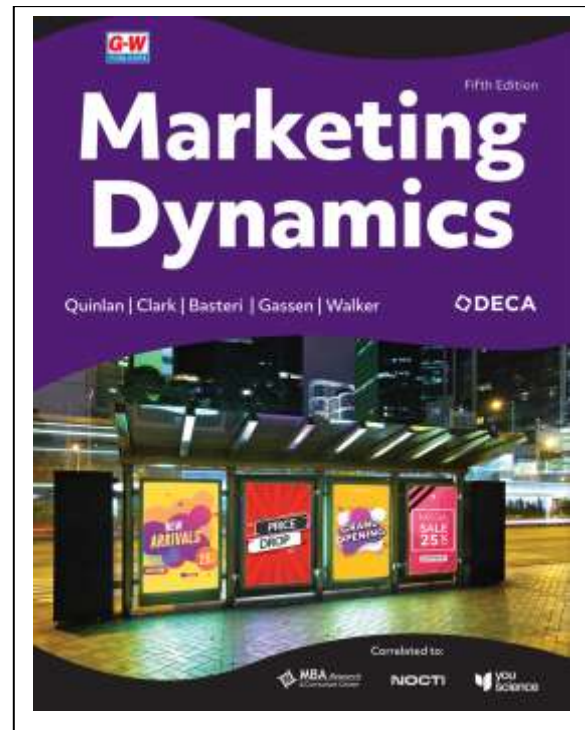




*Correlation of*  
**Marketing Dynamics, 5e**  
**Quinlan, Clark, Basteri, Gassen, Walker**  
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to  
**Florida Department of Education**  
**Course: Marketing Essentials (8827110)**

**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 Florida Department of Education course for Marketing Essentials. Marketing Essentials blends theory and practice to facilitate immediate implementation and impact. Students will learn to develop strategic marketing with sales and customer plans. A review of the marketing environment is used to help develop the segmentation, targeting and market positioning strategy for implementation along with the marketing mix (product, price, place and promotion). The goal is the identification and delivery of organizational competitive advantage and customer satisfaction – key to long-term revenue growth, profitability and success.



Standards / Objectives / Indicators	G-W Content
<b>01.0 Demonstrate human relations skills necessary for success in marketing occupations – the student will be able to:</b>	
01.01 Demonstrate the ability to collaborate effectively with team members or partnerships, leadership, and with peers from diverse socio-cultural and socio-economic backgrounds, genders, disabilities and ages.	28-29, 550-555
01.02 Demonstrate interpersonal skills (e.g. courtesy, loyalty, being a team player, adaptability, empathy, etc.).	28-29, 550-555
01.03 Demonstrate personality traits important to business (e.g. interest, enthusiasm, honesty, responsibility, flexibility, integrity, credibility, reliability and perseverance, etc.).	28-29, 550-555
01.04 Demonstrate the ability to use creative problem solving, decision-making and critical thinking strategies.	28-29, 550-555
01.05 Demonstrate self-management, initiative, multitasking, team management techniques and organizational skills. (Optionally, demonstrate the ability to utilize team management software.)	28-29, 550-555
01.06 Explain the concepts of self-knowledge, self-esteem and self-image.	28-29, 550-555
01.07 Demonstrate professional behavior, etiquette and acceptance of feedback.	28-29, 550-555
01.08 Demonstrate respect for the opinions, cultural diversity, customs and individual differences of others.	28-29, 550-555
01.09 Set personal and career goals and develop a plan of action to achieve those goals, including searching and optionally, applying for jobs.	28-29, 550-555
01.10 Develop and demonstrate the human relations skills needed for successful entry and progress in the occupation selected by the student as a career objective.	28-29, 550-555
<b>02.0 Demonstrate proficiency in applying communication and technology skills – the student will be able to:</b>	
02.01 Identify and apply effective workplace communication skills (i.e., verbal, nonverbal, written and electronic).	28-29, 550-555

