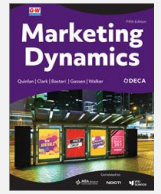
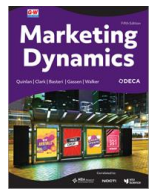


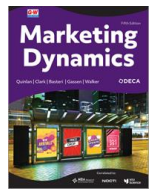
**Goodheart-Willcox**  
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**To Georgia Department of Education**  
**Marketing Career Cluster**  
**Marketing Principles**  
**Course Number 08.47400**



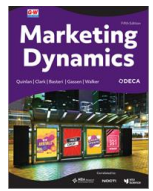
Course Task/Competency Lists		Correlating Textbook Pages
<b>MKT-MP-1</b> <b>Demonstrate employability skills required by business and industry.</b> <b>The following elements should be integrated throughout the content of this course.</b>		
1.1	Communicate effectively through writing, speaking, listening, 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



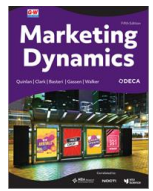
Course Task/Competency Lists		Correlating Textbook Pages
		553 Critical Thinking 553-554 Stress Management 554-555 Ethical Behavior
1.5	Apply the appropriate skill sets to be productive in a changing, technological, diverse workplace to be able to work independently and apply team work skills.	550-555 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-MP-2</b> <b>Demonstrate an understanding of concepts, strategies, techniques and systems used in communication, teamwork, human relations, problem solving, critical thinking, personal branding and career development (areas commonly referred to as “soft skills”).</b>		
2.1	Obtain an understanding of marketing, business, and management terminology.	4-7 Marketing Defined 4 Local World Connection 4 Critical Thinking (#1, 2) 6-7 Marketing Defined 8 Check Your Understanding (#1-5) 9-12 Marketing Basic Marketing 11 Figure 1-2 The Marketing Mix 12 Functions of Marketing 12 Figure 1-3 Seven Functions of Marketing 15 Check your Understanding (#1-5) 17 Review Your Knowledge (#1) 17 Apply Your Knowledge (#1) 18 Internet Research Definition of Marketing



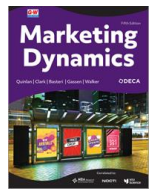
Course Task/Competency Lists		Correlating Textbook Pages
2.2	Explain all aspects of the communication process and how they interrelate including mastering effective communication, utilizing company resources to ascertain policies and procedures, making oral presentations, editing and revising written work consistent with professional standards, and writing professional e-mails, business letters, informational messages, inquiries, persuasive messages, press releases, executive summaries and simple written reports.	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
2.3	Explain the nature and scope of teamwork and human relations including the nature of emotional intelligence, self-esteem, personal biases and stereotypes, personal strengths and weaknesses, desirable personality traits important to business, stress management, negotiation and conflict-resolution skills, consensus-building skills, and the impact of political relationships within an organization.	167 Teamwork 500 Teamwork 550-555 Interpersonal Skills
2.4	Explain the need for creative thinking and problem solving skills.	553 Critical Thinking 553 Problem Solving
2.5	Explain the requirements for success in the workplace including setting personal goals, assessing personal interests and skills, building and continually perfecting a personal brand, analyzing employer expectations, respecting the needs and opinions of all stakeholders, continually investigating career information, and differentiating between personal and business use of social media while determining the positive and negative aspects of both in the workplace.	510 Self Assessment 556-559 Career Planning 556-565 Career Investigation and Planning 559-564 Career Researching
<b>MKT-MP-3</b>		
<b>Acquire foundational knowledge of marketing concepts to understand the scope and impact of marketing on the economy.</b>		
3.1	Define marketing.	4-7 Marketing Defined 4 Local World Connection 4 Critical Thinking (#1, 2) 6-7 Marketing Defined 8 Check Your Understanding (#1-5) 9-12 Marketing Basic Marketing 11 Figure 1-2 The Marketing Mix 12 Functions of Marketing 12 Figure 1-3 Seven Functions of Marketing



