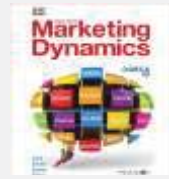
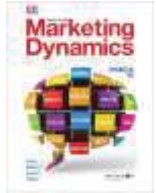


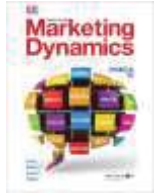
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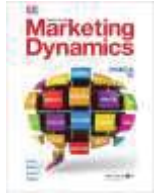
Standards	Correlating Text Pages
A. Safety	
1. Review school safety policies and procedures.	44, 46-48, 58 (Green marketing), 61, 472-476, 477 (Review and Assessment)
2. Review classroom safety rules and procedures.	46-48, 474-475
3. Review safety procedures for using equipment in the classroom.	46-48, 474-475
4. Identify major causes of work/related accidents in office environments.	43-48 OSHA, 44-45, 46-48, 58 (Green marketing), 61, 472-476, 477 (Review and Assessment)
5. Demonstrate safety skills in an office/work environment.	44-45, 46-48, 58 (Green marketing), 61, 472-476, 477 (Review and Assessment)
B. Student Organizations	
1. Identify the purpose and goals of a Career and Technology Student Organization (CTSO).	511-514 DECA Emerging Leaders 5, 21, 37, 53, 71, 89, 107, 127, 147, 167, 193, 215, 233, 249, 265, 285 307, 325, 345, 363, 391, 405, 423, 439, 467, 481, 501, 529, 553
2. Explain how CTSOs are integral parts of specific clusters, majors, and/or courses.	511-514 DECA Emerging Leaders 5, 21, 37, 53, 71, 89, 107, 127, 147, 167, 193, 215, 233, 249, 265, 285 307, 325, 345, 363, 391, 405, 423, 439, 467, 481, 501, 529, 553
3. Explain the benefits and responsibilities of being a member of a CTSO.	511-514 DECA Emerging Leaders 5, 21, 37, 53, 71, 89, 107, 127, 147, 167, 193, 215, 233, 249, 265, 285 307, 325, 345, 363, 391, 405, 423, 439, 467, 481, 501, 529, 553
4. List leadership opportunities that are available to students through participation in CTSO conferences, competitions, community service, philanthropy, and other activities.	511-514 DECA Emerging Leaders 5, 21, 37, 53, 71, 89, 107, 127, 147, 167, 193, 215, 233, 249, 265, 285 307, 325, 345, 363, 391, 405, 423, 439, 467, 481, 501, 529, 553
5. Explain how participation in CTSOs can promote lifelong benefits in other professional and civic organizations.	511-514 DECA Emerging Leaders 5, 21, 37, 53, 71, 89, 107, 127, 147, 167, 193, 215, 233, 249, 265, 285 307, 325, 345, 363, 391, 405, 423, 439, 467, 481, 501, 529, 553



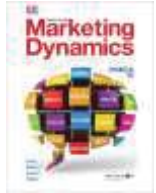
Standards	Correlating Text Pages
C. Technology Knowledge	
1. Demonstrate proficiency and skills associated with the use of technologies that are common to a specific occupation.	560-563
2. Identify proper netiquette when using e-mail, social media, and other technologies for communication purposes.	555, 563-564
3. Identify potential abuse and unethical uses of laptops, tablets, computers, and/or networks.	555-559, 560-564
4. Explain the consequences of social, illegal, and unethical uses of technology (e.g., piracy; illegal downloading; licensing infringement; inappropriate uses of software, hardware, and mobile devices in the work environment).	554-559, 560-564
5. Discuss legal issues and the terms of use related to copyright laws, fair use laws, and ethics pertaining to downloading of images, photographs, documents, video, sounds, music, trademarks, and other elements for personal use.	554-559, 560-564
6. Describe ethical and legal practices of safeguarding the confidentiality of business-related information.	563-564
7. Describe possible threats to a laptop, tablet, computer, and/or network and methods of avoiding attacks.	560-564
D. Personal Qualities And Employability Skills	
1. Demonstrate punctuality.	76, Employability Skills Feature (Self-Management Skills) 366-367, 380-382, 382 Checkpoint #1-5, 408-409, 413, Check Your Understanding #3; Build Your Vocabulary, 419, Review Your Knowledge #3-4, 420, Apply Your Knowledge #3-4, 421, Internet Research (Self-Management Skills)
2. Demonstrate self-representation.	15, Employability Skills Feature (Soft Skills) 202, Employability Skills feature (Self-Esteem), 76-77, 406-408, 407, Figure 22-1 Soft Skills, 410, 413, Check Your Understanding #1; Build Your Vocabulary: soft skills, 419, Review Your Knowledge #1-2, 420, Apply Your Knowledge #1-2, 504-506, 504 (key term: self-esteem), 514, Build Your Vocabulary: self-esteem, 531 (discussion of role of self-awareness in a career search), 525, Review Your Knowledge #1
3. Demonstrate work ethic.	46, 54, 411-413, 419, Review Your Knowledge #6, 555
4. Demonstrate respect.	396-407



