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| Correlation of <i>MARKETING DYNAMICS</i> 4E ©2019 | |
| to Precision Exams Marketing, Introduction (400) | |
| STANDARD | CORRELATING PAGES |
| Standard (1) INTERPERSONAL COMMUNICATION SKILLS—STUDENTS WILL MODEL INTERPERSONAL COMMUNICATION SKILLS NEEDED IN MARKETING AND IN LIFE. | |
| Objective 1: Students will observe and demonstrate the elements of effective communication. | |
| 1. Model effective Listening Skills | Pg. 437–439 Pg. 440, Check Your Understanding #4; Build Your Vocabulary: active listening, listening, listening skills, passive listening Pg. 442–443, Review Your Knowledge #9; Apply Your Knowledge #1 (A,D), 2, 6, 9; Communication Skills (Listening) |
| 2. Identify different types of communication – | Pg. 425–427 Pg. 429, Build Your Vocabulary: body language, nonverbal communication, nonverbal skills, verbal communication, verbal skills, visual communication, written communication Pg. 442, Review Your Knowledge #3 |
| 3. Verbal, written, other non-verbal. | Pg. 425–427 Pg. 429, Build Your Vocabulary: body language, nonverbal communication, nonverbal skills, verbal communication, verbal skills, visual communication, written communication Pg. 442, Review Your Knowledge #3 |
| 4. Evaluate communication factors including Barriers, Obstacles, and Settings. | Pg. 427–428 Pg. 442, Review Your Knowledge #4 Pg. 444, Teamwork |
| 5. Explore audience considerations. i.e. Gender and Cultural considerations. | Pg. 412, 427 (discussion of culture, intercultural communication) Pg. 413, Build Your Vocabulary: diversity, stereotyping Pg. 420–421, Internet Research (Respecting Diversity) Pg. 429, Build Your Vocabulary: intercultural communication Pg. 429, Check Your Understanding #4 Pg. 444, Internet Research (Cultural Differences) |
| 6. Define Jargon and contrast content specialist or presentation type communication with peer to peer communication. | Pg. 424–425 (discussion of interpersonal, small-group, and public communication explains the difference between peer-to-peer and presentation-style communication), 425 (key term: jargon) Pg. 429, Check Your Understanding #2 Pg. 440, Build Your Vocabulary: jargon |
| 7. Demonstrate effective presentation skills, including: | Pg. 434–437 Pg. 442, Review Your Knowledge #4 |
| 8. Electronic presentation basics | Pg. 367 Pg. 385, Teamwork Pg. 527, Portfolio Development (Presenting Your Digital Portfolio) |
| 9. Verbal presentation– speech and posture | Pg. 426–427 (body language), 434–437 |



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| | | Pg. 442, Review Your Knowledge #4 Pg. 443, Internet Research (Nonverbal Communication) |
| 10. | Relate the goals of personal communication with goals in marketing. (Develop and sustain an image). | Pg. 206 (key term: image), 311–312 (Goals of Promotion [Inform, Persuade, Remind]), 425 (purposes of communication, bulleted list) Pg. 210, Build Your Vocabulary: image Pg. 322, Review Your Knowledge #3 Pg. 442, Review Your Knowledge #2 Pg. 443, Communication Skills (Reading) |
| Objective 2: Identify and evaluate character traits important to business. | | |
| 1. | Model appropriate business personal appearance. | Pg. 541 Pg. 542, Figure 28-4 Appropriate Attire for an Interview Pg. 551, Teamwork |
| 2. | Contrast examples of ethical and unethical behavior or choices. | Pg. 411–413 Pg. 419, Review Your Knowledge #6 |
