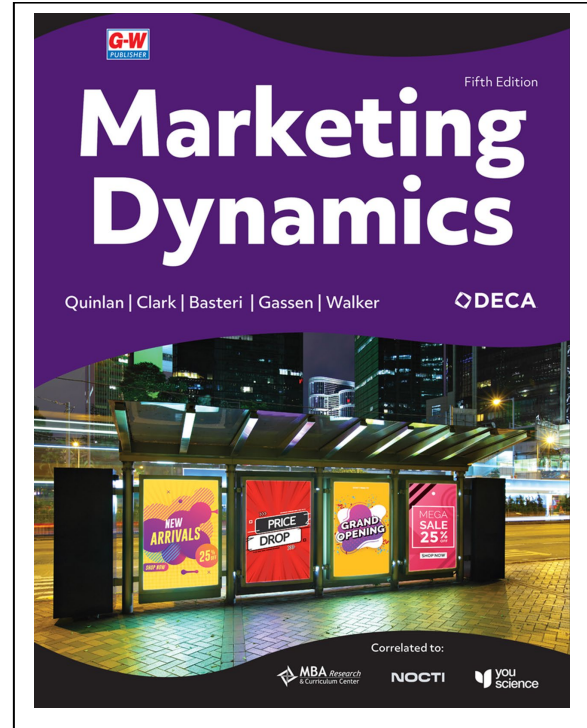




*Correlation of*  
**Marketing Dynamics, 5e**  
**Quinlan, Clark, Basteri, Gassen, Walker**  
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to  
**California Marketing, Sales, and Services: Marketing Pathway**

**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 California Marketing, Sales, and Services: Marketing Pathway. California’s Standards for Career Ready Practice are based on the Career Ready Practices of the Common Career Technical Core (CCTC), a state-led initiative sponsored by the National Association of State Directors of Career Technical Education Consortium (NASDCTEC). The Marketing Pathway standards emphasize training to meet the growing need for marketing professionals with skills in communication, advertising, marketing strategies, product and service management, and promotion and selling concepts.



<b>Standards / Objectives / Indicators</b>	<b>G-W Content</b>
<b>A. MARKETING PATHWAY STANDARDS</b>	
<b>A1.0 Demonstrate an understanding of business fundamentals, uses and application of technologies, communications, and basic management functions.</b>	
A1.1 Describe current business and marketing trends	6-7, 8 (Exploring Marketing Careers)
A1.2 Describe tools, techniques, systems used to plan, staff, lead and organize in human resources.	160-163
A1.3 Explain the role of business and society.	64-69, 71-77, 75 (Figure 4-9 FTC’s Bureau of Consumer Protection)
A1.4 Compare and contrast advantages and disadvantages of business ownership.	105, 513-519, 524-539, 544-545
A1.5 Evaluate governmental and trade regulations affecting business and marketing efforts.	71-77, 80 (Internet Research)
A1.6 Explore ways technology impacts business competitiveness.	392-397, 404-411, 412-417
A1.7 Examine management styles and the role of management in marketing.	160-163, 161 (Figure 9-1 Management Functions), 164-169, 168 (Figure 9-4 Effective Teams), (Figure 9-5 Conflict Resolution Model)
A1.8 Assess the importance of leadership and management in the multicultural environment.	162, 167-168, 550-555
A1.9 Use digital and graphic design in creation of advertising.	385-391, 392-397
<b>A2.0 Demonstrate an understanding of basic economic concepts, economic systems, cost-profit relationships, economic indicators and trends, as well as international concepts.</b>	
A2.1 Describe the nature of current economic problems and challenges.	102-106, 103 (Figure 6-1 Factors of Production), 105 (Figure 6-3 Three Economic Questions), 111-113, 111 (Figure 6-7 Continuum of Economic Systems)
A2.2 Explain the concept of economic resources.	103-106, 103 (Figure 6-1 Factors of Production), 139-140, 140 (Figure 8-2 Currency Exchange Rates), 147
A2.3 Explain the principles of supply and demand.	111-113, 111 (Figure 6-7 Continuum of Economic Systems), 112 (Figure 6-8 Law of Supply and Demand) (Figure 15-3 The principle of supply and demand)
A2.4 Explain the role of profit as an incentive in a market economy.	113
A2.5 Determine forms of economic utility created by marketing activities.	196-205, 198 (Figure 11-1 Differences Between Qualitative and Quantitative Data), 199 (Social Media), 206-211, 286-295, 302-309, 320-327, 328-335
A2.6 Determine factors affecting business risk.	111-113, 111 (Figure 6-7 Continuum of Economic Systems), 112 (Figure 6-8 Law of Supply and Demand), 174-191

