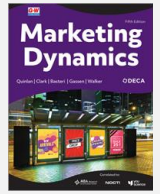
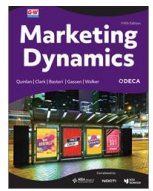


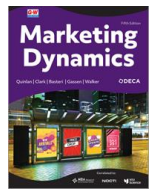
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 To Georgia Department of Education  
 Marketing Career Cluster  
 Marketing Management  
 Course Number 08.44200**



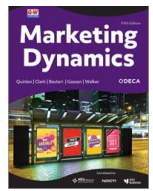
Course Task/Competency Lists		Correlating Textbook Pages
<b>MKT-MM-1</b> <b>Demonstrate employability skills required by business and industry.</b> <b>The following elements should be integrated throughout the content of this course.</b>		
1.1	Communicate effectively through writing, speaking, listening, reading, and interpersonal abilities.	470-471 Communication 470-471 Basics 471-473 Types of Communication 471-473 Types 472-473 Non-Verbal 472 Verbal 472 Visual 473-475 Barriers 478-481 Electronic Marketing 478 Written Marketing 488-493 Section 25.1 Persuading an Audience 496 Visual Presentation Skills
1.2	Demonstrate creativity by asking challenging questions and applying innovative procedures and methods.	553 Problem Solving 553 Critical Thinking
1.3	Exhibit critical thinking and problem solving skills to locate, analyze and apply information in career planning and employment situations.	550-555 Interpersonal Skills 550 Professionalism 551 Positive Attitude 551 Respectfulness 551-552 Trustworthiness 552 Etiquette 552 Self Management Skills 552 Time Management 553 Critical Thinking 553 Problem Solving 553-554 Stress Management 554-555 Ethical Behavior 556-559 Career Planning
1.4	Model work readiness traits required for success in the workplace including integrity, honesty, accountability, punctuality, time management, and respect for diversity.	550-555 Interpersonal Skills 550 Professionalism 551 Positive Attitude 551 Respectfulness 551-552 Trustworthiness 552 Etiquette 552 Self Management Skills 552 Time Management 553 Problem Solving



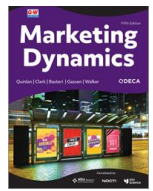
Course Task/Competency Lists		Correlating Textbook Pages
		553 Critical Thinking 553-554 Stress Management 554-555 Ethical Behavior
1.5	Apply the appropriate skill sets to be productive in a changing, technological, diverse workplace to be able to work independently and apply team work skills.	550-555 Interpersonal Skills 550 Professionalism 551 Positive Attitude 551 Respectfulness 551-552 Trustworthiness 552 Etiquette 552 Self Management Skills 552 Time Management 553 Problem Solving 553 Critical Thinking 553-554 Stress Management 554-555 Ethical Behavior
1.6	Present a professional image through appearance, behavior and language.	550-555 Interpersonal Skills 550 Professionalism 551 Positive Attitude 551 Respectfulness 551-552 Trustworthiness 552 Etiquette 552 Self Management Skills 552 Time Management 553 Problem Solving 553 Critical Thinking 553-554 Stress Management 554-555 Ethical Behavior
<b>MKT-MM-2</b> <b>Utilize communication skills and technology tools to facilitate information flow in marketing, sales, and service.</b>		
2.1	Discuss the use of electronic presentation in demonstrations, sales meetings, staff meetings, and sales reports.	449-450
2.2	Prepare an electronic presentation for use in demonstrations, sales meetings, staff meetings, sales report, or in the community as a team project.	445, 496-497
2.3	Define methods of telecommunications that may be used to conduct business with customers and vendors.	445, 456-459
<b>MKT-MM-3</b> <b>Examine marketing activities and related legal considerations to facilitate business development and growth.</b>		
3.1	Defend the importance of market identification and segmentation to the success of the marketing business.	9 Market, 10 Market Identification 15 Check Your Understanding (#1, 2, 3) 17 Review Your Knowledge (#10)



