



Goodheart-Willcox Publisher Correlation of Marketing Dynamics ©2019 to Tennessee Department of Education CTE Standards Course: Marketing & Management I: Principles (5931)		
STANDARD		CORRELATING PAGES
Role of Marketing		
1	Define marketing and describe the marketing benefits derived from each economic utility (form, time, place, possession, and information). Discuss how each benefit adds value to products and services.	Instruction: Pg. 6–7 Marketing Is More Than an Advertisement; 14–15 Economic Utility; 15–16 Benefits of Marketing; 41 Marketing; 157 Price or Nonprice Competition Application: Pg.18 AYK #2, IR Definition of Marketing
2	Describe each marketing core function (i.e., channel management, marketing information management, market planning, pricing, product service management, promotion, and selling) and supply examples of how each of these functions support the marketing concept.	Instruction: Pg. 9–11 Marketing Concept; 12–14 Functions of Marketing; 118–119 Promotion; 128–135 Marketing Research; 199–200 Product/Service Management; 209 Impact on the Marketing Mix; 278–280 Supply Chain; 308–320 Promotion Application: Pg. 18 CS Writing, Speaking; 322 AYK #5; 323 IR Viral Marketing
Marketing Mix		
3	Examine the marketing mix; select a product or service and construct a visual representation with details and examples illustrating each of the four P’s (product, place, price, and promotion) of that particular product or service.	Instruction: Pg. 11–12 Marketing Mix; 30 Marketing Mix; 118–119 Global Marketing Strategies; 194 What Is Product?; 234–244 Price; 266–269 Place; 308–309 Marketing Promotion Application: Pg. 19 Teamwork; 34 AYK #2; 121 AYK #4; 246 AYK #2; 323 Teamwork
4	Analyze the elements of a marketing plan and retrieve sample templates or exemplars from real companies (use local sources or Internet searches of prominent businesses). Discuss common elements of each marketing plan and identify the different objectives that the companies outlined in each plan, citing specific textual evidence.	Instruction: Pg. 22–32 Marketing Plan; 393 Plan Application: Pg. 34 AYK #1, 8; 35 IR Marketing Plans
5	Explain the concept of market segmentation. Cite textbook(s) and case studies in a discussion of how market segmentation is used as a company strategy to increase its market share.	Instruction: Pg. 25–26 Target Market; 26 Competitive Analysis; 149–154 Market Segmentation; 161–162 Sales Analysis; 235–236 Maximize Sales Application: Pg. 164 AYK #3; 165 IR Targeting a Market, Teamwork
6	Conduct a SWOT analysis on a company and/or student organization, identifying its most significant strengths, weaknesses, opportunities, and threats. Highlight the	Instruction: Pg. 24 SWOT Analysis; 25–26 Target Market; 149–154 Market Segmentation; 159 SWOT Analysis Application: Pg.34 AYK #5; 164 AYK #10

	techniques or specific results of market segmentation by including demographic, psychographic, and geographic data in the analysis.	
7	Using the same company as in the SWOT analysis, produce a marketing plan with the objective of increasing the company's market share by targeting a non-traditional customer. Outline specific marketing strategies, implementation plans, and evaluation standards. Explain the measures that will be used to quantify and/or qualify the results of plan implementation (e.g., employing website metrics to track the response rate for a fundraising campaign).	<p>Instruction: Pg. 22–32 Marketing Plan; 161–162 Sales Analysis; 235–236 Maximize Sales; 314 Evaluation</p> <p>Application: Pg. 34 AYK #10; 35 IR Metrics</p>
Economics		
8	Explain the concept of economy, delineating between micro and macroeconomic principles, and discuss how scarcity and factors of production require nations to make economic choices. Compare and contrast how the various economic systems (traditional, market, command, mixed) try to answer the questions: “What to produce? How to produce it? For whom to produce?”	<p>Instruction: Pg. 72 Macroeconomics; 72–73 Microeconomics; 73–75 Factors of Production; 75–77 Economic Problem; 78–82 Economic Systems</p> <p>Application: Pg. 85–86 AYK #3–4; 86 CS Writing; 87 IR Scarcity, Economic Systems</p>
9	Explain how the following economic indicators are used in a market economy for business analysis and marketing decisions: gross domestic product (GDP), standard of living, inflation rates, interest rates, unemployment rate, productivity rates, stock market reports, and consumer price index (CPI). Demonstrate the ability to retrieve and interpret figures from public websites such as the International Monetary Fund (IMF), World Bank, and the Federal Reserve System in order to assess the overall economic health of nations and markets.	<p>Instruction: Pg. 74 Labor; 80–81 Market Economy; 90–95 Economic Indicators; 97–98 Economic Indicators and the Business Cycle; 117 Standard of Living, Economic Indicators; 204–205 Business Analysis</p> <p>Application: Pg. 85 AYK #1; 104 AYK #1–4; 105 IR Economic Indicators, Teamwork</p>
10	Produce a graphic illustration of the business cycle (recession, depression, recovery, and peak) and describe what happens to the economy at each stage of the business cycle. Cite examples of businesses that could flourish in each stage of the cycle.	<p>Instruction: Pg. 95–97 Business Cycle; 97–98 Economic Indicators and the Business Cycle</p> <p>Application: Pg. 104 AYK #7–8</p>