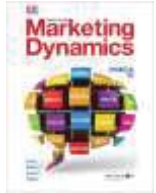
Standards	Correlating Text Pages
5. Demonstrate time management.	76, Employability Skills Feature (Self-Management Skills) 408-409, 413, Check Your Understanding #3; Build Your Vocabulary, 419, Review Your Knowledge #3-4, 420, Apply Your Knowledge #3-4, 421, Internet Research (Self-Management Skills)
6. Demonstrate integrity.	54-56, 75, Marketing Ethics) , 407, 408 (honesty, integrity), 413, Check Your Understanding #1, 420, Apply Your Knowledge #1-2, 480
7. Demonstrate leadership.	15, Employability Skills Feature (Soft Skills) 406 (discussion of initiative and responsible) 407, Figure 22-1 Soft Skills 413, Check Your Understanding #1-2; Build Your Vocabulary: soft skills 419, Review Your Knowledge #1-3 420, Apply Your Knowledge #1-2
8. Demonstrate teamwork and collaboration.	15, Employability Skills Feature (Soft Skills) 407 (discussion of flexibility) 407, Figure 22-1 Soft Skills 413, Check Your Understanding #1; Build Your Vocabulary: adaptability, soft skills 414-417, 418, Check Your Understanding #1-5; Build Your Vocabulary: collaboration, conflict resolution, constructive criticism, destructive criticism, leader, leadership, team, teamwork, 419, Review Your Knowledge #1-2, 419, Review Your Knowledge #7-10, 420, Apply Your Knowledge #4, 420, Apply Your Knowledge #8, 421, Teamwork
9. Demonstrate conflict resolution.	15, Employability Skills Feature (Soft Skills), 92, Employability Skills Feature (Emotional Control), 406-408, 416-417 (discussion of importance of self-control during conflict), 407, Figure 22-1 Soft Skills, 418, Check Your Understanding #3, 413, Check Your Understanding #1; Build Your Vocabulary, 419, Review Your Knowledge #1-2, 420, Apply Your Knowledge #1-2
10. Demonstrate perseverance.	15, Employability Skills Feature (Soft Skills) 112, Employability Skills feature (Resilience), 150, Employability Skills feature (Positive Attitude) 407,407, Figure 22-1 Soft Skills, 413, Check Your Understanding #1; Build Your Vocabulary: adaptability, attitude, soft skills, 419, Review Your Knowledge #1-2 420, Apply Your Knowledge #1-2; Communication Skills (Writing)
11. Demonstrate commitment.	406-408, 407, Figure 22-1 Soft Skills