| 3. | Evaluate the impact of honesty and integrity in business and in personal relationships. | Pg. 408 (honesty, integrity) Pg. 413, Check Your Understanding #1 Pg. 420, Apply Your Knowledge #1–2 |
| 4. | Interpret a self-evaluation or trait development exercise. (Example: color tests or Myers- Briggs Type Indicator) | Pg. 504–506 Pg. 526, Apply Your Knowledge #3 Pg. 527, Internet Research (Self-Assessment) |
| 5. | Define “Networking” in terms of establishing personal contacts. | Pg. 313, Employability Skills feature (Networking) Pg. 531–532 (key term: networking) Pg. 403, Portfolio Development (Networking) Pg. 539, Build Your Vocabulary: networking Pg. 549, Review Your Knowledge #2 |
| 6. | Model an appropriate personal introduction including an appropriate hand shaking, personal space, and eye contact. | Pg. 435–436 Pg. 442, Apply Your Knowledge #1E Pg. 551, Teamwork |
| Standard (2) MARKETING CONCEPT—STUDENTS WILL DEFINE THE MARKETING CONCEPT AND WHAT ROLE IDENTIFYING PRODUCTS TYPES, CONSUMER TYPES, AND MARKET SEGMENTATION PLAY. | | |
| Objective 1: Students will be able to categorize Product types and identify elements of the seven functions of Marketing. | | |
| 1. | Define, differentiate and categorize Goods – Services – Ideas. | Pg. 6 Pg. 8, Check Your Understanding #2; Build Your Vocabulary: good, service, idea |
| 2. | Identify examples of the seven functions of marketing. | Pg. 12–14 Pg. 16, Build Your Vocabulary: channel, channel management, marketing-information management (MIM), market planning, pricing, product/service management, selling Pg. 17, Review Your Knowledge #7 Pg. 3, 69, 125, 191, 231, 263, 305, 389, 447 Marketing Core Functions Covered in This Unit features, all (appear once per unit on Unit Opener spread) |
| Objective 2: Students will distinguish the four methods of market segmentation. | | |
| 1. | Explain factors related to Demographic segmentation included gender, income, household status, ethnicity, and education. | Pg. 150–152 Pg. 155, Check Your Understanding #2–3; Build Your Vocabulary Pg. 164, Review Your Knowledge #3–4; Apply Your Knowledge #2–3; Communication Skills (Writing) |



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| | | Pg. 165, Internet Research (Targeting a Market); Teamwork |
| 2. | Contrast elements of each generation in generational Marketing | Pg. 151 Pg. 151, Figure 9-1 Generations Pg. 155, Check Your Understanding #2–4; Build Your Vocabulary: demographic segmentation, generation Pg. 164, Review Your Knowledge #4; Apply Your Knowledge #2–3; Communication Skills (Writing) Pg. 165, Internet Research (Generational Cohorts, Targeting a Market); Teamwork |
| 3. | Summarize the difference between disposable & discretionary income. | Pg. 152 (key terms: disposable income, discretionary income) Pg. 155, Build Your Vocabulary: disposable income, discretionary income Pg. 164, Review Your Knowledge #4; Apply Your Knowledge #2–3; Communication Skills (Writing) Pg. 165, Internet Research (Targeting a Market) |
| 4. | Identify scenarios where Geographic segmentation would be effective. | Pg. 150 Pg. 155 Check Your Understanding #2; Build Your Vocabulary: geographic segmentation Pg. 164, Review Your Knowledge #4; Apply Your Knowledge #2–3; Communication Skills (Writing) Pg. 165, Internet Research (Targeting a Market); Teamwork |
