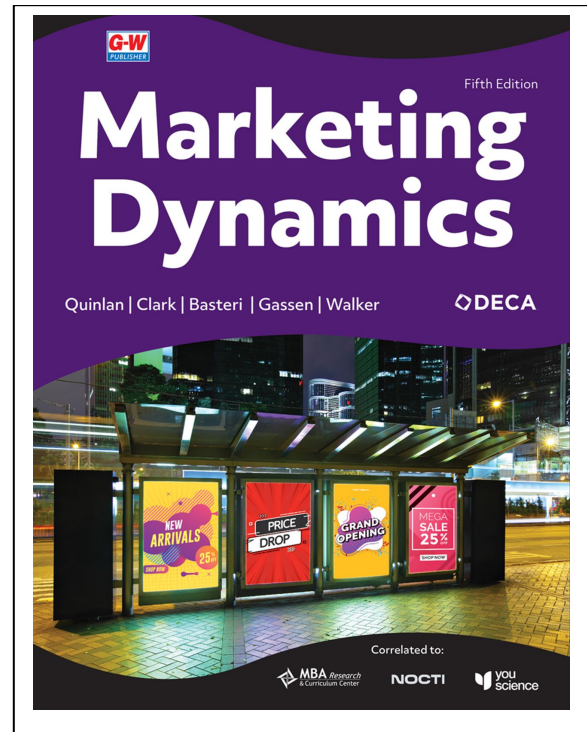




Correlation of
Marketing Dynamics, 5e
Quinlan, Clark, Basteri, Gassen, Walker
(Goodheart-Willcox Publisher ©2024)
to
Alabama Course of Study
Marketing Course: Marketing Principles

Marketing Dynamics provides a comprehensive framework of the concepts of marketing, including the four Ps of marketing—product, place, price, and promotion—as well as a foundation in related economic and business principles. The marketing concepts and activities presented help students connect real-world learning to the classroom. Students will be guided through the process of creating their own marketing plan.

The content of **Marketing Dynamics** correlates to the standards for the Alabama Course of Study Marketing Course: Marketing Principles. These standards, developed by the Alabama Career and Technical Education Course of Study Committee and Task Force, were developed by educators and business and community leaders to provide a foundation for building high-quality marketing programs across the state. Implementing the content of this document through appropriate instruction will promote students’ exploration and enhance their preparation for further study and careers in a variety of business and marketing fields.



Correlation of *Marketing Dynamics* ©2024 to Alabama Course of Study Marketing Course: Marketing Principles—page 2

Standards / Objectives / Indicators	G-W Content
FOUNDATION STANDARDS	
Each foundational standard completes the stem “Students will...”	
1. Incorporate safety procedures in handling, operating, and maintaining tools and machinery; handling materials; utilizing personal protective equipment; maintaining a safe work area; and handling hazardous materials and forces.	176-179
2. Demonstrate effective workplace and employability skills, including communication, awareness of diversity, positive work ethic, problem-solving, time management, and teamwork.	550-555
3. Explore the range of careers available in the field and investigate their educational requirements, and demonstrate job-seeking skills including resume-writing and interviewing.	556-565, 575-586
4. Advocate and practice safe, legal, responsible, and ethical use of information and technology tools specific to the industry pathway.	550-555
5. Participate in a Career and Technical Student Organization (CTSO) to increase knowledge and skills and to enhance leadership and teamwork.	564-565
6. Discuss and demonstrate ways to value diversity.	550-555
MARKETING PRINCIPLES CONTENT STANDARDS	
Each content standard completes the stem “Students will...”	
Distribution	
1. Apply knowledge of logistics (distribution) and channel management to manage supply-chain activities.	
a. Explain the nature and scope of channel management and distribution. <i>Examples: transportation, storage, buying, shipping, receiving</i>	320-335
b. Contrast the functions of retailers, wholesalers, agents, and brokers.	320-324
c. Describe the use of technology in channel management and distribution and explain how it affects the cost of products.	320-324
Economics	

