry formula to determine markup and markdown on merchandise.	Instruction: pg. 250-253; 571-585 Math Handbook Application: pg. 253 Section 14.1 Review # 1-5
	06.09 Apply mathematical concepts to completing purchase orders, invoices, packing slips, and shipping and handling charges.	Instruction: pg. 290-291; 571-585 Math Handbook Application: pg. 292, Section 16.1 Review #1-5; pg. 300 Review Your Knowledge #2, 4
	06.10 Analyze standard industry formulas relative to discount date and due date to determine the amount of payment on an invoice.	Instruction: pg. 250-253; 571-585 Math Handbook Application: pg. 253, Section 14.1 Review #1-5

	06.11 Identify components of a break-even analysis	Instruction: pg. 236-237, 488-489 Application: pg. 237 Section 13.1 Review # 5
	06.12 Compute and analyze a break-even point.	Instruction: pg. 236-237, 488-489 Application: pg. 246 Apply Your Math Skills #3
	07.0 Identify economic principles – the student will be able to:	
LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	07.01 Explain concept of economics and economic activities.	Instruction: pg. 90-98 Application: pg. 103, All end of chapter activities for Chapter 6.
LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	07.02 Explain concept of economic goods and services.	Instruction: pg. 73-75 Application: pg. 77 Section 5.1 Review #2-4
LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	07.03 Explain concept of economic resources.	Instruction: pg. 73-75 Application: pg. 77 Section 5.1 Review #2-4
LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	07.04 Explain concept of utility (form, place, time, possession, information).	Instruction: pg. 14-15 Application: pg. 18 Review Your Knowledge #8
LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	07.05 Explain concept of "supply and demand."	Instruction: pg. 82-83 Application: pg. 86 Review Your Knowledge #10, Apply Your Knowledge #8
LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	07.06 Explain concept of price.	Instruction: pg. 12, 118, 234-244; 571-585 Math Handbook Application: pg. 245, Reivew Your Knowledge #2,3,6-10
LAFS.910.L.3.6 LAFS.1112.L.3.6	07.07 Identify, compare, and contrast major types of economic systems.	Instruction: pg. 78-82 Application: pg. 85 Review Your Knowledge #1, 6-9
LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	07.08 Explain relationship between government and business.	Instruction: pg. 100-102, 254-257 Application: pg. 102 Section 6.2 Review #3-5; pg. 257 Section 14.2 Review #1-5; pg. 258 Review Your Knowledge #9, 10; pg. 259 Apply Your Knowledge #6
LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	07.09 Explain concept of private enterprise and business ownership.	Instruction: pg. 80-81, 453-456 Application: pg. 456 Section 24.1 Review #3,5; pg. 463 Review Your Knowledge #4-7

LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	07.10 Explain role of profit motive.	Instruction: pg. 83
LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	07.11 Explain concept of risk.	Instruction: pg. 468-476 Application: pg. 471, 476 Sections 25.1 & 25.2, all; pg. 477-479 All end of chapter activities for Chapter 25
LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	07.12 Explain concept of competition.	Instruction: pg. 26, 83, 99-100, 102, 156-162, 242, Application: pg. 162 Section 9.2 Review #1-5; pg. 164 Review Your Knowledge #7, Apply Your Knowledge #5-7, 10
LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	07.13 Explain concept of productivity.	Instruction: pg. 74, 94-95
LAFS.910.L.3.6 LAFS.1112.L.3.6	07.14 Identify components of Gross National Product (GNP) and Gross Domestic Product (GDP).	Instruction: pg. 90-92 Application: pg. 98 Section 6.1 Review #3; pg. 103 Review Your Knowledge #2; pg. 104 Apply Your Knowledge #2; pg. 104 Apply Your Math Skills
LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	07.15 Explain function of the Federal Reserve Board.	Instruction: pg. 100 Application: pg. 103 Review Your Knowledge #7-8
	08.0 Identify marketing and business fundamentals – the student will be able to:	
LAFS.910.L.3.6 LAFS.1112.L.3.6	08.01 Define marketing and its role.	Instruction: pg. 6-16 Application: pg. 8 & 16, Section 1.1& 1.2 Review # 1-5; pg. 17 Review Your Knowledge all; pg. 20 Apply Your Knowledge all Global Note: See Marketing Plan activity found at the end of each unit.
LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	08.02 Explain purpose of marketing in the free enterprise system.	Instruction: pg.12-14 Application: pg. 16 Section 1.2 Review #5
LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	08.03 Identify and explain the four foundations of marketing.	Instruction: pg. 11-12 Application: pg. 16 Section 1.2 Review #2; pg. 19 Teamwork activity
LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	08.04 Identify and explain differences between indirect and direct marketing.	Instruction: pg. 308-323 Application: pg.308-323 all end of section and chapter activities for Chapter 17

LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	08.05 Identify and explain the functions of and differences between marketing and merchandising.	Instruction: pg. 6-8, 12-14, 319, 346-350 Application: pg. 8 Section 1.1 Review # 1-5; pg. 17 Review Your Knowledge # 1, 4, 9-10; pg. 18 Apply Your Knowledge # 1-2; pg. 350 Section 19.1 Review #1-2; pg. 361 Internet Research section
LAFS.910.W.2.4 LAFS.1112.W.2.4 LAFS.910.SL.2.4-5 LAFS.1112.SL.2.4-5	08.06 Explain relationship of marketing to business and the economy (e.g., SWOT analysis--strength, weakness, opportunity, threat).	Instruction: pg. 24-26, 157-162 Application: pg. 26 Section 2.1 Review #3-4; pg. 34 Apply Your Knowledge #5, 9; pg. 162 Section 9.2 Review # 4; pg.164 Review Your Knowledge #10
LAFS.910.W.3.7-8 LAFS.1112.W.3.7-8 MAFS.912.S-IC.2.3	08.07 Explain importance and methods of conducting market research (e.g., sampling, surveys, focus groups, etc).	Instruction: pg. 128-142 Application: pg. 137, 142 Chapter 8 Section Reviews; pg. 143-145, all end of chapter activities for Chapter 8
LAFS.910.SL.2.4-6 LAFS.1112.SL.2.4-6 LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	08.08 Discuss major fields of business activity (extractive, subcontracting, manufacturing, wholesaling, retailing, services, cottage industries, urban street sales).	Instruction: pg. 175-177, 266-273 Application: pg. 273, Section 15.1 Review #1-5; 282 Review Your Knowledge #2-5
LAFS.910.SL.2.4-6 LAFS.1112.SL.2.4-6 LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	08.09 Identify, explain, compare, and contrast the different types of business ownership (sole-proprietorship, partnership, corporation, franchise, licensing).	Instruction: pg. 453-456 Application: pg. 456 Section 24.1 Review #3,5; pg. 463 Review Your Knowledge # 3, 4; pg. 464 Apply Your Knowledge #7
LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	08.10 Explain concept of marketing strategies.	Instruction: pg. 29-31 Application: pg. 32 Section 2.2 Review #4
LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	08.11 Explain concept of market segmentation and demographics.	Instruction: pg. 149-154 Application: pg. 155 Section 9.1 Review # 1-5; pg.164, Review Your Knowledge #3,4; pg. 164, Apply Your Knowledge #2
LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	08.12 Explain importance and techniques of offering the right merchandising blend.	Instruction: pg. 196-199 Application: pg. 211 Review Your Knowledge #1,3,4
LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	08.13 Explain nature of channels of distribution.	Instruction: pg. 266-273 Application: pg. 273 Section 15.1 Review #1-5; pg. 282 Review Your Knowledge # 1-5; pg. 282 Apply Your Knowledge # 1-10
LAFS.910.SL.2.4-6 LAFS.1112.SL.2.4-6 LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	08.14 Explain elements that allow development of a marketing plan (e.g., research, advertising, public relations, direct and indirect marketing, promotions, merchandising, distribution, etc.).	Instruction: pg. 20-32 Application: pg. 66-67, Building the Marketing Plan