| 5. | List factors or Psychographic segmentation. | Pg. 152–153 Pg. 155, Check Your Understanding #2; Build Your Vocabulary: attitude, Likert scale, psychographic segmentation, values Pg. 164, Review Your Knowledge #4; Apply Your Knowledge #2–3; Communication Skills (Writing) Pg. 165, Internet Research (VALS Survey, Targeting a Market); Teamwork |
| 6. | Relate and individual Behavior to consumer perceptions and shopping patterns. | Pg. 153–154, 168–171, 173–174 Pg. 155, Check Your Understanding #2; Build Your Vocabulary: behavioral segmentation, buying status, usage rate Pg. 164, Review Your Knowledge #4; Apply Your Knowledge #2–3; Communication Skills (Writing) Pg. 165, Internet Research (Targeting a Market); Teamwork Pg. 174, Check Your Understanding #1–3, 5; Build Your Vocabulary: buying motive, consumer behavior, consumer decision-making process, extensive buying decision, hierarchy of needs, impulse buying decision, limited buying decision, motive, psychological influence, reference group, routine buying decision, self-actualization, situational influence, social environment, value Pg. 185–186, Review Your Knowledge #1–3, 5; Apply Your Knowledge #1–2, 4–5 Pg. 186, Internet Research (Impulse Buying, Consumer Reports) |
| 7. | List Potential data collection processes. | Pg. 129–135 Pg. 137, Build Your Vocabulary |



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| | | <p>Pg. 143, Review Your Knowledge #3–5</p> <p>Pg. 144, Apply Your Math Skills; Communication Skills (Writing)</p> <p>Pg. 145, Internet Research (Effective Surveys); Teamwork</p> |
| Objective 3: Students will Evaluate and classify of potential consumers. | | |
| 1. | Define and identify target markets | <p>Pg. 10 (key term: target market), 25–26, 30, 148–149</p> <p>Pg. 16, Build Your Vocabulary: business-to-business (B2B), business-to-consumer (B2C), market, target market</p> <p>Pg. 26, Check Your Understanding #4</p> <p>Pg. 155, Check Your Understanding #2</p> <p>Pg. 164, Review Your Knowledge #2–4; Apply Your Knowledge #3</p> |
| 2. | Explain the necessity of target markets in order to create a brand or product image. | <p>Pg. 10 (target market), 222</p> <p>Pg. 16, Build Your Vocabulary: target market</p> <p>Pg. 225, Check Your Understanding #1–3; Build Your Vocabulary</p> <p>Pg. 227–228, Apply Your Knowledge #2–4, 6, 9; Communication Skills (Writing); Internet Research (Branding Strategies, Rebranding)</p> |
| 3. | Illustrate an example of Market share. | <p>Pg. 26 (key term: market share), 161–162</p> <p>Pg. 161, Figure 9-6 Calculating Market Share</p> <p>Pg. 26, Build Your Vocabulary: market share</p> <p>Pg. 162, Check Your Understanding #5</p> <p>Pg. 164, Apply Your Math Skills</p> |
| 4. | Evaluate competition in terms of market share and identifying your competitors. | <p>Pg. 26 (key term: market share), 156–162</p> <p>Pg. 26, Build Your Vocabulary: market share</p> <p>Pg. 158, Figure 9-3 Competitive Analysis</p> <p>Pg. 159, Figure 9-4 SWOT Analysis</p> <p>Pg. 161, Figure 9-6 Calculating Market Share</p> <p>Pg. 162, Check Your Understanding #1–5; Build Your Vocabulary: benefits, competitive advantage, direct competitor, features, indirect competitor, market-share leader, repositioning, unique selling proposition (USP)</p> <p>Pg. 164, Review Your Knowledge #6–10; Apply Your Knowledge #5–10; Apply Your Math Skills</p> |
| 5. | Define niche marketing. | <p>Pg. 150 (key term: niche market)</p> <p>Pg. 155, Build Your Vocabulary: niche market</p> <p>Pg. 164, Apply Your Knowledge #2</p> |