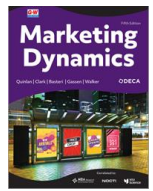
Course Task/Competency Lists		Correlating Textbook Pages
		15 Check your Understanding (#1-5) 17 Review Your Knowledge (#1) 17 Apply Your Knowledge (#1) 18 Internet Research Definition of Marketing
3.2	Explain the concept of marketing strategies and the marketing mix.	31-32 Marketing Strategies 31 Goals 31 Target Market 31-32 Marketing Mix 35 Review Your Knowledge (#9) 35 Apply Your Knowledge (#2, 3)
3.3	Describe marketing functions and related activities.	9 Market 10 Market Identification 15 Check Your Understanding (#1, 2, 3) 17 Review Your Knowledge (#10)
3.4	Compare and contrast the effects of marketing activities.	9 Market 10 Market Identification 15 Check Your Understanding (#1, 2, 3) 17 Review Your Knowledge (#10)
3.5	Explain the nature of marketing plans.	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)
3.6	Explain the role of situational analysis in the marketing planning process.	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)
3.7	Explain the concept of market, market segmentation, and market identification.	9 Market 10 Market Identification 15 Check Your Understanding (#1, 2, 3) 17 Review Your Knowledge (#10)
3.8	Relate the marketing concept to customers' needs and wants.	456-459 Customer Service 456 Customer Service Concepts 457 Customer Support Team 458 Online Support 458 Handling Customer Complaints 459 Check Your Understanding (#1-5) 461 Review Your Knowledge (#7-10) 461 Apply Your Knowledge (#1-10)



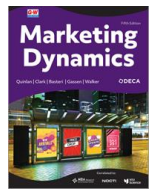
Course Task/Competency Lists		Correlating Textbook Pages
<b>MKT-MP-4</b> <b>Implement, modify, and improve business and marketing systems to facilitate business activities.</b>		
4.1	Explain the role of business in society.	65-67 functions 125 Definition 125 expansion 125 Peak 125-126 Recession 126-127 Relationship with Economic Indicators 127 Check Your Understanding (#1-5) 135 Review Your Knowledge (#4, 5, 6)
4.2	Describe types of business activities.	225-227 Market Segments 227-228 Influences 228-229 Buying Decisions 229 Check Your Understanding (#1-5) 235 Apply Your Knowledge (#6, 7, 8) 325-326 Market examples 442-443, 448, 454 Sales
4.3	Explain types of business ownership.	516 Forms of Business Ownership 516 Sole Proprietorship Figure 26-3 Forms of Business Ownership 517 Partnership 518 Corporation 518 Alternative Forms of Ownership 518 Figure 26-5 Advantages and Disadvantages of a Partnership 518 Figure 26-6 Advantages and Disadvantages of a Corporation 519 Check Your Understandings (#1-5)
4.4	Explain the concept of management.	66-67, Management
4.5	Relate the role of stockholders to management policies.	124, 518
4.6	Demonstrate an understanding of trends and developments 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)
4.7	Explain the importance of corporate social responsibility (CSR).	89-90, 272 89 Philanthropy 90 Environment 90 Local Economy



Course Task/Competency Lists		Correlating Textbook Pages
<b>MKT-MP-5</b> <b>Demonstrate an understanding of customer behaviors and the economic environment in which customers function.</b>		
5.1	Explain the relationship between marketing and the economy.	108-113 Economic Systems and Market Forces 108 Economic Systems 109 Traditional Economy 109 Command Economy. 111 Market Economy Mixed Economy 111 Market Forces 111 Supply and Demand 113 Profit Motive 113 Competition 113 Check Your Understanding (#1-5) 114 Review Your Knowledge (#1-10)
5.2	Distinguish between the concepts of economics and economic activities and distinguish between economic goods and services.	100-131 Economic Principles 102 Economics 103 Factors of Production 105 Economic Problem 105 Three Economic Questions 6-3 107 Check Your Understanding (#1-5)
5.3	Explain the concept of economic resources.	102 Economics Definition 103 Factors of Production 103 Land 104 Labor 104 Capital 104 Infrastructure 104 Technology 105-106 Economic Problem 105 Figure 6-2 Economic Problem 107 Check Your Understanding (#1-5)
5.4	Determine economic utilities created by 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)
5.5	Distinguish between various economic systems and the effects on what will be produced, how it will be produced, and for whom it will be produced.	65-67 functions 125 Definition 125 expansion 125 Peak 125-126 Recession 126-127 Relationship with Economic Indicators 127 Check Your Understanding (#1-5) 135 Review Your Knowledge (#4, 5, 6)

