



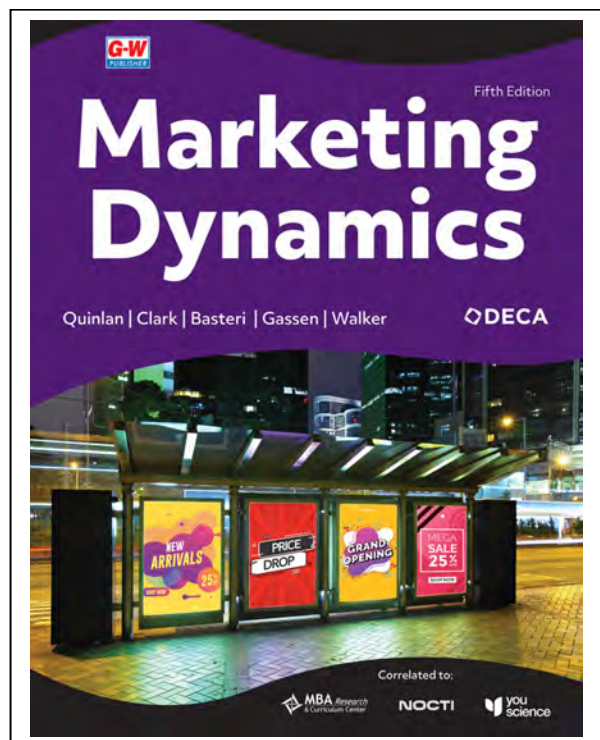
*Correlation of
Marketing Dynamics, 5e*
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to

MBA Research: A*S*K Certification Exam: Fundamental Marketing Concepts

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 National Standards for Business Administration. These standards, developed by MBA Research and Curriculum Center, are unique in education, as they are based on business and industry practitioner research and validated by business professionals across the country. The standards provide up-to-date information on the skills being used in the workplace. MBA Research and Curriculum Center is dedicated to supporting educators in the preparation of students for careers in the areas of business administration, including Business Management, Entrepreneurship, Finance, and Marketing. MBA Research is a not-for-profit operated by a consortium of state education departments.



Standards / Objectives / Indicators	G-W Content
Channel Management (CM)	
Acquire foundational knowledge of channel management to understand its role in marketing.	
CM:001 Explain the nature and scope of channel management (CS) LAP-CM-002	<p>Instruction: Pg. 318-335 Place</p> <p>Application: Pg. 327 Check Your Understanding #1-5 Pg. 327 Build Your Vocabulary Pg. 335 Check Your Understanding #1-5 Pg. 335 Build Your Vocabulary Pg. 337 Review Your Knowledge #1-4, 6-9 Pg. 337 Apply Your Knowledge #1, 3, 4, 7-10</p>
CM:003 Explain the nature of channels of distribution (CS) LAP-CM-003	<p>Instruction: Pg. 320-326 Section 17.1 Channels of Distribution</p> <p>Application: Pg. 327 Check Your Understanding #1 Pg. 327 Build Your Vocabulary Pg. 337 Review Your Knowledge #1-4 Pg. 337 Apply Your Knowledge #1, 3, 4 Pg. 338 Communication Skills (Reading)</p>
CM:004 Describe the use of technology in the channel management function (CS)	<p>Instruction: Pg. 329 Figure 17-4 Pg. 331 Digital Pg. 350-351 Computerized Inventory-Control System</p> <p>Application: Pg. 338 Communication Skills (Writing) Pg. 338 Internet Research (Store Location) Pg. 338 Teamwork Pg. 355 Review Your Knowledge #6 Pg. 355 Apply Your Knowledge #6</p>
CM:005 Explain legal considerations in channel management (SP)	<p>Instruction: Pg. 147 Legal Factors Pg. 327 Ethical and Legal Issues Pg. 334-335 Global Distribution</p> <p>Application: Pg. 327 Check Your Understanding #5 Pg. 337 Apply Your Knowledge #6</p>