11	<p>Explain the characteristics of the free enterprise system. Argue for or against the claim that private ownership, competition, risk, and the profit motive benefit society. Critique the arguments of others and cite evidence to develop original claim(s) and counterclaim(s).</p>	<p>Instruction: Pg. 80–81 Market Economy; 83 Profit Motive, Competition Application: Pg. 86 AYK #9–10; 87 Teamwork</p>
12	<p>Distinguish between price and non-price competition; provide five non-price examples of competition for customers.</p>	<p>Instruction: Pg. 102 Promote Competition; 157 Price or Nonprice Competition Application: Pg. 104 AYK #9; 164 AYK #7</p>
13	<p>Explain the theory of supply and demand by diagramming a recent purchase of both an elastic and non-elastic product. Use the price paid at the time of the purchase as the equilibrium price; show the impact on price due to an increase or decrease in demand or supply.</p>	<p>Instruction: Pg. 82–83 Supply and Demand; 238–243 Price Influencers Application: Pg. 86 AYK #8–9, AYMS #3; 246 AYK #5</p>
14	<p>Explain the role of government in the private enterprise system. Identify federal regulatory agencies and laws that protect workers. Cite textual evidence from news media or textbook(s) to support an identification of examples of events that led to the creation of a specific piece of legislation and how changes in laws impact trade with both domestic and foreign customers.</p>	<p>Instruction: Pg. 45 Employment and Labor Law; 80–81 Market Economy; 100–102 Role of Government in the US Economy; 111 Trade Policy Application: Pg. 50 AYK #7–10, CS Reading; 51 IR Lemon Laws, Teamwork; 87 IR Economic Systems; 104 CS Writing, 105 IR Role of Government in the Free-Enterprise System, Federal Worker Protection, Teamwork; 122 IR Protectionism, Teamwork</p>
International Marketing and the Global Marketplace		
15	<p>Discuss the concept of U.S. protectionism and cite a recent example from news media in which this principle has been referenced, critiqued, or defended. Identify major trade barriers and trade alliances, such as the North American Free Trade Agreement (NAFTA), and craft an original argument for or against U.S. protectionism. Support reasoning with evidence and make recommendations to maintain or remove sanctions affecting a given industry or country.</p>	<p>Instruction: Pg. 111 Trade Regulations; 111–112 Trade Agreements Application: Pg. 122 IR Protectionism, Teamwork</p>
16	<p>Understand the impact of international organizations and treaties, including but not limited to the North American Free Trade Agreement (NAFTA), World Trade Organization (WTO), General Agreement on Tariffs and Trades (GATT), and the European Economic Community (EEC). Explain the benefits to</p>	<p>Instruction: Pg. 111 Trade Regulations; 111–112 Trade Agreements Application: Pg. 122 IR Protectionism, Teamwork</p>