| 6. | Determine and Justify scenarios in which Mass Marketing vs. Target marketing would be most appropriate. | <p>Pg. 148–149</p> <p>Pg. 155, Check Your Understanding #1–5</p> <p>Pg. 164, Review Your Knowledge #1–3; Apply Your Knowledge #1–3; Communication Skills (Speaking)</p> <p>Pg. 165, Internet Research (Targeting a Market)</p> |
| Standard (3) MARKETING MIX—STUDENTS WILL BE ABLE TO EXPLAIN EACH CATEGORY OF THE MARKETING MIX OR THE 4P'S OF MARKETING. | | |
| Objective 1: Discover the elements of the PRODUCT that support the marketing concept. | | |
| 1. | Summarize the functions of Packaging. | <p>Pg. 199, 217</p> <p>Pg. 200, Build Your Vocabulary: packaging</p> <p>Pg. 220, Check Your Understanding #2</p> <p>Pg. 227, Apply Your Knowledge #2</p> |



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| 2. | Explore packaging strategies including Price bundling and mixed bundling. | Pg. 199, 250–251 (Bundling) Pg. 200, Build Your Vocabulary: packaging Pg. 253, Build Your Vocabulary Pg. 258, Review Your Knowledge #2 |
| 3. | Compare elements of labels including Descriptions, Branding, and Grades. | Pg. 217 Pg. 220, Check Your Understanding #2 Pg. 227, Apply Your Knowledge #2 |
| 4. | Analyze elements of developing a new product. | Pg. 201–210 Pg. 210, Check Your Understanding #1–5; Build Your Vocabulary: decline stage, growth stage, image, introduction stage, maturity stage, new product, product life cycle, product obsolescence, prototype, repackaging, repositioning, reverse engineering, saturated market, test marketing, trial run, virtual test markets Pg. 211–213, Review Your Knowledge #6–10; Apply Your Knowledge #8–10; Apply Your Math Skills; Communication Skills (Writing, Speaking); Internet Research (New Products, Product Life Cycle); Teamwork |
| 5. | Consider: size or shape, naming, labeling, packaging, colors, quantities, etc. | Pg. 199, 217 Pg. 200, Build Your Vocabulary: packaging, product depth, product item, product line, product mix, product mix strategy, product planning, product width Pg. 227, Apply Your Knowledge #2 |
| 6. | Predict the impact of Customer Service and Warranties as an element of product success. | Pg. 197–199 (key term: warranty; bulleted list describing three types of warranties; key term: guarantee), 380–382 Pg. 200, Check Your Understanding #3; Build Your Vocabulary: guarantee, warranty Pg. 212, Apply Your Knowledge #3 Pg. 382, Check Your Understanding #1–5; Build Your Vocabulary: customer support team Pg. 384, Review Your Knowledge #8–10; Apply Your Knowledge #9–10 |
| 7. | Explore the benefits and risks of Brand extension. | Pg. 223 Pg. 225, Check Your Understanding #3 |
| 8. | Contrast product Features with the product Benefits from a consumers prospective. | Pg. 157 (key terms: features, benefits, unique selling proposition), 369 (key term: feature-benefit selling) Pg. 162, Build Your Vocabulary: benefits, features, unique selling proposition (USP) Pg. 164, Apply Your Knowledge #8 Pg. 379, Build Your Vocabulary: feature-benefit selling Pg. 384, Apply Your Knowledge #7 |
| Objective 2: Examine the elements of the PLACE that support the marketing concept. | | |
| 1. | Discuss Channels of distribution and possible channel members. | Pg. 266–269, 266 (key term: channel of distribution), 272–273 Pg. 273, Check Your Understanding #1–3, 5; Build Your Vocabulary: agent/broker industrial distributor, channel of distribution, e-tailer, intermediary, multi-channel retailer, nonstore retailer |