Standards / Objectives / Indicators	G-W Content
<p>CM:006 Describe ethical considerations in channel management (SP)</p>	<p>Instruction: Pg. 327, Ethical and Legal Issues</p> <p>Application: Pg. 327 Check Your Understanding #5 Pg. 337 Review Your Knowledge #5 Pg. 337 Apply Your Knowledge #6</p>
<p>Manage channel activities to minimize costs and to determine distribution strategies.</p>	
<p>CM:007 Coordinate channel management with other marketing activities (SP)</p>	<p>Instruction: Pg. 12 Channel Management Pg. 318-335 Place</p> <p>Application: Pg. 15, Build Your Vocabulary Pg. 17 Review Your Knowledge #7 Pg. 17 Apply Your Knowledge #8 Pg. 327 Build Your Vocabulary Pg. 327 Check Your Understanding #1 Pg. 335 Check Your Understanding #1, 4 Pg. 337 Review Your Knowledge #1, 7, 8, 9 Pg. 337 Apply Your Knowledge #3, 4, 7, 8, 9 Pg. 338 Teamwork Pg. 359 PBL: Project-Based Learning</p>
<p>CM:008 Explain the nature of channel-member relationships (SP)</p>	<p>Instruction: Pg. 320-323 Place Pg. 326 Channel Members Pg. 334-335 Global Distribution</p> <p>Application: Pg. 327 Check Your Understanding #4 Pg. 337 Review Your Knowledge #2, 4, 10 Pg. 337 Apply Your Knowledge #1, 5 Pg. 338 Communication Skills (Reading)</p>
<p>CM:021 Explain the nature of affinity partner relationships (SP)</p>	<p>Instruction: Pg. 320 Place Pg. 326 Channel Members Pg. 373 Direct Marketing</p> <p>Application: Pg. 327 Check Your Understanding #4 Pg. 337 Review Your Knowledge #2, 4 Pg. 337 Apply Your Knowledge #5</p>
<p>Marketing-Information Management (IM)</p>	

Standards / Objectives / Indicators	G-W Content
<p>Acquire foundational knowledge of marketing-information management to understand its nature and scope.</p>	
<p>IM:012 Describe the need for marketing data (CS) LAP-IM-012</p>	<p>Instruction: Pg. 196-197 Marketing Research Pg. 203-204 Trend Research Pg. 254 Idea Screening Pg. 256 Test Marketing</p> <p>Application: Pg. 205 Check Your Understanding #1, 4 Pg. 213 Review Your Knowledge #1, 4 Pg. 213 Apply Your Knowledge #1, 4 Pg. 213 Communication Skills (Writing)</p>
<p>IM:184 Identify data monitored for marketing decision making (SP) LAP-IM-184</p>	<p>Instruction: Pg. 23-27 Situation Analysis Pg. 196-205 Section 11.1 Marketing Research Data Pg. 208 Analyze the Data</p> <p>Application: Pg. 28 Check Your Understanding #3-5 Pg. 35 Review Your Knowledge #3-5 Pg. 35 Apply Your Knowledge #2-5 Pg. 205 Check Your Understanding #2-4 Pg. 213 Review Your Knowledge #1-5 Pg. 213 Apply Your Knowledge #2-5 Pg. 214 Internet Research (Demographics)</p>
<p>IM:001 Explain the nature and scope of the marketing-information management function (SP) LAP-IM-002</p>	<p>Instruction: Pg. 12 Marketing-Information Management (MIM) Pg. 196-197 Marketing Research</p> <p>Application: Pg. 205 Check Your Understanding #1 Pg. 213 Review Your Knowledge #1 Pg. 214 Communication Skills (Writing)</p>
<p>IM:025 Explain the role of ethics in marketing-information management (SP)</p>	<p>Instruction: Pg. 86 Customer Privacy Pg. 210-211 Marketing Research Ethics</p> <p>Application: Pg. 92 Review Your Knowledge #3 Pg. 211 Check Your Understanding #5 Pg. 211 Build Your Vocabulary Pg. 213 Review Your Knowledge #10 Pg. 213 Apply Your Knowledge #10</p>

