



**Goodheart-Willcox Correlation of
Introduction to Marketing
Goodheart-Willcox Marketing Dynamics ©2019
to Maryland State Standards for Marketing
Course: 2 Marketing – Grades (9-12)**

Standard		Correlating Textbook Pages
Introduction To Marketing Standards		
1	Discuss and explain marketing terminology, key marketing concepts, the fundamental processes, and the role and benefits of marketing in a market driven economy.	3, 6-7, 9-11, 22-32, 43, 68-70, 128-141
2	The student will recognize characteristics, motivations, and behaviors of customers' needs and wants.	128-137, 372-373
3	The student will identify and classify internal factors and external trends that influence marketing strategy decisions.	13, 157-159
4	The student will summarize segmentation and the factors used to identify viable target markets.	10, 25-26, 146-162
5	The student will explain how to use positioning to provide a competitive advantage in the marketplace.	26, 83, 99-100, 102, 156-192
6	The student will discuss the elements of the marketing mix and how each element interrelates in the implementation of the marketing strategy.	11-12, 230-261, 262-387
7	The student will explore how technology has shaped marketing over time.	75, 129, 135-137, 140, 266-272, 274-280, 555-564



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Standard		Correlating Textbook Pages
8	The student will locate primary and secondary research data used to make informed marketing strategy decisions.	129-135
9	Discuss ethical and legal issues in the Marketing and Advertising industries.	43-48, 54-58, 406, 408, 441-443, 555-558
10	Discuss careers in marketing, and identify the role that marketers play in business and society.	7, 200, 502-516, (Special Features: Careers), 10, 47, 79, 115, 149, 199, 235, 278, 316, 355, 297427, 474, 518, 561