



**Goodheart-Willcox Correlation of
 Marketing Dynamics ©2019
 to Oklahoma Standards for Career Tech / Marketing Education
 Course: Marketing Fundamentals – Grades 9-12**

Standard	Correlating Textbook Pages
Students Will Understand The Basics Of Marketing Including The Seven Core Functions And The 4p's Of The Marketing Mix.	
Define marketing and identify the seven core functions.	6–7, 12–14 ,8, Check Your Understanding #1; Build Your Vocabulary 16, Build your Vocabulary ,17, Review Your Knowledge #1 ,18, Apply Your Knowledge #1; Communication Skills (Writing); Internet Research (Definition of ,Marketing)
Define the terms marketing and the marketing concept.	6–7, 9–11 ,8, Check Your Understanding #1; Build Your Vocabulary 16, Check Your Understanding #1; Build Your Vocabulary ,17, Review Your Knowledge #1, 4 ,18, Apply Your Knowledge #6
Understand that marketing includes the following seven core functions:	12–14 ,17, Review Your Knowledge #7 ,18, Communication Skills (Speaking)
Channel Management	12–14 ,16, Build Your Vocabulary ,17, Review Your Knowledge #7 18, Communication Skills (Speaking)
Marketing Information Management	12–14 ,17, Review Your Knowledge #7 ,18, Communication Skills (Speaking)
Marketing Planning	12–14 ,16, Check Your Understanding #3; Build Your Vocabulary ,18, Communication Skills (Speaking)
Pricing	12–14 ,17, Review Your Knowledge #7 ,18, Communication Skills (Speaking)
Product Service Management	12–14 ,17, Review Your Knowledge #7 ,18, Communication Skills (Speaking)
Promotion	12–14, 17, Review Your Knowledge #7, 18, Communication Skills (Speaking)



Selling	12–14, 17, Review Your Knowledge #7. 18, Communication Skills (Speaking)
Understand the marketing mix or 4P's of marketing.	11–12 ,16, Check Your Understanding #2 ,17, Review Your Knowledge #5–6 ,19, Teamwork
Identify the four elements of the marketing mix.	11–12 ,16, Check Your Understanding #2 ,17, Review Your Knowledge #5–6 ,19, Teamwork
Product	11–12, 304–387 ,8, Build Your Vocabulary ,16, Check Your Understanding #2 ,17, Review Your Knowledge #5–6 ,19, Teamwork
Price	11–12, 230–261 ,16, Check Your Understanding #2; Build your Vocabulary ,17, Review Your Knowledge #5–6 ,19, Teamwork
Place	11–12, 262–303 ,16, Check Your Understanding #2; Build Your Vocabulary ,17, Review Your Knowledge #5–6 ,19, Teamwork
Promotion	11–12, 304–387 ,16, Check Your Understanding #2; Build Your Vocabulary ,17, Review Your Knowledge #5–6 ,19, Teamwork
Explain how each component of the marketing mix contributes to successful marketing.	11–12 ,17, Review Your Knowledge #5–6 ,19, Teamwork
Students Will Understand How A Company Considers Internal And External Factors To Understand The Current Market.	
Understand the internal and external influences of marketing planning.	13, 157–159 ,16, Check Your Understanding #3; Build Your Vocabulary ,18, Communication Skills (Speaking) ,162, Check Your Understanding #3-5
Define a marketing plan.	22–23 ,26, Check Your Understanding #1–5; Build Your Vocabulary Building the Marketing Plan (all activities)
Understand market position and market share.	26 (key term: market share), 157–159, 161 26, Build Your Vocabulary 155, Check Your Understanding #5