<b>Standards / Objectives / Indicators</b>	<b>G-W Content</b>
A2.7 Examine the causal relationship between scarcity and choices.	111-113, 111 (Figure 6-7 Continuum of Economic Systems), 112 (Figure 6-8 Law of Supply and Demand)
A2.8 Distinguish between economic goods and services.	130, 138-142, 143-149
A2.9 Explore the relationship of government and business.	129-131, 131 (Figure 7-6 Federal Antitrust Laws)
A2.10 Compare and contrast various economic systems.	108-111, 108 (Figure 6-5 Systems), 110 (Figure 6-6 Characteristics of Free Enterprise)
A2.11 Analyze the impact of organized labor and/or divisions of labor on productivity.	508-512
A2.12 Measure current economic conditions.	102-106, 103 (Figure 6-1 Factors of Production), 108-113, 111 (Figure 6-7 Continuum of Economic Systems)
A2.13 Assess the impact of cultural and social environments on world trade and marketing.	138-142, 139 (Figure 8-1 US Export Totals for 2021), 142 (Figure 8-3 United States-Mexico-Canada Agreement (USMCA), 143-149, 152 (Teamwork)
<b>A3.0 Demonstrate the importance of legal, ethical and financial issues in business marketing decisions.</b>	
A3.1 Describe sources for financing businesses.	533-539
A3.2 Describe the use of technology in the financing function.	533-539
A3.3 Define the significance of ethical behavior in the workplace.	84-88, 85 Marketing Ethics), 87 (Figure 5.2 Unfair Pricing Practices), 89-91, 90 (Social Media)
A3.4 Explain the nature and scope of financing.	533-539
A3.5 Identify and analyze the risks associated with obtaining business credit.	231-233, 533-539
A3.6 Examine legal issues affecting business such as trade, environmental, personnel, truth in advertising, and workplace regulations.	71-78, 73 (Figure 4-7 US Employment and Labor Laws), 74 (Figure 4-8 US Business Finance Regulations), 75 (Figure 4-9 FTC's Bureau of Consumer Protection), 80 (Internet Research)
A3.7 Analyze the critical relationships between the banking and marketing industries.	164-169
<b>A4.0 Implement the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business marketing decisions.</b>	
A4.1 Identify considerations in planning and implementing marketing strategies.	196-205, 200 (Figure 11-2 Creating a Survey), 202 (Figure 11-4 Federal Governmental Data Sources), 206-211, (Teamwork), 218-224, 225-229
A4.2 Demonstrate the role of technology in marketing information systems.	196-205, 206-211, 214 (Internet Research)
A4.3 Explain the nature of sales forecasting.	442-449
A4.4 Explain why beginning with quality market research is more likely to ensure success.	196-205, 206-211, 214 (Internet Research)

Standards / Objectives / Indicators	G-W Content
A4.5 Assess marketing information needs.	196-205, 206-211, 214 (Internet Research), 218-224, 225-229, 236 (Internet Research)
A4.6 Compare and contrast tools for conducting and analyzing marketing research.	196-205, 205 (Figure 11-5 Marketing-Information System Activities), 206-211, 214 (Internet Research)
A4.7 Analyze the role of ethics as it relates to marketing information management.	84-88, 85 (Marketing Ethics), 87 (Figure 5.2 Unfair Pricing Practices), 89-91, 90 (Social Media)
A4.8 Assess global trends and opportunities.	138-142, 139 (Figure 8-1 US Export Totals for 2021), 142 (Figure 8-3 United States-Mexico-Canada Agreement (USMCA), 143-149, 152 (Teamwork)
A4.9 Conduct competitive analysis.	194-214
A4.10 Set a marketing budget.	286-288, 289-295, 302-305
A4.11 Develop a marketing campaign and write a marketing plan.	225-229, 238-239
<b>A5.0 Demonstrate an understanding of the nature and scope of the product/service management function, quality assurance, product mix, positioning, and other market product considerations.</b>	
A5.1 Explain the nature and scope of product/service management.	161-163, 161 (Figure 9-1 Management Functions), 164-169, 168 (Figure 9-4 Effective Teams), 172 (Internet Research), 249-250
A5.2 Demonstrate an understanding of the importance of ensuring quality of products and services.	65, 66 (Figure 4-2 Four Functions of Business), 84-88, 87 (Figure 5.2 Unfair Pricing Practices), 249-250
A5.3 Assess the needs of product/service management.	65, 66 (Figure 4-2 Four Functions of Business), 84-88, 87 (Figure 5.2 Unfair Pricing Practices), 249-250
A5.4 Evaluate the types of product/service management.	65, 66 (Figure 4-2 Four Functions of Business), 84-88, 87 (Figure 5.2 Unfair Pricing Practices), 249-250
A5.5 Evaluate the importance of the product mix.	251-255
A5.6 Analyze factors marketers use to position products and businesses such as branding, packaging, labeling, legal considerations, product life cycle and management techniques for each level of the life cycle, purchasing functions.	71-77, 320-327, 328-335
A5.7 Analyze how creativity, compelling communication and design, positioning, and target marketing effectively reach customers.	286-288, 289-295, 303-305, 306-309, 320-327, 328-335, 342-347, 348-353
<b>A6.0 Demonstrate an understanding of the concepts and processes needed to move, store, locate, and/or transfer ownership of goods and services.</b>	
A6.1 Recognize the logistics of product delivery and importing and exporting products and services.	442-444, 451-455
A6.2 Determine the uses of information systems in the order fulfillment process.	451-455