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| 2. | Contrast pros and cons of Direct and Indirect distribution. | Pg. 269–272 Pg. 273, Check Your Understanding #4; Build Your Vocabulary: agent/broker channel, channel, direct channel, e-tailer, indirect channel, industrial distributor channel, multi-channel retailer, nonstore retailer, retailer channel |
| 3. | Explain cost vs. control as it relates to distribution alternatives. | Pg. 274–277 Pg. 275, Figure 15-4 Transportation Modes for Distribution Pg. 280, Build Your Vocabulary: common carrier, export management company, freight forwarder, pipeline, private carrier, transportation Pg. 282, Review Your Knowledge #6; Apply Your Knowledge #7 |
| 4. | Evaluate the impact of a Stores physical location. | Pg. 12 (Place), 30 (Place Strategies), 268–269, 274–277, 280, 347–348 Pg. 16, Build Your Vocabulary: place Pg. 17, Review Your Knowledge #5 Pg. 32, Check Your Understanding #4 Pg. 273, Check Your Understanding #1–3 Pg. 280, Check Your Understanding #1–2, 5 Pg. 282, Review Your Knowledge #1, 10; Apply Your Knowledge #7–8 Pg. 283, Internet Research (Advantages of Buying Local) |
| 5. | Prioritize or recommend store locations for various business types. | Pg. 12 (Place), 30 (Place Strategies), 268–269, 274–277, 280, 347–348 Pg. 16, Build Your Vocabulary: place Pg. 17, Review Your Knowledge #5 Pg. 32, Check Your Understanding #4 Pg. 273 Check Your Understanding #1–3 Pg. 280, Check Your Understanding #1–2, 5 Pg. 282, Review Your Knowledge #1, 10; Apply Your Knowledge #7–8 Pg. 283, Internet Research (Advantages of Buying Local) |
| Objective 3: Recall elements of the PRICE that support the marketing concept. | | |
| 1. | Define the three Pricing Orientations. (Cost, Competition, Demand) | Pg. 238–242 Pg. 244; Check Your Understanding #1–4; Build Your Vocabulary: competition-based pricing, cost-based pricing, demand-based pricing, elastic demand, inelastic demand, law of diminishing marginal utility Pg. 245–246, Review Your Knowledge #3, 6–7 Pg. 247, Internet Research (Competitive Pricing); Teamwork |
| 2. | Assess the possible Goals of Pricing (profit, market share, prestige) | Pg. 234, 235–237, 251 Pg. 237, Check Your Understanding #2; Build Your Vocabulary: prestige pricing, break-even point, gross profit, net profit, pricing objective, return on investment (ROI), total assets Pg. 245, Review Your Knowledge #2 Pg. 253, Build Your Vocabulary: prestige pricing Pg. 258, Review Your Knowledge #4 |
| 3. | Examine considerations of pricing. | Pg. 232–244, 248–257 Pg. 245–247 all activities |



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| | | Pg. 258–260 all activities |
| 4. | List multiple forms of pricing. | <p>Pg. 241, 250–253</p> <p>Pg. 244, Check Your Understanding #2–3; Build Your Vocabulary: base price, competition-based pricing, cost-based pricing, demand-based pricing, keystone pricing, markup</p> <p>Pg. 246, Apply Your Math Skills</p> <p>Pg. 247, Teamwork</p> <p>Pg. 253, Check Your Understanding #1–5; Build Your Vocabulary: bundling, buy one, get one (BOGO) pricing, captive pricing, even pricing, list price, manufacturer’s suggested retail price (MSRP), odd pricing, prestige pricing, price lining, price mix, psychological pricing</p> <p>Pg. 258, Review Your Knowledge #1, 3, 5</p> |