Explain how a business can use a SWOT analysis (a component of situational analysis) to plan for opportunities in the market.	24–25 ,24, Figure 2-3 SWOT Analysis ,26, Check Your Understanding #2; Build Your Vocabulary ,188, Unit Activity 3-4 SWOT Analysis
Understand the concept of market and market identification.	9–11 ,16, Build Your Vocabulary ,26, Check Your Understanding #4
Define the term market.	6–7 ,16, Build Your Vocabulary
Define the term target market.	10, 25–26 ,16, Build Your Vocabulary ,26, Check Your Understanding #4 ,33, Review Your Knowledge #3 ,162, Check Your Understanding #2–5; Build Your Vocabulary 164 Review Your Knowledge #2–4; Apply Your ,Knowledge #3
Identify examples of niche marketing.	148–149, 164, Apply Your Knowledge #2
Understand how to identify an appropriate target market within a specific industry.	146–162, 26, Check Your Understanding #4, 155, Check Your Understanding #2–3; Build Your Vocabulary, 164, Apply Your Knowledge #3; Communication Skills (Writing), 165, Internet Research (Targeting a Market)
Understand types of markets including: B2B - Business to Business; B2C -Business to Consumer.	168–179 ,174, Check Your Understanding #1–5; Build Your Vocabulary ,179, Check Your Understanding #1–5; Build Your Vocabulary ,185–186, Review Your Knowledge #2–3, 6–7; Apply Your Knowledge, #1–7; Teamwork
Understand the concept of market segmentation.	149–155 ,155, Check Your Understanding #2–4; Build Your Vocabulary ,164, Review Your Knowledge #3; Apply Your Knowledge #3
Define the term market segmentation.	149–155 ,155, Check Your Understanding #3; Build Your Vocabulary 164, Review Your Knowledge #2–4; Apply Your Knowledge #3
Explain the commonly used types of market segmentation.	149–155 ,155, Check Your Understanding #4; Build Your Vocabulary 164, Review Your Knowledge #4; Apply Your Knowledge #3 ,155, Teamwork



Goodheart-Willcox Publisher

18604 West Creek Drive • Tinley Park, IL 60477-6243

Web www.g-w.com
 Orders 800.323.0440
 Phone 708.687.5000
 Fax 708.687.5068

Demographic Segmentation	150–152 ,155, Section 9.1 Review, Check Your Understanding #4; Build Your Vocabulary ,164, Review Your Knowledge #4; Apply Your Knowledge #3 ,165, Internet Research (Generational Cohorts); Teamwork
Geographic Segmentation	150 ,155, Build Your Vocabulary ,164, Review Your Knowledge #4; Apply Your Knowledge #3 ,165, Teamwork
Psychological Segmentation	152–153 ,155, Build Your Vocabulary ,164, Review Your Knowledge #4; Apply Your Knowledge #3 ,165, Teamwork
Behavioral Segmentation	153–154 ,155, Build Your Vocabulary ,164, Review Your Knowledge #4; Apply Your Knowledge #3 ,165, Teamwork
Students Will Understand The Concepts Needed To Gather And Evaluate Information Or Use In Making Business Decisions.	
Describe marketing information and how it influences marketing decision.	128–137 ,137, Check Your Understanding #1–5; Build Your Vocabulary ,143, Review Your Knowledge #1–6 ,144, Apply Your Knowledge 1–8
Understand marketing-research activities.	138–141 ,142, Check Your Understanding #1-5; Build Your Vocabulary ,143, Review Your Knowledge #7–10 ,144, Apply Your Knowledge 3–5, 8–10
Compare and contrast primary and secondary research.	129–135 ,137, Check Your Understanding #2; Build Your Vocabulary 143, Review Your Knowledge #2–4 ,144, Apply Your Knowledge #3–5
Students Will Understand Concepts And Strategies Utilized In Determining And Adjusting Prices To Profit And Meet Customers’ Perceptions Of Value.	