Standards / Objectives / Indicators	G-W Content
02.02 Demonstrate the ability to communicate effectively amongst all stakeholders (e.g. customers/clients, co-workers, supervisors, vendors, etc.) using appropriate grammar and terminology.	28-29, 550-555
02.03 Discuss the importance of developing networking skills to expand business contacts and optionally, how to utilize various online networking platforms.	28-29, 550-555
02.04 Prepare and deliver a business-related presentation.	28-29, 550-555
02.05 Demonstrate active listening strategies that improve understanding and performance.	28-29, 550-555
02.06 Describe positive customer relations, including conflict and dispute resolution.	28-29, 456-459, 550-555
02.07 Interpret business policies to customers/clients.	28-29, 550-555
02.08 Discuss the importance of providing clear directions, descriptions and explanations.	28-29, 550-555
02.09 Demonstrate the ability to locate, understand and interpret information found in trade journals, manuals, graphs, schedules, charts, diagrams and electronic media resources.	28-29, 550-555
02.10 Identify and explain how electronic media, technological advances and application software programs continue to shape the field of marketing and increase business productivity.	28-29, 550-555
<b>03.0 Demonstrate proficiency in applying math skills unique to marketing – the student will be able to:</b>	
03.01 Perform addition, subtraction, multiplication, division, ratios and percentage problems as related to the marketing industry.	564-565
03.02 Understand problem-solving techniques to sales-related transactions (i.e., cash, checks, debit cards, credit cards, discounts, layaway, Credit on Delivery (COD), returns, gift certificates, invoices and automatic fee withdrawals).	564-565
03.03 Interpret quantitative information from tables, charts and graphs as related to the workplace.	564-565
03.04 Demonstrate the ability to make change correctly.	564-565
03.05 Calculate tax, gratuity, commission and miscellaneous charges.	564-565

Standards / Objectives / Indicators	G-W Content
03.06 Demonstrate the ability to collect, organize and interpret data.	564-565
03.07 Understand the importance of stock turnover and stock-to-sales ratio in the industry.	564-565
03.08 Apply standard industry formulas to determine markup and markdown on merchandise.	564-565
03.09 Understand the difference between income (credit) and expense (debit). (Optional)	64-69
<b>04.0 Identify economic principles in business – the student will be able to:</b>	
04.01 Explain the concepts of economics and determine economic activities and the types of economic indicators used to measure the economy.	102-106, 103 (Figure 6-1 Factors of Production), 105 (Figure 6-3 Three Economic Questions), 108-113, 110 (Figure 6-6 Characteristics of Free Enterprise), 111 (Figure 6-8 Law of Supply and Demand), 116 Teamwork
04.02 Explain the concept of economic goods and services.	64-69
04.03 Explain the concept of economic resources and the scarcity of resources.	103-105, 105 (Figure 6-3 Three Economic Questions), 106 (Figure 6-4 A systematic decision-making process)
04.04 Explain the concept of utility (i.e., form, place, time, possession and information).	102-106
04.05 Understand the concept of "supply and demand".	111-113, 112 (Figure 6-8 Law of Supply and Demand)
04.06 Understand the differences between major types of economic systems.	108-111, 108 (Figure 6-5 Systems), 110 (Figure 6-6 Characteristics of Free Enterprise), 111 Figure 6-7 Continuum of Economic Systems
04.07 Explain the relationship between government and business.	71-77, 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
04.08 Explain the concept of free enterprise and business ownership.	513-519, 526-532
04.09 Explain the concept of price and its role in profit motive.	286-288, 289-295, 303-305, 306-309
04.10 Explain the concept of risk.	176-185, 188 (Teamwork)
04.11 Explain the concept of competition and recognize the government regulations monitoring competition, including monopolies.	71-77
04.12 Understand the concept of productivity and the factors of production needed to produce goods and services.	513-519, 526-532