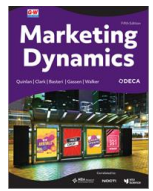


Course Task/Competency Lists		Correlating Textbook Pages
5.6	Explain how traditional, command, market, and mixed economic systems affect private ownership and the role of government.	128 Government and the Economy 127-129 Market Structure 128-129 Figure 7-5 Basic Market Structures 129 Role of the Government in the US Economy 129 Manage the Economy 129 FISCAL Policy 129 Monetary Policy 130 Provide Public Goods and Services 130 Provide a Legal Framework 130 Promote Competition 131 Figure 7-6 Federal Antitrust Laws 131 Correct for Externalities 131 Check Your Understanding (#1-5) 133 Review Your Knowledge (#7-10) 133 Apply Your Knowledge (#9-10) 134 Internet Research 134 Teamwork
5.7	Identify various measurements used to analyze an economy and how they relate to the marketing process.	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)
5.8	Explain the principles of supply and demand including elasticity.	111-113 Supply And Demand 112 Figure 6-8 Law of Supply and Demand 113 Check Your understanding (#4) 114 Review Your Knowledge (#10)
5.9	Describe the functions of pricing in markets.	11, 148, 286-299 286-288 Objectives 289-295 Influencers 289-290 Influence of Demand on Price 289 Price Influencers 290 Elastic Demands 291 Inelastic Demand 291 Elastic and Inelastic Demand 292- 293 Influence of Costs of on Price 293-294 Other factors that Influence Price 293 Influence of Competition 295 Check Your Understanding (#1-5) 297 Review Your Knowledge (#1-10) 297 Apply Your Knowledge (#1-10) 302-305 Strategies 308-309 Governmental Controls 333 Supply Chain

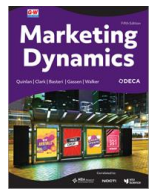


Course Task/Competency Lists		Correlating Textbook Pages
<b>MKT-MP-6</b> <b>Employ financial knowledge and skill to facilitate marketing decisions.</b>		
6.1	Explain the role of finance in business.	67-70
6.2	Describe the difference between business finance and personal finance.	67-70
6.3	Identify the types and purposes of credit.	230-233 Credit Basic
6.4	Describe the various types of financial records that should be analyzed in making marketing decisions.	67-70 Financial Statements
6.5	Relate profit, cash flow, margin, and sales to the financial plan	67-70 530 Start-up Considerations 531 Price Products Correctly 531 Forecast Sales Accurately 531 Budget for Owner Cash Withdrawals 531-532 Calculate Return on Investment 532 Check Your Understanding (#1-5)
<b>MKT-MP-7</b> <b>Acquire foundational knowledge of marketing information and research to understand the scope on business and marketing decisions.</b>		
7.1	Describe the need for marketing information.	194-205 Marketing Research 196-197 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

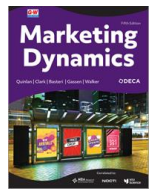




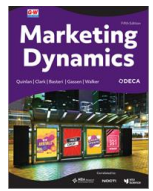
Course Task/Competency Lists		Correlating Textbook Pages
		209 Follow-up 209 Figure 11-6 Traditional Marketing Research Process 209 Aisle Marketing Research 210 Reliability of Marketing Research 210 Research Sample 210 Data Collection 210 Data Analysis 210 Reporting Errors 210-211 Marketing Research Ethics 211 Check Your Understanding (#1-5)
7.2	Explain the nature and scope of the marketing information management function.	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)