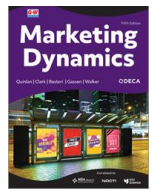
Course Task/Competency Lists		Correlating Textbook Pages
3.2	Define the organizational structure of marketing [i.e. Business-to-Business (B2B) and Business-to-Consumer (B2C)].	448
3.3	Analyze the components of a marketing plan.	22-28 Researching a Marketing Plan 22 Marketing Plan 24 Figure 2-2 Marketing Plain 25 Figure 2-3 SWOT Analysis Guide 28 Check Your Understanding (#1-5) 35 Apply Your Knowledge (#2, 3)
3.4	Analyze current trends in marketing.	203-204 Trend Research 204 Social Trends 204 Demographic Trends 204 Product Trends 205 Check Your Understanding (#4) 213 Review Your Knowledge (#4)
3.5	Demonstrate setting up and operating a motorized cutting machine.	586-589
3.6	Determine the impact of environmental protection laws on marketing.	91 Environmental Protection Agency (EPA)
3.7	Determine unfair business practices.	84-85, 179-180
3.8	Analyze the impact of employee theft.	179, 182-183, 353
3.9	Identify consumer protection provisions of appropriate agencies.	74-75, 91 Consumer Protection Laws
3.10	Describe the nature of managerial control (control process, types of control, what is controlled).	160-163 Management Fundamentals
<b>MKT-MM-4</b> <b>Apply social-studies skills in marketing, sales, and service to obtain understanding of customers and the economic environment in which they function.</b>		
4.1	Explain the nature of business ethics.	10, 84-85, 88, 555



Course Task/Competency Lists		Correlating Textbook Pages
4.2	Determine the impact of business cycles on business activities.	120 Economic Measurement 120 Economic Indicators 120 Gross Domestic Product 121 Measuring GDP 121 Growth Rate of GDP 122 Inflation 122 123 Interest Rates 123 Labor 125 Business Cycles 126 Economic Indicators and the Business Cycle 127 Check Your Understanding (#1-5) 133 Review Your Knowledge (#1-5)
4.3	Relate business risks to marketing functions.	176-180 Identifying Risk. 176 Nature of Risk 176-177 Types of Business Risks 176 Natural Risks 177 Economic Risks 177 Market Risks 177 Figure 10-1 Types of Business Risks 178 Reputational Risks 178 Operational Risks 178 Accidents 178 Figure 10-2 Operational Risks 178 Non Compliance 178 Social Media: Social Media Risk Management 179 Theft 179 Cyberattacks 180 Fraud 180 Check Your Understanding (#1-5) 186 Review Your Knowledge (#1-5) 186 Apply Your Knowledge (#1-5) 188 Internet Research
4.4	Explain how businesses deal with various types of risk.	176-180 Identifying Risk. 176 Nature of Risk 176-177 Types of Business Risks 176 Natural Risks 177 Economic Risks 177 Market Risks 177 Figure 10-1 Types of Business Risks 178 Reputational Risks 178 Operational Risks 178 Accidents 178 Figure 10-2 Operational Risks 178 Non Compliance 178 Social Media: Social Media Risk Management 179 Theft 179 Cyberattacks 180 Fraud 180 Check Your Understanding (#1-5) 186 Review Your Knowledge (#1-5)

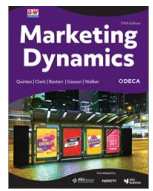


Course Task/Competency Lists		Correlating Textbook Pages
		186 Apply Your Knowledge (#1-5) 188 Internet Research
4.5	Describe the concept of insurance.	176
4.6	Compare/contrast buyers' and sellers' markets.	52, 343, 531
<b>MKT-MM-5</b> <b>Evaluate financial systems to enhance their impact on business and marketing operations and decisions</b>		
5.1	Discuss the role of ethics in finance.	67-70, 84-88
5.2	Explain legal considerations for finance.	67-70
5.3	Critique rationales for finance and credit policies.	230-233 Credit Basic
5.4	Compare credit options available to businesses.	230-233 Credit Basic
5.5	Analyze profit standards for industries.	530 Start-up Considerations 531 Price Products Correctly 531 Forecast Sales Accurately 531 Budget for Owner Cast Withdrawals 531-532 Calculate Return on Investment 532 Check Your Understanding (#1-5)
5.6	Describe the nature of budgets	286-288, 289-295, 302-305
<b>MKT-MM-6</b> <b>Gather, synthesize, evaluate, and disseminate marketing information to make business and marketing decisions.</b>		
6.1	Describe the regulation of marketing information management.	196-205 Marketing Resource Data <b>Data - Types of Marketing Research Data</b> 197-202 Primary 202-203 Secondary 205 check your Understanding (#1-5) 213 Review Your Knowledge (#1-5) 213 Apply Your knowledge (#1)
6.2	Discuss the nature of marketing research problems/issues.	<b>Conducting Marketing Research</b> 206 -209 Marketing Research Process 210-211 Reliability of 211 Marketing Research 211 Check Your Understanding (#1-4) 213 Review Your Knowledge (#1, 2, 3, 4) 213 Apply Your Knowledge (#1, 2, 3)