	nations derived from forming these associations, and discuss whether benefits flow equitably to all countries involved.	
17	Conduct a global environmental scan by selecting a country and identifying a high-growth industry within that country. Create a new product customization or adaption not currently on the local market. Support product innovation based on research gathered through the scan.	Instruction: Pg. 115–118 Global Environmental Scan; 118–119 Promotion; 201–203 New Product Application: Pg. 121 AYK #3; 122 IR Product Adaptations
Distribution and Channel Management		
18	Describe the major modes of transportation involved in the distribution of goods, including advantages and disadvantages of each, and identify the types of products best suited for delivery via each mode of transportation.	Instruction: Pg. 266–273 Channels of Distribution; 274–277 Transportation Application: Pg. 282 AYK #2, 7, CS Reading, Writing; 283 IR Digital Delivery, Teamwork
19	Cite examples of how retail institutions' delivery and distribution channels in other countries differ from those in the United States. Determine how recent technological advancements have impacted the operations of warehouses and distribution centers and illustrate the challenges that still exist in developing countries.	Instruction: Pg. 266–273 Channels of Distribution; 277–278 Storage Application: Pg. 280 CYU #5; 282 RYK #10; 283 IR Global Distribution
Selling		
20	Explain feature/benefit selling. Break down a selected product into the features and benefits most likely to resonate with a target population, and translate five product features into five customer benefits.	Instruction: Pg. 148–149 Target Market; 157 Price or Nonprice Competition; 197–198 Features; 368–369 Product Training Application: Pg. 384 AYK #7; 385 Teamwork
21	Identify and distinguish between high touch versus low touch selling, conversational marketing, and drip marketing. Select a local business and investigate how they approach these sales techniques.	Instruction: Pg. 14 Selling; 371–372 Approach the Customer Application: Pg. 384 AYK #4–5; 385 IR Relationship Selling
22	Investigate forms of prospecting to include unsolicited calls (cold calls), door to door in person visits, referrals, webinars, seminars, networking, content marketing, and, especially, social media. Create an infographic that reflects identified forms of prospecting and the extent to which each is used, focusing on different types of social mediums used.	Instruction: Pg. 56 Customer Privacy; 136 Social Media; 313 Employability Skills; 330–331 Social Media; 370 Identify Potential Customers; 434–435 Telephone Calls Application: Pg. 322 AYK #10; 323 IR Content Marketing; 343 IR Social-Media Advertising; 384 AYK #5



	Discuss maintaining customer relations through different forms of social networking.	
23	<p>Role-play the position of sales associate to a fellow classmate posing as a customer. Prepare a mock sales demonstration while taking one's customer through the following steps:</p> <ol style="list-style-type: none"> Identify the approach Determine needs Present the product Overcome the objections Close the sale (using a variety of purchase options: cash, credit, layaway) Offer suggestive selling Relationship management 	<p>Instruction: Pg. 178–179 Business-Customer Buying Decisions; 365 Business-to-Business (B2B) Selling; 367 Presentation Skills; 370–377 Sales Process Application: Pg. 185 AYK #4; 385 CS Speaking, Teamwork</p>
24	Explore customer relationship management strategies by formally or informally interviewing managers or other employees at local businesses. Draft a plan for maintaining and strengthening a company's relationship with its customers by identifying frequency and types of contacts, value-added services to be offered, and other activities, including social media marketing, aimed at improving customer satisfaction, loyalty, and advocacy.	<p>Instruction: Pg. 10–11 Customer Satisfaction; 14–15 Economic Utility; 29 Social Media; 56 Customer Privacy; 331–333 Cost of Placement; 336 Evaluate; 370 Identify Potential Customers; 372–373 Determine the Customer's Needs Application: Pg. 19 IR Customer Service; 343 IR Social-Media Advertising, Advertising Media by Generation; 384 AYK #5, 9–10; 385 IR Relationship Selling, Customer Service</p>
Product Development, Branding, Packaging, and Labeling		
25	Describe the process of new product and/or service development, including what marketing activities must occur prior to product launch. Design a chart illustrating the key steps (e.g., idea generation, screening, development, testing, introduction, and evaluation of customer acceptance) in new product development.	<p>Instruction: Pg. 201–203 New Product; 203–207 New-Product Development Application: Pg. 212 AYK #9; 213 CS Speaking</p>
26	Discuss the nature, scope, and importance of branding in product planning. List three different types of brands (Generic, Private, and National). Explain how branding strategies are used to meet sales and company goals, and	<p>Instruction: Pg. 28 Company Goals; 29 Sales Goals; 196–199 Product Planning; 216–225 Branding Application: Pg. 227 AYK #8; 227–228 CS Writing; 228 IR Branding Strategies, Rebranding</p>