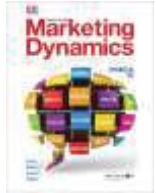
Standards	Correlating Text Pages
	15, Employability Skills Feature (Soft Skills) 413, Check Your Understanding #1; Build Your Vocabulary: soft skills 419, Review Your Knowledge #1-2 420, Apply Your Knowledge #1-2
12. Demonstrate a healthy view of competition.	26, 83, 99-100, 102, 156-162, 242
13. Demonstrate a global perspective.	43, 44, 106-120
14. Demonstrate health and fitness.	76, Employability Skills Feature (Self-Management Skills), 407, Figure 22-1 Soft Skills, 411, Figure 22-4 Stress-Management Techniques 413, Build Your Vocabulary, 419, Review Your Knowledge #3, 5, 420, Apply Your Knowledge #5, 7, 421, Internet Research (Self-Management Skills)
15. Demonstrate self-direction.	15, Employability Skills Feature (Soft Skills) 406 (discussion of initiative and responsible) 407, Figure 22-1 Soft Skills 413, Check Your Understanding #1-2; Build Your Vocabulary: soft skills 419, Review Your Knowledge #1-3 420, Apply Your Knowledge #1-2
16. Demonstrate lifelong learning	511-514 DECA Emerging Leaders 5, 21, 37, 53, 71, 89, 107, 127, 147, 167, 193, 215, 233, 249, 265, 285 307, 325, 345, 363, 391, 405, 423, 439, 467, 481, 501, 529, 553
E. Professional Knowledge	
1. Demonstrate effective speaking and listening skills.	427-439, 440, Check Your Understanding #4; Build Your Vocabulary: active listening, listening, listening skills, passive listening, 442-443, Review Your Knowledge #9; Apply Your Knowledge #1 (A,D), 2, 6, 9; Communication Skills (Listening)
2. Demonstrate effective reading and writing skills.	424-439, 440
3. Demonstrate mathematical reasoning.	250-256, 377-379, 583-585, Math Handbook,
4. Demonstrate job-specific mathematics skills.	236-243, 297-298, 570-585 Math Handbook
5. Demonstrate critical-thinking and problem-solving skills.	15, Employability Skills Feature (Soft Skills) 406-408, 415 (discussion of assertive), 407, Figure 22-1 Soft Skills 413, Check Your Understanding #1; Build Your Vocabulary: soft skills, 418, Check Your Understanding #2, 419, Review Your Knowledge #8
6. Demonstrate creativity and resourcefulness.	15, Employability Skills Feature (Soft Skills) 76-77, 406-408, 407, Figure 22-1 Soft Skills, 410, 413, Check Your Understanding #1; Build Your Vocabulary: soft skills 419, Review Your Knowledge #1-2



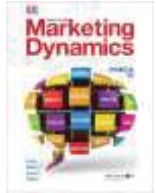
Standards	Correlating Text Pages
	420, Apply Your Knowledge #1-2 509 (discussion of creativity), 526, Apply Your Knowledge #5
7. Demonstrate an understanding of business ethics.	10, 54-58, 75, 411-413, 555
8. Demonstrate confidentiality.	54-56, 58, Review #1, 3,4, 63 Apply Your Knowledge, #1-4, 411
9. Demonstrate an understanding of workplace structures, organizations, systems, and climates.	406-408,, 407, Figure 22-1 Soft Skills 15, Employability Skills Feature (Soft Skills) 413, Check Your Understanding #1; Build Your Vocabulary: soft skills 419, Review Your Knowledge #1-2 420, Apply Your Knowledge #1-2
10. Demonstrate diversity awareness.	414-417, 418
11. Demonstrate job acquisition and advancement skills.	509-514, 533-536, 544-548
12. Demonstrate task management skills.	76, Employability Skills Feature (Self-Management Skills) 408-409, 413, Check Your Understanding #3; Build Your Vocabulary, 419, Review Your Knowledge #3-4, 420, Apply Your Knowledge #3-4, 421, Internet Research (Self-Management Skills)
13. Demonstrate customer-service skills.	374-375, 379-380, 381-382, 384, Apply Your Knowledge #8-10, 385, Communication Skills (Speaking, Listening); Internet Research (Relationship Selling, Customer Service); Teamwork
F. Marketing Fundamentals	
Effective marketing professionals demonstrate knowledge in marketing fundamentals, as needed in their role. The following accountability criteria are considered essential for students in the Marketing programs of study.	
1. Define marketing and describe its benefits.	3, 6-16, 34-36,
2. Describe the marketing benefits derived from each of the economic utilities, (form, time, place, possession, and information) and how they add value to products and services.	12-15, 18, Review Your Knowledge #8
3. Analyze the significance of the 4 P's of Marketing, i.e., product, price, place, and promotion.	3, 12-14, 16, Build Your Vocabulary: channel, channel management, marketing-information management (MIM), market planning, pricing, product/service management, selling, 17, Review Your Knowledge #7, 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)
4. Describe each of the marketing core functions, i.e., channel management, marketing information management, marketing planning, pricing, product service management, promotion, and selling.	11-12, 17, Review Your Knowledge #4
5. Explain the marketing concept.	6, 8, Check Your Understanding #2; Build Your Vocabulary: good, service, idea