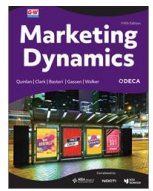


Course Task/Competency Lists		Correlating Textbook Pages
6.3	Describe methods used to design marketing research studies (i.e., descriptive, exploratory, and casual).	194-205 Marketing Research 197-203 Types of Marketing Research Data 198 Figure 11-1 Differences Between Qualitative and Quantitative. 202 Figure 11-4 Federal Governmental Data Sources 203-204 Tread Research 204-205 Marketing Information System 205 Figure 11-5 Marketing - Information System Activities 205 Check Your Understanding (#1-5) 206-211 Conducting Marketing Research 206 Marketing Research Process 206 Informal Research 206 Formal Research 206-207 Define the Problem 207 Conduct Background Research 207 State a Hypothesis 208 Develop a Research Plan 208 Collect the Data 208 Analyze the Data 208 Draw Conclusions and Make Recommendations 209 Follow-up 209 Figure 11-6 Traditional Marketing Research Process 209 Aisle Marketing Research 210 Reliability of Marketing Research 210 Research Sample 210 Data Collection 210 Data Analysis 210 Reporting Errors 210-211 Marketing Research Ethics 211 Check Your Understanding (#1-5)
6.4	Discuss the nature of sampling plans (i.e., who, how many, how chosen).	194-205 Marketing Research 197-203 Types of Marketing Research Data 198 Figure 11-1 Differences Between Qualitative and Quantitative. 202 Figure 11-4 Federal Governmental Data Sources 203-204 Tread Research 204-205 Marketing Information System 205 Figure 11-5 Marketing - Information System Activities 205 Check Your Understanding (#1-5)  206-211 Conducting Marketing Research



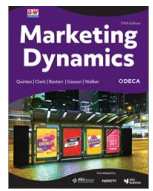


Course Task/Competency Lists		Correlating Textbook Pages
		206 Marketing Research Process 206 Informal Research 206 Formal Research 206-207 Define the Problem 207 Conduct Background Research 207 State a Hypothesis 208 Develop a Research Plan 208 Collect the Data 208 Analyze the Data 208 Draw Conclusions and Make Recommendations 209 Follow-up 209 Figure 11-6 Traditional Marketing Research Process 209 Aisle Marketing Research 210 Reliability of Marketing Research 210 Research Sample 210 Data Collection 210 Data Analysis 210 Reporting Errors 210-211 Marketing Research Ethics 211 Check Your Understanding (#1-5)
6.5	Describe types of rating scales (including Likert scales, semantic differential scales, behavior intention scales, etc.).	196-202
6.6	Explain the use of diaries (e.g., product, media-use, and contact), descriptive statistics, and marketing research briefs.	200
6.7	Explain the use of descriptive statistics in marketing decision making.	197-202
6.8	Identify sources of error and bias (e.g., response errors, interviewer errors, non-response errors, sample design).	198 Interview, 200 Survey, 200 Diary, 210 Reporting Errors
6.9	Evaluate questionnaire design (e.g., types of questions, question wording, routing, sequencing, length, and layout).	198
6.10	Assess appropriateness of research methods for problem/issue (e.g., research methods, sources of information, timeliness of information, etc.) and compare the advantages and disadvantages of various research approaches including ethnographic research.	194-205 Marketing Research 197-203 Types of Marketing Research Data 198 Figure 11-1 Differences Between Qualitative and Quantitative. 202 Figure 11-4 Federal Governmental Data Sources 203-204 Tread Research 204-205 Marketing Information System 205 Figure 11-5 Marketing - Information System Activities 205 Check Your Understanding (#1-5)