	examine a case study of a successful or failed business attempt at a rebranding effort. Example businesses could include Coke, JCPenney, and Old Spice.	
27	Identify the functions of labeling. Cite examples of how and why changes have been made to product labels over the course of history.	Instruction: Pg. 194–209 Product; 217 Packaging Application: Pg. 220 CYU #2; 228 IR History of Labeling
Introduction to Promotion		
28	Identify the types of promotion (such as, but not limited to, advertising, direct marketing including social media marketing, sales promotion, personal selling, and public relations) and describe the concept of the promotional mix. Give examples of why all elements of the promotional mix must be coordinated. Identify the major types of advertising media and cite the pros and cons of each.	Instruction: Pg. 12 Promotion; 30–31 Promotion Strategies; 60 Social Media; 309–311 Promotional Strategies; 315–320 Types of Promotion; 326–327 Advertising; 327–331 Types of Advertising Media; 364–365 Value of Personal Selling Application: Pg. 34 AYK #3; 322 AYK #4–7, 10; 323 CS Speaking; 342 AYK #4; 343 IR Effective Campaigns, Social-Media Advertising, Advertising Media by Generation; 385 IR Relationship Selling
29	Identify the main components of a print advertisement. Design an original ad layout incorporating principles of the components most commonly found in print media.	Instruction: Pg. 327–328 Print Media; 336–339 Elements of an Advertisement Application: Pg. 342 AYK #9; 385 Teamwork
30	Using suitable strategies from the promotional mix, create a product promotional campaign for a local business and or student organization that includes the following steps: a. Establish objectives b. Identify the target market c. Design the theme and promotional message d. Select promotional activities, to include plans for promotion through different forms of social media, and provide timeline e. Allocate budget amounts f. Measure results	Instruction: Pg. 12 Promotion; 25–26 Target Market; 30 Target Market; 30–31 Promotion Strategies; 31 Timeline; 31–32 Budget; 148–149 Target Market; 308–314 Promotion Basics; 330–331 Social Media Application: Pg. 322 AYK #2, 10; 323 CS Writing; 342 AYK #3, 5, 7, 9–10
31	Research the elements of visual merchandising and explain how artistic elements function in a display design. Illustrate how proper and	Instruction: Pg. 347–350 Elements of Visual Merchandising; 351–354 Elements of Design; 354–355 Principles of Design



	creative use of visual merchandising can drive sales, citing successful examples.	Application: Pg. 360 AYK #1, 5–7, CS Listening, Speaking; 360–361 IR
Career Development		
32	Identify career opportunities in marketing. Using real-time labor market data, research opportunities for job growth in the field. Take a career interest inventory to assess goals and aptitudes, and develop a career plan based on the results.	Instruction: Pg. 10 Careers; 47 Careers; 79 Careers; 115 Careers; 149 Careers; 199 Careers; 235 Careers; 278 Careers; 316 Careers; 355 Careers; 397 Careers; 427 Careers; 474 Careers; 505 Aptitudes; 506 Interests; 506–508 Setting Goals; 508–509 Creating a Career Plan; 518 Careers; 561 Careers Application: Pg. 526 AYK #3, 7; 526–527 CS Writing, Speaking; 527 IR
33	Using online employment resources, conduct a job search for a marketing position. Choose two postings and create a Venn diagram illustrating the unique qualifications for each job as well as the common qualifications between them.	Instruction: Pg. 502–504 Exploring Career Options; 538–539 Managing the Job Search Application: Pg. 526 AYK #8; 551 IR Online Job Search
34	In preparation for a future career in marketing, sales, advertising, or promotion, develop a professional digital portfolio that can be presented to prospective employers. Content artifacts may include cover letter, resume with technical skills attained, certifications, awards, community service projects, membership in professional organizations, follow-up letter, and samples of project work.	Instruction: Pg. 19 PD; 368–369 Product Training; 513 Professional Associations and Organizations; 519 Professional Certification; 533–535 Résumé; 535–536 Cover Message; 536–537 Portfolio; 543–544 Writing Follow-Up Messages Application: Pg. 65 PD; 87 PD; 105 PD; 122 PD; 145 PD; 165 PD; 187 PD; 213 PD; 228 PD; 247 PD; 260 PD; 283 PD; 302 PD; 323 PD; 343 PD; 361 PD; 385 PD; 403 PD; 421 PD; 444 PD; 465 PD; 479 PD; 496 PD; 527 PD; 550 AYK #3–5, 8–9; 551 PD; 567 PD
35	Participate in a mock interview with local business partners, mentors, and or through participation in a student organization event. Prior to the interview, prepare a paper that includes the following: tips on dress and grooming, most commonly asked interview questions, appropriate conduct during an interview, and recommended follow-up procedures.	Instruction: Pg. 541 Dressing for the Interview; 541–543 Preparing for Interview Questions; 543–544 Writing Follow-Up Messages Application: Pg. 550 AYK #7; 551 CS Writing, Teamwork