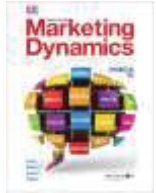
Standards	Correlating Text Pages
6. Compare and contrast consumer and organizational markets.	153-154, 155, Check Your Understanding #2; Build Your Vocabulary: behavioral segmentation, buying status, usage rate, 164, Review Your Knowledge #4; Apply Your Knowledge #2-3; Communication Skills (Writing) ,165, Internet Research (Targeting a Market); Teamwork 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, 168-171, 173-174, 185-186, Review Your Knowledge #1-3, 5; Apply Your Knowledge #1-2, 4-5, 186, Internet Research (Impulse Buying, Consumer Reports)
7. Define target markets and explain their role in marketing.	10 (key term: target market), 16, Build Your Vocabulary: business-to-business (B2B), business-to-consumer (B2C), market, target market, 25-26, 26, Check Your Understanding #4,30, 148-149, 155, Check Your Understanding #2, 164, Review Your Knowledge #2-4; Apply Your Knowledge #3
8. Differentiate between mass marketing and market segmentation.	148-149, 155, Check Your Understanding #1-5, 164, Review Your Knowledge #1-3; Apply Your Knowledge #1-3; Communication Skills (Speaking), 165, Internet Research (Targeting a Market)
9. Explain the concept and types of market segmentation, i.e., demographics, geographic, psychographic, and behavioral.	150-152, 155, Check Your Understanding #2-3; Build Your Vocabulary,164, Review Your Knowledge #3-4; Apply Your Knowledge #2-3; Communication Skills (Writing), 165, Internet Research (Targeting a Market); Teamwork
10. Analyze the impact of culture on communication and marketing in a global economy.	115-119,120 Review and Assessment, 121 Apply Your Knowledge #1-10
G. Economics	
Effective marketing professionals demonstrate knowledge in marketing fundamentals, as needed in their role. The following accountability criteria are considered essential for students in the Marketing programs of study.	
1. Explain the concept of an economy.	72-77
2. Discuss how scarcity and factors of production affect the economy.	25, 73-75, 82-84, 116-117
3. Define free enterprise systems.	12-14, 16 (#5), 80-81
4. Compare and contrast how traditional, market, and command economies answer the three basic economic questions.	79-80
5. Explain why most economies are mixed.	81-84