LAFS.910.SL.2.4-6 LAFS.1112.SL.2.4-6 LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	08.15 Explain factors affecting pricing decisions.	Instruction: pg. 234-244 Application: pg. 237, 244 Sections 13.1 and 13.2 Review; pg. 245-247 all end of chapter activities for Chapter 13
LAFS.910.RI.2.4 LAFS.1112.RI.2.4	08.16 Differentiate among the three basic categories of consumer goods (convenience, shopping, and specialty).	Instruction: pg. 195
LAFS.910.SL.1.1 LAFS.1112.SL.1.1	08.17 Discuss role e-commerce and social networking will play in the marketing of goods and services.	Instruction: pg. 29, 60, 329-330, 332 Application: pg. 343 Internet Research Global Note: See Social Media features throughout the text.
LAFS.910.SL.2.4-6 LAFS.1112.SL.2.4-6 LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	08.18 Explain network marketing (multilevel marketing) and how it differs from a pyramid scheme.	Instruction: pg. 57, 58, 269, 320 Application: pg. 282 Review Your Knowledge #3; pg. 283 Communication Skills Speaking
LAFS.910.SL.1.1 LAFS.1112.SL.1.1	08.19 Discuss the role of federal regulatory agencies [e.g., Food and Drug Administration (FDA), Consumer Product Safety Commission (CPSC), Environmental Protection Agency (EPA), Securities and Exchange Commission (SEC), Federal Trade Commission (FTC), Occupational Safety and Health Administration (OSHA)].	Instruction: pg. 43-48, 57-58, 61, 102, 475 Application: pg. 48 Section 3.2 Review #1-5; pg. 50 Review Your Knowledge # 7-10; pg. 50 Apply Your Knowledge #7-10
	09.0 Identify effective selling techniques and procedures – the student will be able to:	
LAFS.910.SL.2.4-6 LAFS.1112.SL.2.4-6 LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	09.01 Explain purpose, principles, and importance of selling.	Instruction: pg.364-382 Application: pg. 367, 379, 382 Checkpoint 20.1, 20.2, & 20.3; pg. 383-387 All end of chapter activities for Chapter 20
LAFS.910.SL.2.4-6 LAFS.1112.SL.2.4-6 LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	09.02 Identify qualities of a professional sales associate.	Instruction: pg. 365-367 Application: pg. 367 Section 20.1 Review # 5; pg. 384 Review Your Knowledge #3; pg. 385 Communication Skills section
LAFS.910.W.3.8 LAFS.1112.W.3.8	09.03 Identify an effective sales presentation for a target market, including steps of a sale; consumer buying motives; approaches through greeting, merchandise, and service; proper time to approach a customer to open sale; feature-benefit analysis; building and closing the sale; and suggestion and substitution selling	Instruction: pg. 370-379 Application: pg. 379 Section 20.2 Review # 1-4; pg. 384 Review Your Knowledge # 1-7; pg. 384 Apply Your Knowledge #1-5, 7-8; pg. 385 Teamwork activity

	09.04 Handle different customer types, such as the casual looker, the decided customer, the undecided customer, and the difficult customer.	Instruction: pg. 148-154, 168-174 Application: pg. 185 Review Your Knowledge # 1-6
LAFS.910.SL.1.1 LAFS.1112.SL.1.1	09.05 Discuss importance of meeting specialized sales needs.	Instruction: pg. 170-171 Application: pg. 185 Review Your Knowledge # 1-6
LAFS.910.SL.1.1 LAFS.1112.SL.1.1	09.06 Demonstrate completing the sales transaction, including method of payment and counting back change; the proper way to fold, wrap, and bag merchandise after sale; and thanking the customer and inviting them to return.	Instruction: pg. 376-379 Application: pg. 384 review Your Knowledge #6; pg. 384 Apply Your Knowledge #8
LAFS.910.SL.1.1 LAFS.1112.SL.1.1	09.07 Discuss reasons for maintaining a client file.	Instruction: pg. 56, 136-137, 370 Application: pg. 137 Section 8.1 Review #5; pg. 143 Review Your Knowledge # 6; pg. 144 Apply Your Knowledge # 7,8