Understand how businesses make pricing decisions.	232–244 ,237, Check Your Understanding #1–5; Build Your Vocabulary ,244, Check Your Understanding #1–5; Build Your Vocabulary, 245–246, Review Your Knowledge #1–10; Apply Your Knowledge #1–10; Apply Your Math Skills, 247, Communication Skills (Writing, Speaking); Teamwork
Assess workplace conditions with regard to safety and health OSHA guidelines.	43–48 ,48, Check Your Understanding #3
Identify goals for pricing: profit, market share and competition.	235–236 ,237, Check Your Understanding #2–5; Build Your Vocabulary ,245–246, Review Your Knowledge #2, 7; Apply Your Knowledge #1, 3–5; Apply Your Math Skills ,247 Communication Skills (Writing); Internet ,Research (Competitive Pricing)
Identify factors affecting a business's price: supply and demand, perceived value, costs & expenses (profit margin), competition.	238–243 ,244, Check Your Understanding #1–5; Build Your Vocabulary ,245–246, Review Your Knowledge #3, 6–10; Apply Your Knowledge #5, 247, Internet Research (Competitive Pricing)
Explain the economic principle of break-even point.	235–236 ,237, Check Your Understanding #5 246, Apply Your Math Skills #3
Discuss how businesses use pricing strategies to attract customers. (Strategies may include: odd/even pricing, loss leaders, prestige pricing, penetration pricing, price bundling, price lining, and Everyday low pricing.	250–253 ,253, Check Your Understanding #1–5; Build Your Vocabulary ,258, Review Your Knowledge #1–8 ,259, Apply Your Knowledge #2–10 ,260, Internet Research (Pricing Strategies); Teamwork
Students Will Understand The Concepts To Introduce, Maintain, And Improve A Product Or Service Mix.	
Explain the role of produce/service management as a marketing function.	199–200 ,200, Check Your Understanding #5 ,211, Review Your Knowledge #1–3, 5
Explain the concept of product mix including: product lines, product width and product depth.	196–197 ,200, Build Your Vocabulary ,211, Review Your Knowledge #4 ,212, Apply Your Knowledge #7–9
Understand the importance of generating new product ideas.	201–207 ,210, Check Your Understanding #1–4 ,211–213, Review Your Knowledge #6–8; Apply Your Knowledge #8–10; Apply Your Math Skills #1–2; Communication Skills (Writing, Speaking); Internet Research (New Products); Teamwork



Identify the components of the product life cycle (Introduction, Growth, Maturity, and Decline)	208–209 ,210, Check Your Understanding #5; Build Your Vocabulary 212, Review Your Knowledge #9–10 ,213, Internet Research (Product Life Cycles)
Identify decisions that need to be made in each stage of the product life cycles.	209 ,210, Check Your Understanding #5 ,213, Internet Research (Product Life Cycles)
Students Will Understand The Process And Methods To Communicate Information About Products To Achieve A Desired Outcome.	
Explain the role of promotion as a marketing function.	308–309 ,314, Check Your Understanding #1–2 ,322, Review Your Knowledge #1, 3
Define promotion.	11–12 ,16, Build your Vocabulary
Identify elements of the promotional mix including: advertising, public relations, personal selling, and sales promotion.	315–320 ,320, Check Your Understanding #1–5 320, Build Your Vocabulary ,322, Review Your Knowledge #5–10; Apply Your Knowledge #4–10 ,323, Communication Skills (Writing, Speaking)
Understand promotional channels used to communicate with the targeted audiences.	315–320 ,320, Check Your Understanding #1–5; Build Your Vocabulary ,322–323, Review Your Knowledge #5–10; Apply Your Knowledge #4–7; Apply Your Math Skills #1–2; Communication Skills (Writing); Internet Research (Ineffective Promotions)
Give examples of advertising media used to communicate with target audiences including: print media (outdoor, newspaper, magazine, direct mail), digital (e-mail, apps, social media), broadcast (TV and radio).	327–331 ,341, Review Your Knowledge #4 ,342, Apply Your Knowledge #4 ,343, Internet Research (Effective Campaigns, E- Commerce Marketing, Social-Media Advertising)
Identify public-relations activities including a press release and publicity.	319–320 ,320, Check Your Understanding #4; Build Your Vocabulary 322, Review Your Knowledge #9
Discuss examples of sales promotions which include: coupons, loyalty programs, rebates, samples, premiums, sponsorships, and product placement.	317–319 ,320, Check Your Understanding #3; Build Your Vocabulary 322, Review Your Knowledge #8 ,322, Review Your Knowledge #7
Students Will Understand The Role Of Channel Members And Methods Of Product Transportation.	
Identify methods of channel management.	269–272, 274–280 ,273, Build Your Vocabulary, 282, Review Your Knowledge #3; Apply Your Knowledge #2, 5–6