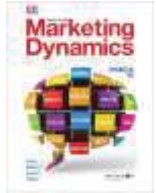
Standards	Correlating Text Pages
6. Identify examples of different political and economic philosophies.	78-81
7. Define supply, demand, and equilibrium.	82-83
8. Explain the supply and demand theory.	82-83
9. Explain how an economy is measured, e.g., GNP, GDP, PPI, and CPI.	90-92, 98 (#3), 103 (#20), 104, Apply Your Knowledge
10. Analyze the key phases of the business cycle.	95-98
H. Price Planning And Strategies	
Effective marketing professionals understand the need for price planning and strategies in marketing, as needed in their role. The following accountability criteria are considered essential for students in the Marketing programs of study.	
1. Identify goals for pricing: profit, market share, and competition.	26, 83, 96-100, 102, 156-162, 162, #1-5, 164, Review Your Knowledge #7, Apply Your Knowledge, #5-7, 10, 234, 235-237, 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, 242, 245, Review Your Knowledge #2, 251, 253, Build Your Vocabulary: prestige pricing 258, Review Your Knowledge #4
2. Explain the factors that affect pricing decisions, i.e., supply and demand, perceived value, cost, and expenses (profit margin, competition).	232-244, 245-247 All activities, 248-257, 258-260 all activities, 583-585, Math Handbook
3. Explain legal and ethical considerations in regards to price planning, e.g., monopolies and price gouging.	252 (key term: MSRP), 253, Build Your Vocabulary, 254-256, 254 (key term: predatory pricing), 254 (key term: bait and switch), 255, Figure 14-1 Laws that Regulate Pricing, 257, Check Your Understanding #1-3; Build Your Vocabulary, 260, Internet Research (Pricing Laws)
4. Compare and contrast demand-, competition-, and cost - oriented basic pricing policies	238-242, 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, 245-246, Review Your Knowledge #3, 6-7, 247, Internet Research Competitive Pricing); Teamwork, 583-585, Math Handbook
5. Analyze various pricing strategies used to attract customers, e.g., odd/even pricing, loss leaders, prestige pricing, everyday low price, and price bundling.	241, 244, Check Your Understanding #2-3; Build Your Vocabulary: base price, competition-based pricing, cost-based pricing, demand-based pricing, keystone pricing, markup, 246, Apply Your Math Skills 247, Teamwork, 250-253, 253, Check Your Understanding #1-5; Build Your Vocabulary: bundling, buy one, get one (BOGO) pricing, captive pricing, even pricing, list price,



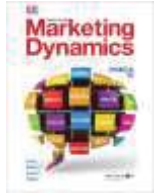
Standards	Correlating Text Pages
	manufacturer's suggested retail price (MSRP), odd pricing, prestige pricing, price lining, price mix, psychological pricing, 258, Review Your Knowledge #1, 3, 5
6. Calculate discounts and allowances that can be used to adjust base prices.	197-198 (discussion of optional features/product options), 248-257, 250 (Captive Pricing), 255 (key term: loss leader), 258-260 all activities, 376 (key term: suggestion selling (upselling); suggestion selling optional features) 379 Build Your Vocabulary: suggestion selling, 583-585, Math Handbook
7. Determine product costs.	238-242, 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, 245-246, Review Your Knowledge #3, 6-7 247, Internet Research (Competitive Pricing); Teamwork, 583-585, Math Handbook
8. Calculate break-even point.	236-237, 237 #5, 488-489, 585, Math Handbook
I. Promotion	
Marketing professionals demonstrate effective promotion skills in marketing, as needed in their role. The following accountability criteria are considered essential for students in the Marketing programs of study.	
1. Explain the role of promotion as a marketing function.	14 (Promotion), 16, Check Your Understanding #2; Build Your Vocabulary: promotion, 17, Review Your Knowledge #5-6, 19, Teamwork, 306-320, 322, Review Your Knowledge #1
2. Critique the various types of promotion.	315-320, 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 press release, public relations (PR), sales promotion, telemarketing, 322-323, Review Your Knowledge #5-10; Apply Your Knowledge #4-10; Apply Your Math Skills #1-2; Communication Skills (Writing, Speaking)
3. Distinguish between public relations and publicity.	319-320, 321 LO17- 2-4
4. Create a news release, incorporating essential elements of a news release.	216 (key term: logo), 218, 220, Build Your Vocabulary: logo, tagline 226, Review Your Knowledge #1, 227, Apply Your Knowledge #1
5. Differentiate the four elements of the promotional mix.	309-310, 322, Apply Your Knowledge #4
6. Define sales promotion.	308