| 5. | Classify products by their price elasticity. | <p>Pg. 239–240</p> <p>Pg. 244, Check Your Understanding #1</p> <p>Pg. 245, Review Your Knowledge #3</p> |
| 6. | Demonstrate how a pricing strategy supports a products image. | <p>Pg. 242–243</p> <p>Pg. 244, Check Your Understanding #5</p> <p>Pg. 247, Internet Research (Customer Perception Theory)</p> |
| 7. | Explore legal considerations including predatory pricing, Bait and switch, and MSRP. | <p>Pg. 252 (key term: MSRP), 254 (key term: predatory pricing), 254 (key term: bait and switch), 254–256</p> <p>Pg. 253, Build Your Vocabulary</p> <p>Pg. 255, Figure 14-1 Laws that Regulate Pricing</p> <p>Pg. 257, Check Your Understanding #1-3; Build Your Vocabulary</p> <p>Pg. 260, Internet Research (Pricing Laws)</p> |
| 8. | Evaluate Various Pricing Strategies - Loss leaders Captive products Options and up selling etc. | <p>Pg. 197–198 (discussion of optional features/product options), 248–257, 250 (Captive Pricing), 255 (key term: loss leader), 376 (key term: suggestion selling (upselling); suggestion selling optional features)</p> <p>Pg. 258–260 all activities</p> <p>Pg. 379 Build Your Vocabulary: suggestion selling</p> |
| Objective 4: Explore elements of the PROMOTION that support the marketing concept. | | |
| 1. | Define the term promotion. | <p>Pg. 14 (Promotion), 306–320</p> <p>Pg. 16, Check Your Understanding #2; Build Your Vocabulary: promotion</p> <p>Pg. 17, Review Your Knowledge #5–6</p> <p>Pg. 19, Teamwork</p> <p>Pg. 322, Review Your Knowledge #1</p> |
| 2. | Discuss the impact Slogans and Logos have on a product. | <p>Pg. 216 (key term: logo), 218</p> <p>Pg. 220, Build Your Vocabulary: logo, tagline</p> <p>Pg. 226, Review Your Knowledge #1</p> <p>Pg. 227, Apply Your Knowledge #1</p> |
| 3. | Explore various types of promotion. | <p>Pg. 315–320</p> <p>Pg. 320, Check Your Understanding #1–5; Build Your Vocabulary: advertising, business-to-business (B2B) selling, business-to-consumer (B2C) selling, direct marketing, embedded marketing, event marketing, personal selling, preselling, press conference, press kit,</p> |



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| | | press release, public relations (PR), sales promotion, telemarketing Pg. 322–323, Review Your Knowledge #5–10; Apply Your Knowledge #4–10; Apply Your Math Skills #1–2; Communication Skills (Writing, Speaking) |
| 4. | Discover consumer promotions. i.e. coupons, point of purchase, loyalty programs, production placement, tie-ins, samples, etc. | Pg. 315–316 (key term: embedded marketing [product placement]), 317–319, Pg. 322, Apply Your Knowledge #7 |
| 5. | Demonstrate how incorporating multiple strategies together can reinforce each other and the product in a promotional mix. | Pg. 309 (Integrated Marketing Communications) Pg. 322, Apply Your Knowledge #4 |
| 6. | Explore cost, production and effectiveness of: Print, Broadcast, and Online promotions. | Pg. 331–333 Pg. 332, Figure 18-3 Pros and Cons of Advertising Media Pg. 322–323, Apply Your Math Skills #1–2 Pg. 333, Check Your Understanding #5; Build Your Vocabulary: circulation, cost per thousand (CPM), frequency, lead time, reach, search engine optimization (SEO) Pg. 341, Review Your Knowledge #5 Pg. 342, Apply Your Math Skills, all |