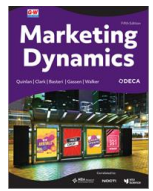
Course Task/Competency Lists		Correlating Textbook Pages
7.3	Describe the types of marketing research (advertising, product, market, and sales) and the differences between quantitative and qualitative data.	194-205 Marketing Research 197-203 Types of Marketing Research Data 198 Figure 11-1 Differences 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)
7.4	Explain the nature of marketing 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) 206-211 Conducting Marketing Research 206 Marketing Research Process



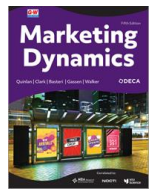
Course Task/Competency Lists		Correlating Textbook Pages
		206 Informal Research 206 Formal Research 206-207 Define the Problem 207 Conduct Background Research 207 State a Hypothesis 208 Develop a Research Plan 208 Collect the Data 208 Analyze the Data 208 Draw Conclusions and Make Recommendations 209 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)
7.5	Contrast the differences in primary and secondary data.	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



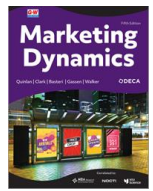
Course Task/Competency Lists		Correlating Textbook Pages
		210 Reporting Errors 210-211 Marketing Research Ethics 211 Check Your Understanding (#1-5)
7.6	Describe data-collection methods (e.g., observations, mail, telephone, Internet, discussion/focus groups, interviews, scanners, and social media).	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)
7.7	Identify data monitored for marketing decision making.	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)



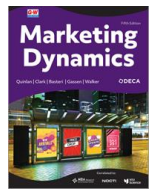
Course Task/Competency Lists		Correlating Textbook Pages
		206-211 Conducting Marketing Research 206 Marketing Research Process 206 Informal Research 206 Formal Research 206-207 Define the Problem 207 Conduct Background Research 207 State a Hypothesis 208 Develop a Research Plan 208 Collect the Data 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)
7.8	Demonstrate knowledge of the terms population, sample, bias, error, validity and reliability.	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



Course Task/Competency Lists		Correlating Textbook Pages
		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)
7.9	Relate trends and limitations in marketing research including the impact of social media.	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)

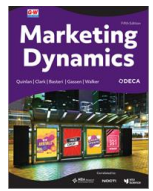


Course Task/Competency Lists		Correlating Textbook Pages
<b>MKT-MP-8</b> <b>Utilize pricing strategies to maximize return and meet customer's perception of value.</b>		
8.1	Explain the nature and scope of the pricing function.	11, 148, 286-288 12 Pricing 286-299 Importance of Price 286 Pricing Function 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)
8.2	Distinguish between market share and market position as it relates to pricing.	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)
8.3	Compare and contrast markup, markdown, sale prices, and discount dollars and percentages.	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)
8.4	Explain factors affecting pricing decisions.	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)
8.5	Identify key price mix strategies.	31-32 Marketing Mix
8.6	Identify the impact of product life cycles on marketing decisions.	257-258 Stages 258-259 Impact on the Marketing Mix 294-295 Product Life Cycles 297 Apply Your Knowledge (#6, 7, 8, 9)