Standards / Objectives / Indicators	G-W Content
04.13 Identify components of the Gross National Product (GNP) and the Gross Domestic Product (GDP).	64-69
<b>05.0 Identify marketing and business fundamentals – the student will be able to:</b>	
05.01 Define marketing and its benefits.	193, 196-205, 199 (Social Media)
05.02 Explain the purpose and scope of marketing in a free enterprise system.	193, 196-205, 199 (Social Media), 205 (Figure 11-5 Marketing-Information System Activities)
05.03 Identify and explain each marketing function.	196-205, 199 (Social Media)
05.04 Explain how each component of the marketing mix contributes to marketing.	196-205, 199 (Social Media), 205 (Figure 11-5 Marketing-Information System Activities), 206-211
05.05 Compare and contrast consumer and industrial markets.	513-519, 526-532
05.06 Understand the relationship of marketing to business and the economy (i.e., SWOT analysis – strength, weakness, opportunity and threat).	196-205, 199 (Social Media), 205 (Figure 11-5 Marketing-Information System Activities), 206-211, 209 (Figure 11-6 Traditional Marketing Research Process), 214 (Internet Research)
05.07 Describe how marketers use consumer research and knowledge of the market to sell products.	206-211, 209 (Figure 11-6 Traditional Marketing Research Process), 214 (Internet Research)
05.08 Discuss major fields of business activity (e.g., manufacturing, wholesaling, retailing, services, cottage industries, urban street sales, e-Commerce, etc.).	65-69 66 (Figure 4-2 Four Functions of Business)
05.09 Explain marketing strategies and marketing concepts.	6-7, 9-15, 22-27, 29-33
05.10 Differentiate between mass marketing and market segmentation.	65-69
05.11 Explain the importance and techniques of offering the right merchandising blend.	424-428
05.12 Explain the nature and evolution of channel management (distribution).	445-455
05.13 Explain the elements that allow development of a marketing plan (e.g., research, advertising, public relations, direct and indirect marketing, promotions, merchandising, branding, feedback, revision, channel management, etc.).	22-27, 24 (Figure 2-2 Marketing Plan), 29-33, 31 (Figure 2-7 SMART Goals), 32 (Figure 2-8 Promotional Mix), 36 (Teamwork)
05.14 Explain the “4 P’s” of marketing: price, place, promotion and product.	6-7
05.15 Define and analyze a target market as it applies to product development, promotion and channel management (distribution).	320-327, 328-335, 342-347, 348-353

Standards / Objectives / Indicators	G-W Content
05.16 Discuss the roles e-Commerce and social networking play in the marketing of goods and services.	218-224, 225-229, 230-233
05.17 Understand network marketing (multilevel marketing) and how it differs from a pyramid scheme. (Optional)	6-15
05.18 Identify the role of federal regulatory agencies [i.e., Food and Drug Administration (FDA), Consumer Product Safety Commission (CPSC), Environmental Protection Agency (EPA), Securities and Exchange Commission (SEC), Federal Trade Commission (FTC), Occupational Safety and Health Administration (OSHA)].	71-77, 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
05.19 Identify the advantages and disadvantages of different types of business ownership (e.g. Private Corporation, Sole Proprietorship, Partnership, Limited Liability Corporation (LLC), Shareholder Corporation, etc.).	516-519
<b>06.0 Identify effective selling techniques and procedures – the student will be able to:</b>	
06.01 Explain the purpose, principles and importance of selling and how it relates to the marketing concept.	442-447
06.02 Identify qualities of a professional sales associate and the responsibilities of sales management.	443-444
06.03 Identify an effective sales presentation for a target market (e.g., steps of a sale, consumer buying motives, approaches through greeting, merchandise and service, proper time to approach a customer to open sale, feature-benefit analysis, building and closing the sale, suggestion and substitution selling, etc.).	447-453
06.04 Understand different customer types and how customers make buying decisions.	442-453
06.05 Discuss the importance of meeting specialized sales needs and describe legal and ethical sales issues.	71-77, 74 (Figure 4-8 US Business Finance Regulations), 75 (Figure 4-9 FTC’s Bureau of Consumer Protection), 84-88, 87 (Figure 5.2 Unfair Pricing Practices)
06.06 Describe the importance of analyzing sales trends and the use of current technologies.	442-453
06.07 Analyze the use of websites, social media, email and customer loyalty programs to establish and maintain a customer database.	445-453