Standards / Objectives / Indicators	G-W Content
A6.3 Determine the effects of government regulations on stock handling techniques and warehousing.	71-78, 73 (Figure 4-7 US Employment and Labor Laws), 74 (Figure 4-8 US Business Finance Regulations), 75 (Figure 4-9 FTC’s Bureau of Consumer Protection), 80 (Internet Research)
A6.4 Explore the functions of the shipping and receiving process in the success of the distribution function.	451-453
A6.5 Explain the nature of channel member relationships.	456-459
A6.6 Evaluate legal and ethical considerations in the distribution process.	71-78, 73 (Figure 4-7 US Employment and Labor Laws), 74 (Figure 4-8 US Business Finance Regulations), 75 (Figure 4-9 FTC’s Bureau of Consumer Protection), 80 (Internet Research), 84-88, 89-91
A6.7 Evaluate the types of inventory controls.	348-353
A6.8 Predict how customer service relationships can affect the distribution process.	456-459
<b>A7.0 Demonstrate an understanding of product and institutional promotion through advertising, publicity/public relations, promotional sales, and e-commerce, using product, services, images, and ideas to achieve a desired outcome.</b>	
A7.1 Describe the types of promotion	364-371
A7.2 Recognize legal and ethical considerations in promotion.	71-78, 73 (Figure 4-7 US Employment and Labor Laws), 74 (Figure 4-8 US Business Finance Regulations), 75 (Figure 4-9 FTC’s Bureau of Consumer Protection), 80 (Internet Research), 84-88, 85 (Marketing Ethics), 87 (Figure 5.2 Unfair Pricing Practices), 89-91, 90 (Social Media)
A7.3 Understand important promotional strategies for communicating information about products, services, images, and ideas in an e-commerce environment.	470-475
A7.4 Explain the role of promotion.	364-371
A7.5 Explain the importance of public relations.	456-459
A7.6 Summarize the effectiveness of different types of advertising media.	384-391
A7.7 Coordinate activities in the promotional plan.	364-377
A7.8 Differentiate between publicity, public relations and advertising.	384-391,456-459
A7.9 Discern between the major types of sales promotion.	364-377
A7.10 Assess the importance of and differences between the creative processes and the management processes involved in marketing.	196-205, 206-211, 218-224, 225-229, 230-233, 286-288, 289-295, 303-305, 306-309, 320-327, 328-335, 342-347, 348-353

Standards / Objectives / Indicators	G-W Content
<b>A8.0</b> Demonstrate an understanding of the process of establishing and communicating the value or cost of goods and services, the nature and scope of pricing concepts, and the strategies and outcomes of pricing.	
A8.1 Understand the nature, scope and factors affecting the pricing function.	286-288, 289-295, 303-305, 306-309
A8.2 Develop a foundational knowledge of pricing to understand its role in the marketing.	286-288, 289-295, 303-305, 306-309
A8.3 Explain the role of business ethics and legal considerations in pricing as well as the importance of a reputation for honesty in communication and for quality products.	71-72, 74-75, 75 (Figure 4-9 FTC’s Bureau of Consumer Protection), 87 (Figure 5.2 Unfair Pricing Practices)
A8.4 Connect the use of technology in the pricing function.	286-288, 289-295, 303-305, 306-309
A8.5 Employ pricing strategies to determine prices.	286-288, 289-295, 303-305, 306-309