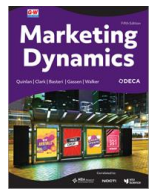


Course Task/Competency Lists		Correlating Textbook Pages
<b>MKT-MP-9</b> <b>Employ processes and techniques to develop, maintain, and improve a product/service mix to utilize market opportunities.</b>		
9.1	Explain the nature and scope of the product/service management function.	13 Service/Product Management 17 Review Your Knowledge (#7) 166 Definition 166-167 Life Cycle 167-169 Teamwork Essentials, 167 Tools 169 Check your Understanding (#1-5) 171 Review Your Knowledge (#6-10)
9.2	Examine how businesses determine products/services to produce and sell.	257-258 Stages 258-259 Impact on the Marketing Mix 294-295 Product Life Cycles 297 Apply Your Knowledge (#6, 7, 8, 9)
9.3		271 Brand Identify 271 Figure 14-1 Most Valuable 272 Unique Brand 272 Positive Brand Image 272 Brand Loyalty 273 Branding Strategies 273 Brand Extension 273 Co-Branding 273 Brand Licensing 274 Brand Storytelling 274 Brand Protection 274 Trademarks and Service Mark 274-275 Trademark Registration 275 Check Your Understanding #1-5 278 Internet Research: Branding Strategies
9.4	Explain the concept of product mix and product/service branding.	241 Apply Your Knowledge #2 246-247 Product mix
9.5	Describe the nature of product bundling.	254, 275 Brand 266-249 Elements 271-274 Brand Identity 274-275 Protection 273-274 Strategies 269-270 Types 268, 450 Brand Promise 259 Check Your Understanding (#1-5) 261 Review Your Knowledge (#1-5) 275 Check Your Understanding (#1-5) 277 Review Your Knowledge (#1-10)

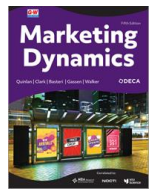




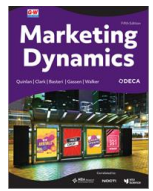
Course Task/Competency Lists		Correlating Textbook Pages
9.6	Explain the nature of corporate branding.	254, 275 Brand 266-249 Elements 271-274 Brand Identity 274-275 Protection 273-274 Strategies 269-270 Types 268, 450 Brand Promise 259 Check Your Understanding (#1-5) 261 Review Your Knowledge (#1-5) 275 Check Your Understanding (#1-5) 277 Review Your Knowledge (#1-10)
9.7	Identify product opportunities.	244-250 Product Decisions 251-259 Product Development 294-295 Product Information 445 Preparing to Sale 446 Product Training 461 Review Your Knowledge (#3, 4) 461 Apply Your Knowledge (#3)
9.8	Identify methods/techniques to generate a product idea.	244-250 Product Decisions 251-259 Product Development 257-258 Stages 258-259 Impact on the Marketing Mix 294-295 Product Life Cycles 294-295 Product Information 297 Apply Your Knowledge (#6, 7, 8, 9) 445 Preparing to Sale 446 Product Training 461 Review Your Knowledge (#3, 4) 461 Apply Your Knowledge (#3)
9.9	Generate product ideas.	13 Service/Product Management 17 Review Your Knowledge (#7) 166 definition 166-167 Life Cycle 167-169 Teamwork Essentials 167 Tools 169 check your Understanding (#1-5) 171 Review Your Knowledge (#6-10) 244-250 Product Decisions 251-259 Product Development 294-295 Product Information 445 Preparing to Sale 446 Product Training 461 Review Your Knowledge (#3, 4) 461 Apply Your Knowledge (#3)



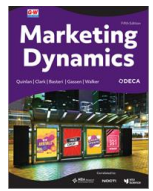
Course Task/Competency Lists		Correlating Textbook Pages
<b>MKT-MP-10</b> <b>Employ processes and techniques to sell goods, services and ideas.</b>		
10.1	Explain the nature and scope of the selling function and the role of marketing as a complement to selling.	447-455 Selling Process 447 Figure 23.1 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 Sole 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)
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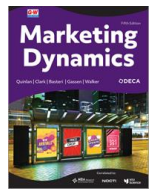
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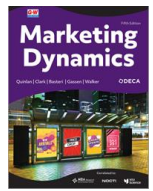
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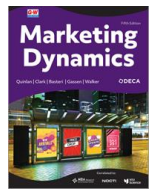
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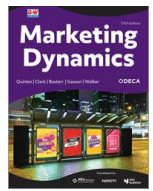




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