| 7. | Construct a promotion for a product or business. | Pg. 334–340 Pg. 341, Review Your Knowledge #7 Pg. 342, Apply Your Knowledge #1–10 Pg. 386–387, Building the Marketing Plan; Unit Activity 7-1 Promotional Plan Goals; Unit Activity 7-2 Promotional Mix; Unit Activity 7-3 Budget; Unit Activity 7-4 Timeline; Unit Activity 7-5 Metrics |
| Standard (4) INTERPERSONAL SKILLS—STUDENTS WILL BE ABLE TO IDENTIFY KEY PERSONAL TRAITS, INTERPERSONAL SKILLS AND ELEMENTS OF TEAMWORK THAT FACILITATE JOB SUCCESS AND ETHICAL ACTION IN THE WORKPLACE. | | |
| Objective 1: Examine interpersonal skills necessary to build good relationships. | | |
| 1. | Identify Interpersonal Skills: | Pg. 406–408 Pg. 407, Figure 22-1 Soft Skills Pg. 15, Employability Skills Feature (Soft Skills) Pg. 413, Check Your Understanding #1; Build Your Vocabulary: soft skills Pg. 419, Review Your Knowledge #1–2 Pg. 420, Apply Your Knowledge #1–2 |
| a. | Self-esteem and self-awareness | Pg. 15, Employability Skills Feature (Soft Skills) Pg. 202, Employability Skills feature (Self-Esteem) Pg. 406–408 Pg. 407, Figure 22-1 Soft Skills Pg. 504 (key term: self-esteem), 531 (discussion of role of self-awareness in a career search) Pg. 413, Check Your Understanding #1; Build Your Vocabulary: soft skills Pg. 419, Review Your Knowledge #1–2 Pg. 420, Apply Your Knowledge #1–2 Pg. 514, Build Your Vocabulary: self-esteem Pg. 525, Review Your Knowledge #1 |
| b. | Positive attitude | Pg. 15 Employability Skills Feature (Soft Skills) Pg. 112, Employability Skills feature (Resilience) |



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| | | <p>Pg. 150, Employability Skills feature (Positive Attitude) Pg. 407 Pg. 407, Figure 22-1 Soft Skills Pg. 413, Check Your Understanding #1; Build Your Vocabulary: adaptability, attitude, soft skills Pg. 419, Review Your Knowledge #1-2 Pg. 420, Apply Your Knowledge #1-2; Communication Skills (Writing)</p> |
| c. | Initiative and Responsibility | <p>Pg. 15, Employability Skills Feature (Soft Skills) Pg. 406 (discussion of initiative and responsible) Pg. 407, Figure 22-1 Soft Skills Pg. 413, Check Your Understanding #1-2; Build Your Vocabulary: soft skills Pg. 419, Review Your Knowledge #1-3 Pg. 420, Apply Your Knowledge #1-2</p> |
| d. | Self-Control | <p>Pg. 15, Employability Skills Feature (Soft Skills) Pg. 92, Employability Skills Feature (Emotional Control) Pg. 406–408, 417 (discussion of importance of self-control during conflict) Pg. 407, Figure 22-1 Soft Skills Pg. 418, Check Your Understanding #3 Pg. 413, Check Your Understanding #1; Build Your Vocabulary Pg. 419, Review Your Knowledge #1–2 Pg. 420, Apply Your Knowledge #1–2</p> |
| e. | Creativity | <p>Pg. 15, Employability Skills Feature (Soft Skills) Pg. 406–408 Pg. 407, Figure 22-1 Soft Skills Pg. 413, Check Your Understanding #1; Build Your Vocabulary: soft skills Pg. 419, Review Your Knowledge #1–2 Pg. 420, Apply Your Knowledge #1–2 Pg. 509 (discussion of creativity) Pg. 526, Apply Your Knowledge #5</p> |
| f. | Time Management | <p>Pg. 76, Employability Skills Feature (Self-Management Skills) Pg. 408–409 Pg. 413, Check Your Understanding #3; Build Your Vocabulary Pg. 419, Review Your Knowledge #3–4 Pg. 420, Apply Your Knowledge #3–4 Pg. 421, Internet Research (Self-Management Skills)</p> |
| g. | Stress Management | <p>Pg. 76, Employability Skills Feature (Self-Management Skills) Pg. 411 Pg. 407, Figure 22-1 Soft Skills Pg. 411, Figure 22-4 Stress-Management Techniques Pg. 413, Build Your Vocabulary Pg. 419, Review Your Knowledge #3, 5 Pg. 420, Apply Your Knowledge #5, 7 Pg. 421, Internet Research (Self-Management Skills)</p> |