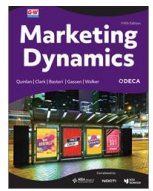


Course Task/Competency Lists		Correlating Textbook Pages
		206-211 Conducting Marketing Research 206 Marketing Research Process 206 Informal Research 206 Formal Research 206-207 Define the Problem 207 Conduct Background Research 207 State a Hypothesis 208 Develop a Research Plan 208 Collect the Data 208 Analyze the Data 208 Draw Conclusions and Make Recommendations 209 Follow-up 209 Figure 11-6 Traditional Marketing Research Process 209 Aisle Marketing Research 210 Reliability of Marketing Research 210 Research Sample 210 Data Collection 210 Data Analysis 210 Reporting Errors 210-211 Marketing Research Ethics 211 Check Your Understanding (#1-5)
6.11	Analyze the nature of sales forecasts.	208-211
6.12	Evaluate the elements of test marketing and the use of findings.	208-210
6.13	Analyze data for the existence of statistical patterns and interpret the statistical findings.	<b>Instruction:</b> 194-205 Marketing Research 197-203 Types of Marketing Research Data 198 Figure 11-1 Differences Between Qualitative and Quantitative. 202 Figure 11-4 Federal Governmental Data Sources 203-204 Tread Research 204-205 Marketing Information System 205 Figure 11-5 Marketing - Information System Activities 205 Check Your Understanding (#1-5) 206-211 Conducting Marketing Research 206 Marketing Research Process 206 Informal Research 206 Formal Research 206-207 Define the Problem 207 Conduct Background Research

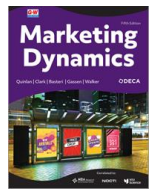




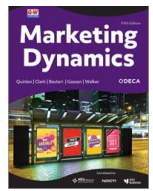
Course Task/Competency Lists		Correlating Textbook Pages
		207 State a Hypothesis 208 Develop a Research Plan 208 Collect the Data 208 Analyze the Data 208 Draw Conclusions and Make Recommendations 209 Follow-up 209 Figure 11-6 Traditional Marketing Research Process 209 Aisle Marketing Research 210 Reliability of Marketing Research 210 Research Sample 210 Data Collection 210 Data Analysis 210 Reporting Errors 210-211 Marketing Research Ethics 211 Check Your Understanding (#1-5)
6.14	Explain the role of ethics in information management including privacy protection.	84-88, 210-211
6.15	Explain legal issues associated with information management	210-211
<b>MKT-MM-7</b> <b>Apply pricing strategies to maximize return and meet customers' perceptions of value.</b>		
7.1	Identify the psychological effects of pricing.	289-295 Price Influence's 289 Influence of Demand on Price 292 Influence of Costs on Price 293 Influence of Competition on Price 293 Other Factors that Influence Price 295 Check Your Understanding (#1-5) 297 Review Your Knowledge (#8-10) 297 Apply Your Knowledge (#9, 10)
7.2	Analyze factors affecting the selling price.	11, 148, 286-288 12 Pricing 286-299 Importance of Price 286 Pricing Function 286 Figure 15-1 Price-Setting Process 286 Pricing Objectives 288 Check Your Understanding (#1-5) 297 Review Your Knowledge (#1-6) 297 Apply Your Knowledge (#6, 7)
7.3	Determine markups, markdowns, and break-even points. Describe the role of business ethics in pricing.	289-295 Price Influence's 289 Influence of Demand on Price 292 Influence of Costs on Price 293 Influence of Competition on Price 293 Other Factors that Influence Price



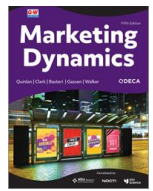
Course Task/Competency Lists		Correlating Textbook Pages
		295 Check Your Understanding (#1-5) 297 Review Your Knowledge (#8-10) 297 Apply Your Knowledge (#9, 10)
7.4	Explain legal considerations for pricing in a competitive environment.	289-295 Price Influence's 289 Influence of Demand on Price 292 Influence of Costs on Price 293 Influence of Competition on Price 293 Other Factors that Influence Price 295 Check Your Understanding (#1-5) 297 Review Your Knowledge (#8-10) 297 Apply Your Knowledge (#9, 10)
<b>MKT-MM-8</b>		
<b>Obtain, develop, maintain, and improve a product/service mix to respond to market opportunities.</b>		
8.1	Explain business ethics in product/service management.	84-88 13 Service/Product Management 17 Review Your Knowledge (#7) <b>Product Management:</b> 166 definition 166-167 Life Cycle 167-169 Teamwork Essentials 167 Tools 169 check your Understanding (#1-5) 171 Review Your Knowledge (#6-10)
8.2	Identify customer protection provisions of appropriate agencies.	74-75
8.3	Determine factors that affect product/service planning strategies.	257-258 Stages 258-259 Impact on the Marketing Mix 294-295 Product Life Cycles 297 Apply Your Knowledge (#6, 7, 8, 9)
8.4	Evaluate product mix strategies.	257-258 Stages 258-259 Impact on the Marketing Mix 294-295 Product Life Cycles 297 Apply Your Knowledge (#6, 7, 8, 9)
8.5	Examine the phases of the product life cycle.	257-258 Stages 258-259 Impact on the Marketing Mix 294-295 Product Life Cycles 297 Apply Your Knowledge (#6, 7, 8, 9)
8.6	Analyze the factors affecting product/service planning.	22-28 Researching a Marketing Plan 22 Marketing Plan 24 Figure 2-2 Marketing Plain 25 Figure 2-3 SWOT Analysis Guide 28 Check Your Understanding (#1-5) 35 Apply Your Knowledge (#2, 3)