Goodheart-Willcox Publisher

18604 West Creek Drive • Tinley Park, IL 60477-6243

Web www.g-w.com
 Orders 800.323.0440
 Phone 708.687.5000
 Fax 708.687.5068

Define channel of distribution.	266 (key term: channel of distribution) 273, Build Your Vocabulary 282, Review Your Knowledge #3; Apply Your Knowledge #2, 5–6
Understand the roles of intermediaries including: manufacturer, agent, wholesaler/industrial distributor, retailer, and consumer/industrial user.	267–268 ,273, Check Your Understanding #2–4; Build Your Vocabulary ,282, Review Your Knowledge #2; Apply Your Knowledge #1, 3
Identify the methods of transportation for products including: trucks, air, ship, and rail.	274–277 ,275, Figure 15-4 Transportation Modes for Distribution 280, Build Your Vocabulary ,282, Review Your Knowledge #6; Apply Your Knowledge #7; Communication Skills (Reading, Writing) ,283, Internet Research (Advantages of Buying Local ,Global Distribution); Teamwork
Students Will Understand How To Determine Client Needs And Wants And Respond Through Planned And Personalized Communication.	
Explain the role of personal selling as marketing function.	364–365 ,367, Check Your Understanding #1 ,384, Review Your Knowledge #1; Apply Your Knowledge #1 ,385, Internet Research (Selling Policies)
Explain the role of customer service as a component of selling relationships.	380–382 ,382, Check Your Understanding #1–5; Build Your Vocabulary ,384, Review Your Knowledge #8–10; Apply Your Knowledge #9–10 ,385, Internet Research (Relationship Selling, Customer Service) ,19, Internet Research (Customer Service)
Explain the importance preparing for the sale including: gaining product knowledge of features and benefits, identifying target market and their needs, and overcoming common objections.	368–377 ,384, Review Your Knowledge #4–5; Apply Your Knowledge #5–8 ,385, Communication Skills (Speaking, Listening); Teamwork
Identify needs of customers and their buying behaviors: emotional, rational, or patronage.	169–171, 372–373 ,174, Check Your Understanding #1–5; Build Your Vocabulary 384, Review Your Knowledge #4–5; Apply Your Knowledge #5–8 ,385, Communication Skills (Speaking, Listening); Teamwork



Explain the steps of the selling process including:	370–377 ,379, Check Your Understanding #1–5; Build Your Vocabulary ,384, Review Your Knowledge #4–6; Apply Your Knowledge #4–8 385, Communication Skills (Speaking, Listening); Teamwork
Approach the customer	370–372 ,379, Check Your Understanding #1–3; Build Your Vocabulary ,384, Review Your Knowledge #4–6; Apply Your Knowledge #4, 8 385, Communication Skills (Speaking, Listening); Teamwork
Determine needs	372–373 ,379, Build Your Vocabulary ,384, Review Your Knowledge #4–6; Apply Your Knowledge #4, 8 ,385, Communication Skills (Speaking, Listening); ,Teamwork
Present the product	373–374 ,379, Check Your Understanding #4; Build Your Vocabulary 384, Review Your Knowledge #4–6; Apply Your Knowledge #6–8 385, Communication Skills (Speaking, Listening); Teamwork
Overcome objections	374–375 ,379, Build Your Vocabulary ,384, Review Your Knowledge #4–6; Apply Your Knowledge #8 ,385, Communication Skills (Speaking, Listening); Teamwork
Close the sale	375–376 ,379, Check Your Understanding #5; Build Your Vocabulary 384, Review Your Knowledge #4–6; Apply Your ,Knowledge #8, 385, Communication Skills (Speaking, Listening); Teamwork
Suggestion Selling	376 (key term: suggestion selling) ,379, Check Your Understanding #4; Build Your Vocabulary 384, Review Your Knowledge #4–6; Apply Your Knowledge #8 ,385, Communication Skills (Speaking, Listening); Teamwork