| h. | Assertiveness | <p>Pg. 15, Employability Skills Feature (Soft Skills) Pg. 406–408, 415 (discussion of assertive)</p> |



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| | | Pg. 407, Figure 22-1 Soft Skills Pg. 413, Check Your Understanding #1; Build Your Vocabulary: soft skills Pg. 418, Check Your Understanding #2 Pg. 419, Review Your Knowledge #8 |
| | i. Flexibility | Pg. 15, Employability Skills Feature (Soft Skills) Pg. 407 (discussion of flexibility) Pg. 407, Figure 22-1 Soft Skills Pg. 413, Check Your Understanding #1; Build Your Vocabulary: adaptability, soft skills Pg. 419, Review Your Knowledge #1–2 Pg. 420, Apply Your Knowledge #4 |
| 2. | Examine how interpersonal skills build good business relationships. | Pg. 15, Employability Skills Feature (Soft Skills) Pg. 406–408, 414–417 Pg. 413, Check Your Understanding #1–4; Build Your Vocabulary: soft skills Pg. 419, Review Your Knowledge #1–3, 8–10 Pg. 420, Apply Your Knowledge #1–10 |
| Objective 2: Analyze basic values and moral principles that guide behavior of individuals and groups. | | |
| 1. | Define ethics | Pg. 411–413 Pg. 419, Review Your Knowledge #6 |
| 2. | Examine ethical behavior between coworkers and clients. | Pg. 411–413 Pg. 419, Review Your Knowledge #6 |
| 3. | Demonstrate practical ethical behavior in the workplace. | Marketing Ethics features, all (appear in odd chapters) Pg. 419, Review Your Knowledge #6 |
| Objective 3: Understand how to manage conflict in the workplace. | | |
| 1. | Examine the negotiation process. | Pg. 417 (discussion of negotiation process) Pg. 417, Figure 22-7 Conflict-Resolution Model Pg. 418, Check Your Understanding #5; Build Your Vocabulary: collaboration, conflict resolution Pg. 421, Teamwork |
| 2. | Manage conflicts by using appropriate negotiation skills | Pg. 416–417 Pg. 417, Figure 22-7 Conflict-Resolution Model Pg. 418, Check Your Understanding #2–5; Build Your Vocabulary Pg. 421, Teamwork |
| 3. | Demonstrate effective speaking and listening skills in the negotiation process. | Pg. 416–417, 434–439 Pg. 417, Figure 22-7 Conflict-Resolution Model Pg. 418, Check Your Understanding #2–5; Build Your Vocabulary: collaboration, conflict resolution Pg. 421, Teamwork Pg. 440, Check Your Understanding #4 Pg. 442, Apply Your Knowledge #2 |
| Objective 4: Understand how to use interpersonal skills to handle customer complaints, and work with a team. | | |
| 1. | Understand a company's policies and procedures in responding to customers. | Pg. 379–380 Pg. 379, Check Your Understanding #1–5; Build Your Vocabulary Pg. 385 Internet Research (Selling Policies) Pg. 443, Apply Your Knowledge #9 |
| 2. | Demonstrate how to respond promptly and intelligently | Pg. 374–375 |



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| | to customer concerns. | Pg. 381–382 Pg. 384, Apply Your Knowledge #8–10 Pg. 385, Communication Skills (Speaking, Listening); Internet Research (Relationship Selling, Customer Service); Teamwork |
| 3. | Examine the critical components of successful teamwork. | Pg. 414–417 Pg. 418, Check Your Understanding #1–5; Build Your Vocabulary: collaboration, conflict resolution, constructive criticism, destructive criticism, leader, leadership, team, teamwork Pg. 419, Review Your Knowledge #7–10 Pg. 420, Apply Your Knowledge #8 Pg. 421, Teamwork |