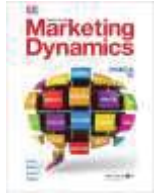
Standards	Correlating Text Pages
7. Explain the use of promotional tie-ins, trade sales promotions, and loyalty marketing programs.	315-316 (key term: embedded marketing [product placement]), 317-319, 322, Apply Your Knowledge #7
8. Explain the concept, purpose, and elements of visual merchandising.	315-320
9. Analyze the responsibilities of the visual merchandiser on the marketing team.	346-350, 351-358
10. Describe the different types of display arrangements.	351-358
11. Create an effective display arrangement.	351-358
12. Explain how artistic elements function in display design.	338-339, 351-358
13. Describe the importance of display maintenance.	356-358
14. Explain the concept and purpose of advertising in the promotional mix.	324-333
15. Describe how Search Engine Optimization and other online marketing techniques are used to for promotion.	329-330, 332
16. Explain legal and ethical considerations in regards to promotion.	326-327
17. Evaluate different types of advertising media, e.g., digital, broadcast, print, and specialty, and the appropriate target audience.	310, 326-333
18. Identify and explain techniques to measure media, e.g., surveys, software tracking systems, and meter data.	331-333, 322-323, Apply Your Math Skills #1-2, 332, Figure 18-3 Pros and Cons of Advertising Media, 333, Check Your Understanding #5; Build Your Vocabulary: circulation, cost per thousand (CPM), frequency, lead time, reach, search engine optimization (SEO), 341, Review Your Knowledge #5, 342, Apply Your Math Skills, all
19. Explain how media measurements and media costs influence business decisions.	313-314, 331-333
20. Create a promotional budget incorporating all the elements of a promotional mix.	334-340, 341, Review Your Knowledge #7 342, Apply Your Knowledge #1-10 386-387, 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
J. SELLING	
Marketing professionals demonstrate effective selling skills in marketing, as needed in their role. The following accountability criteria are considered essential for students in the Marketing programs of study.	
1. Explain the purpose and goal of the selling function and how it is related to the marketing concept.	12-14, 161-162, 364-365
2. Explain legal and ethical considerations in regards to sales.	14, 58, 376



Standards	Correlating Text Pages
3. Demonstrate effective personal selling.	320, 364-365
4. List and analyze the steps in the sales process.	367-368, 370-377
5. Explain feature-benefit selling and how it creates selling points.	368-370
6. List prospecting methods and explain how prospects are qualified.	370-376
7. Explain appropriate ways to handle difficult customers.	380-382
8. Analyze how customers make buying decisions.	169-171, 174, Check Your Understanding # 1-5, 372-373
9. Discuss when and how to determine customer needs.	370-372, 372-373
10. Distinguish objections from excuses.	3-375
11. Explain why one should welcome objections in the sales process.	374-375
12. Explain the five buying decisions on which common objections are based.	3711-377
13. Demonstrate the general four-step method for handling customer objections.	371-377
14. Explain the seven methods of answering objections, identifying when each should be used.	374-375, 381
15. Identify customer buying signals.	372-373, 375
16. List several tips for closing a sale.	375-376, 376-377
17. Decide on appropriate specialized methods for closing a sale.	375-377
18. Demonstrate effective suggestion selling.	376
K. DISTRIBUTION (CHANNEL MANAGEMENT)	
Marketing professionals understand the role of efficient channel management in marketing, as needed in their role. The following accountability criteria are considered essential for students in the Marketing programs of study.	
1. Explain the concept of a channel of distribution.	266-269, 266 (key term: channel of distribution), 272-273, 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
2. Identify channel members.	266-269, 266 (key term: channel of distribution), 272-273, 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
3. Compare different channels of distribution.	269-272, 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