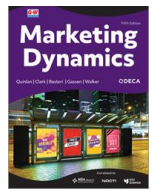
Course Task/Competency Lists		Correlating Textbook Pages
8.7	Describe production activities.	257-258 Stages 258-259 Impact on the Marketing Mix 294-295 Product Life Cycles 297 Apply Your Knowledge (#6, 7, 8, 9)
8.8	Explain the nature of purchasing for resale.	342-347 Purchasing
8.9	Determine what goods and/or services to buy and when to buy.	343-344
8.10	Determine open-to-buy in the buying process.	344 Initiate Bidding Process
8.11	Outline the steps in a buying plan.	343-347 Purchasing Process
8.12	Describe key aspects utilized when selecting vendors.	346-347 Evaluate the Vendor
<b>MKT-MM-9</b> <b>Analyze sales knowledge and skills to determine client needs and wants and to respond through planned, personalized marketing communications.</b>		
9.1	Discuss buying motives as the basis for sales presentations.	447-455 Selling Process 447 Figure 23.1 Sales Process 445 Preparing to Sell 446 Product Trainings 447 Identify Potential Customers 447 Sales Process 448 Approach the Customers 448 Business to Business Sales 448 Business to Consumer Sales 449 Determine the Customers Needs 449 Present the Product 450 Select the Product 450 Prepare the Presentation 450 Answer Questions 451 Create Objections Grid 451 Handle Objections 451-452 Close the Sale 452 Follow up After the Sale 453 Is the Customer Satisfied? 453 Sales Transactions 455 Check Your Understanding (#1-5) 461 Review Your Knowledge (#1-6) 461 Apply Your Knowledge (#1-5)
9.2	Explain key factors in building a clientele.	447-455 Selling Process 447 Figure 23.1 Sales Process 445 Preparing to Sell 446 Product Trainings 447 Identify Potential Customers



Course Task/Competency Lists		Correlating Textbook Pages
		447 Sales Process 448 Approach the Customers 448 Business to Business Sales 448 Business to Consumer Sales 449 Determine the Customers Needs 449 Present the Product 450 Select the Product 450 Prepare the Presentation 450 Answer Questions 451 Create Objections Grid 451 Handle Objections 451-452 Close the Sale 452 Follow up After the Sale 453 Is the Customer Satisfied? 453 Sales Transactions 455 Check Your Understanding (#1-5) 461 Review Your Knowledge (#1-6) 461 Apply Your Knowledge (#1-5)
9.3	Explain the uses of a prospect list.	445-447, 448 - 449
9.4	Describe techniques used to probe for information in a sales presentation. [e.g. Situation, Problem, Implication, Need (SPIN) selling].	448 - 449
9.5	Describe appropriate follow-up techniques.	452 - 453
9.6	Explain sales quotas.	443-444
9.7	Explain the principles of territory management.	373-374, 426
9.8	Examine the motivational aspects of sales contests.	374, 443-444
9.9	Explain business ethics in selling.	84-88, 88 Selling, 445-445
9.10	Describe the nature of selling regulations.	445-449 Selling Policies and Regulations
9.11	Demonstrate sales techniques.	447-455 Selling Process 447 Figure 23.1 Sales Process 445 Preparing to Sell 446 Product Trainings 447 Identify Potential Customers 447 Sales Process 448 Approach the Customers 448 Business to Business Sales 448 Business to Consumer Sales