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Standards / Objectives / Indicators	G-W Content
2. Gather and share information about the economic environments in which customers function.	
a. Examine various economic systems to determine how each establishes what will be produced, how it will be produced, and for whom it will be produced.	108-113
b. Explain how traditional, command, market, and mixed economic systems affect private ownership and the role of government in each economic system.	108-113
c. Identify various measurements used to analyze an economy and explain how those measures relate to supply and demand in the marketing process.	120-127
Entrepreneurship	
3. Identify concepts, processes, and behaviors associated with successful entrepreneurs.	508-512
Global Marketing	
4. Demonstrate knowledge of international business and marketing concepts.	
a. Contrast international and domestic business and marketing.	138-149
b. Explain why nations and companies engage in international trade.	138-149
c. Explain the importance of marketing in a global economy.	138-149
d. Identify factors affecting international trade. Examples: culture, political structure, barriers to trade, currency fluctuations, comparative advantage	138-149
Marketing	
5. Explain marketing principles in relation to the free enterprise system and the global trade environment.	
a. Define marketing and explain its role in the economy.	6-15
b. Utilize basic marketing terminology. Examples: market segmentation, target marketing, marketing positioning	6-33
c. Explain key terms related to the global trade environment.	138-149

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Standards / Objectives / Indicators	G-W Content
6. Evaluate how the “four P’s” of marketing (Product, Price, Place, Promotion) directly impact businesses and the sales process.	11-12, 31-32
7. Utilize knowledge of marketing concepts to explain the scope and impact of marketing on the economy.	
a. Explain marketing functions and their related activities.	6-33
b. Analyze elements of the marketing mix.	242-459
c. Explain the concepts of a market, market segmentation, and market identification.	40-47
d. Relate marketing concepts to customers’ needs and wants.	22-33, 40-47
8. Evaluate and modify business and marketing systems to facilitate business activities.	
a. Describe types of business activities.	64-69
b. Explain types of business ownership.	516-519
c. Identify and explain trends and developments in marketing.	6-15
d. Explain the importance of corporate social responsibility (CSR).	89-91
Marketing Information Management	
9. Describe how business and marketing decisions are influenced by marketing information and research.	
a. Explain the nature and scope of the marketing information management function.	372-377, 384-391
b. Describe the types of marketing research, including advertising, product, market, and sales, and the differences between quantitative and qualitative data.	22-33
c. Contrast primary and secondary data.	22-27, 196-211
d. Describe data-collection methods. <i>Examples: observations, mail, telephone, Internet, discussion/focus groups, interviews, scanners</i>	196-211
e. Identify trends and limitations in marketing research, including the impact of social media.	196-211
Pricing	

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Standards / Objectives / Indicators	G-W Content
10. Evaluate pricing strategies in terms of maximizing return and meeting customers' perceptions of value.	
a. Explain the nature and scope of the pricing function.	286-295
b. Explain factors affecting pricing decisions.	289-295
c. Distinguish between market share and market position as they relate to pricing.	289-295
d. Compare and contrast markup, markdown, sale prices, and discount dollars and percentages.	302-305
e. Explain the impact of product life cycles on marketing decisions	249-250, 257-259
Product and Service Planning	
11. Employ processes and techniques to develop, maintain, and improve a product/service mix to utilize market opportunities.	
a. Explain the nature and scope of the product/service management function.	160-163
b. Explain the concepts of product mix and product/service branding.	266-275
c. Identify methods and techniques for generating a product idea.	218-229
d. Detail procedures for positioning products and services	364-371, 372-377
Promotion	
12. Demonstrate promotional knowledge and skill for communicating information to achieve a desired marketing outcome.	
a. Identify the elements of the promotional mix and explain the role of promotion as a marketing function.	372-377
b. List and explain promotional channels used to communicate with targeted audiences.	366-377
c. Explain and identify the types of advertising and their costs. <i>Examples: social media, print, digital</i>	384-391
d. Explain the role of a promotional plan	364-366
Selling	
13. Employ effective processes and techniques to sell goods, services, and ideas.	

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Standards / Objectives / Indicators	G-W Content
a. Explain the nature and scope of the selling function and the role of marketing as a complement to selling.	445-447
b. Explain the nature of sales channels.	447-453
c. Analyze product information to identify product features and benefits and their role in selling.	446-447
d. Explain the selling process and demonstrate sales techniques.	445-453
Marketing Communications	
14. Integrate written, digital, and verbal messages to achieve effective marketing communications.	480-481, 550-555
Interpersonal Skills	
15. Explain the nature and scope of teamwork and human relations.	
a. Describe the role of interpersonal skills, networking, and politics in the workplace.	550-555
b. Explain the importance of stress management, negotiation, and conflict-resolution skills	550-555
Finance	
16. Utilize financial knowledge and skill to facilitate marketing decisions.	
a. Explain the importance of financial planning in business.	64-70, 533-539
b. Correlate profit, cash flow, margin, and sales to the financial plan.	64-69
c. Describe the various types of financial records that should be analyzed when making marketing decisions.	67-69
Legal Issues	
17. Summarize state and federal laws and regulations associated with marketing.	71-77