Standards	Correlating Text Pages
	retailer, retailer channel
4. Explain distribution planning.	12, 30, 118, 262-283
5. Name and describe the three levels of distribution intensity.	12, 30, 279-283
6. Explain the effect of the Internet on distribution planning.	268-269, 277
7. Describe the challenges of international distribution planning.	111-112, 115-118, 280
8. Describe the nature and scope of physical distribution.	12 (Place), 16, Build Your Vocabulary: place 17, Review Your Knowledge #5, 30 (Place Strategies), 32, Check Your Understanding #4, 268-269, 273, Check Your Understanding #1-3, 274-277, 280, 280, Check Your Understanding #1-2, 5 282, Review Your Knowledge #1, 10; Apply Your Knowledge #7-8 283, Internet Research (Advantages of Buying Local), 347-348
9. Identify transportation systems and services that move products from manufacturers to consumers.	267-268, 273, Check Your Understanding #2-4
10. Name the different kinds of transportation service companies.	274-277, 275, Figure 15.4, 280, Build Your Vocabulary
11. Explain the concept and function of inventory storage.	295, 301, Review Your Knowledge #6
12. Identify the types of warehouses.	12, 30, 278
13. Discuss distribution planning for international markets.	30, 108-112, 118, 280
14. Explain legal and ethical considerations in distribution.	30
15. Map an appropriate distribution channel based on a particular item and situation.	274-280
L. MARKETING INFORMATION MANAGEMENT	
Marketing professionals understand the role of efficient channel management in marketing, as needed in their role. The following accountability criteria are considered essential for students in the Marketing programs of study.	
1. Explain the nature and scope of the marketing information management function.	128-137, 137, Check Your Understanding #1-5
2. Define marketing research.	138-141, 142, Check Your Understanding #1-5
3. Differentiate between primary and secondary marketing research and data collection methods.	129-135, 137, Check Your Understanding #1-5
4. Analyze a marketing research case study to develop a strategy that will increase sales and profits.	129-135, 137, Build Your Vocabulary, 143, Review Your Knowledge #3-5, 144, Apply Your Math Skills; Communication Skills (Writing), 145, Internet Research (Effective Surveys); Teamwork



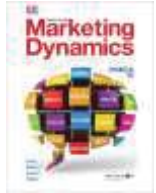
Standards	Correlating Text Pages
M. PRODUCT AND SERVICE MANAGEMENT	
Marketing professionals understand the role of efficient channel management in marketing, as needed in their role. The following accountability criteria are considered essential for students in the Marketing programs of study.	
1. Explain the nature and scope of the product/service management function.	199-200, 200, Check Your Understanding #5, 211, Review Your Knowledge #1-3,5
2. Identify the impact of product life cycles on marketing decisions.	210, Check Your Understanding #5, 213, Internet Research
3. Apply various branding elements to position products, e.g., brand name, trademark, trade name, and trade character.	199-200, 205-208, 216-220, 221-226
4. Describe the nature and purpose of product bundling, warranties, and guarantees.	199-200, 205-208
5. Explain the concept of product mix.	196-197, 200, Build Your Vocabulary, 211, Review Your Knowledge #4
6. Plan the product mix or determine services to be provided to customer.	194-209
N. MARKETING PLAN	
Marketing professionals understand the role of efficient channel management in marketing, as needed in their role. The following accountability criteria are considered essential for students in the Marketing programs of study.	
1. Explain the basic elements of a marketing plan and how each component of the marketing plan contributes to successful marketing.	22-32
2. Conduct a SWOT and PEST analysis to plan for opportunities in the market.	24-25, 115-118, 159, 178
3. Develop an effective marketing plan that includes, but not limited to, executive summary, situation analysis, objectives, marketing strategies, implementation, evaluation and control, and measures that can be used to quantify and/or qualify the results of the plan.	12-14, 24-25, 24, Figure 2-3 SWOT Analysis
O. PROFESSIONAL DEVELOPMENT	
Marketing professionals understand the role of efficient channel management in marketing, as needed in their role. The following accountability criteria are considered essential for students in the Marketing programs of study.	
1. Examine the marketing career cluster and the five marketing majors in the cluster.	509-514
2. Discuss the required courses in each of the marketing majors and how they relate to the majors.	504-509, 509-514
3. Explain the significance of students becoming CTE completers in the marketing program,	509-514



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Standards	Correlating Text Pages
4. Research careers, career trends, and opportunities found in the Marketing cluster.	509-514
5. Research education and training requirements for a particular career.	509-514
6. Create a résumé and cover letter.	533-534, Apply Your Knowledge