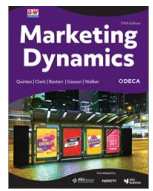


Course Task/Competency Lists		Correlating Textbook Pages
		449 Determine the Customers Needs 449 Present the Product 450 Select the Product 450 Prepare the Presentation 450 Answer Questions 451 Create Objections Grid 451 Handle Objections 451-452 Close the Sale 452 Follow up After the Sale 453 Is the Customer Satisfied? 453 Sales Transactions 455 Check Your Understanding (#1-5) 461 Review Your Knowledge (#1-6) 461 Apply Your Knowledge (#1-5)
<b>MKT-MM-10</b> <b>Describe promotional knowledge and skills for communication information to achieve a desired marketing outcome.</b>		
10.1	Examine the concept of promotional mix.	11-12, 13, 142-149 364-371 Promotion Basics 365-366 Goals 364 One of the Four P's Of Marketing 369-371 Plan 366-369 Strategies 370-371 Promotional Mix 371 Check Your Understanding (#1-5) 372-377 Types 372-377 Elements of the Promotional MIX 372 Advertising 373 Sales Promotion 375 Public Relations 377 Personal Selling 377 Check Your Understanding (#1-5) 379 Review Your Knowledge (#1-10) 379 Apply Your Knowledge (#1-10) 380 Teamwork 476-478 Writing



Course Task/Competency Lists		Correlating Textbook Pages
10.2	Compare the benefits of various types of promotional media, including direct marketing, telemarketing, and social media.	372-373 Advertising 385-391 Types Used 384-395 Advertising Basics 384 Advertising and Society 385 Types of Traditional Advertising Media 387 Types of New Advertising Media 388 Media Selection. 388 Social Media - Twitter 389 Figure 20-2 Pros And Cons of Advertising Media 390 Cost of placement 391 Lead Time 391 Check Your Understanding (#1-5) 399 Review Your Knowledge (#3, 4, 5, 7) 399 Apply Your Knowledge (#4, 5, 10)
10.3	Evaluate media costs.	390 Cost of Placement
10.4	Describe the use of business ethics in promotion.	84-88 86 Marketing Information, 385 Advertising Law and Ethics
10.5	Describe the regulation of promotion	385 Advertising Law and Ethics 375-376 Public Relations 410-411 Benefits and Risks of Social Media
<b>MKT-MM-11</b>		
<b>Explain distribution knowledge and skills to manage supply-chain activities.</b>		
11.1	Explain the legal considerations in channel management.	327 Ethical and Legal Issues
11.2	Describe the ethical considerations in channel management.	84-88, 327 Ethical and Legal Issues
11.3	Analyze the nature of channel-member relationships.	12 Channel Management 148, 320 Supply Chains 332-334 Supply Chain Management 335 Check Your Understanding (#1-5)
11.4	Compare and contrast common shipping methods.	328-335 Supply Chain 328 Transportation 329 Figure 17-4 Transportation Modes for Distribution 331 Storage 332 Supply Chain 334 Global Distribution 335 Check Your Understanding (#1-5) 337 Review Your Knowledge, (#8, 9, 10) 337 Apply Your Knowledge, (# 3, 4, 6, 7)





Course Task/Competency Lists		Correlating Textbook Pages
11.5	Identify and contrast various types of wholesale buying practices.	322-324, 324 Figure 17-2 B2C Channels of Distribution
11.6	Explain the impact of global outsourcing.	334-335 Global Distribution, 337 Apply Your Knowledge #10
<b>MKT-MM-12</b>		
<b>Understand the marketing concepts as they relate to international trade.</b>		
12.1	Discuss the global environment in which businesses operate.	136 Global Trade 136 REAL World Connection 138 Globalization 138-139 International Trade 139 Balance of Trade
12.2	Determine the effects of culture and linguistics (translation) on international communication.	147-149 Global Marketing Strategies, 474
12.3	Discuss the impact of cultural and social environments on global trade.	145-147 Global Environmental Scan, 146 Social Factors, 147 Culture
12.4	Explain how international trade affects the economic interdependence of nations.	138 – 142 138 International Treaty 140-142 Governmental 140 Policy 140-141 Regulations 141-142 Trade Agreements
12.5	Analyze international trading trends in marketing.	141-142 Trade Agreements
12.6	Analyze import and export laws in relation to buying and selling products in an international market.	137, 143-144 Export and Imports
12.7	Describe the determinants of exchange rates and their effects on the domestic economy.	139-140 Currency 140 Figure 8-2 Currency Exchange Rates