Standards / Objectives / Indicators	G-W Content
<p>IM:183 Describe the use of technology in the marketing-information management function (SP)</p>	<p>Instruction: Pg. 204-205 Marketing-Information System (MkIS) Pg. 209 Agile Marketing Research</p> <p>Application: Pg. 205 Check Your Understanding #5 Pg. 205 Build Your Vocabulary Pg. 211 Check Your Understanding #3 Pg. 211 Build Your Vocabulary Pg. 213 Review Your Knowledge #5, 7 Pg. 213 Apply Your Knowledge #5 Pg. 214 Internet Research (Marketing Research Technology)</p>
<p>IM:419 Describe the regulation of marketing-information management (SP)</p>	<p>Instruction: Pg. 210-211 Marketing Research Ethics</p> <p>Application: Pg. 211 Check Your Understanding #5 Pg. 211 Build Your Vocabulary Pg. 213 Review Your Knowledge #10 Pg. 213 Apply Your Knowledge #10</p>
<p>Understand marketing-research activities to show command of their nature and scope.</p>	
<p>IM:010 Explain the nature of marketing research (SP) LAP-IM-010</p>	<p>Instruction: Pg. 196-197 Marketing Research Pg. 206-209 Marketing Research Process</p> <p>Application: Pg. 205 Check Your Understanding #1 Pg. 211 Check Your Understanding #1-3 Pg. 213 Review Your Knowledge #1, 6-8 Pg. 213, Apply Your Knowledge #6 Pg. 214 Communication Skills (Writing)</p>
<p>IM:282 Discuss the nature of marketing research problems/issues (SP) LAP-IM-282</p>	<p>Instruction: Pg. 196-197 Marketing Research Pg. 206-209 Marketing Research Process</p> <p>Application: Pg. 205 Check Your Understanding #1 Pg. 211 Check Your Understanding #1-3 Pg. 213 Review Your Knowledge #1, 6-8 Pg. 213 Apply Your Knowledge #1, 6-8</p>
<p>Understand marketing-research design considerations to evaluate their appropriateness for the research problem/issue.</p>	

Standards / Objectives / Indicators	G-W Content
<p>IM:284 Describe methods used to design marketing research studies (i.e., descriptive, exploratory, and causal) (SP) LAP-IM-284</p>	<p>Instruction: Pg. 206-209 Marketing Research Process</p> <p>Application: Pg. 211 Check Your Understanding #1-3 Pg. 213 Review Your Knowledge #6-8 Pg. 213 Apply Your Knowledge #6-8</p>
<p>IM:281 Describe options businesses use to obtain marketing research data (i.e., primary and secondary research) (SP) LAP-IM-015</p>	<p>Instruction: Pg. 23-27 Situation Analysis Pg. 197-203 Types of Marketing Research Data Pg. 204-205 Marketing-Information System (MkIS) Pg. 206-209 Marketing Research Process</p> <p>Application: Pg. 28 Check Your Understanding #3-5 Pg. 35 Review Your Knowledge #3-5 Pg. 35 Apply Your Knowledge #2-5 Pg. 205 Check Your Understanding #2, 3, 5 Pg. 205 Build Your Vocabulary Pg. 211 Check Your Understanding #1-3 Pg. 213 Review Your Knowledge #2, 3, 5, 6, 7, Pg. 213 Apply Your Knowledge #2, 3, 5, 7, 8 Pg. 214 Communication Skills (Listening) Pg. 214 Internet Research (Effective Surveys) Pg. 214 Teamwork</p>
<p>IM:285 Discuss the nature of sampling plans (i.e., who, how many, how chosen) (SP) LAP-IM-016</p>	<p>Instruction: Pg. 197-198 Primary Data Pg. 210 Research Sample</p> <p>Application: Pg. 205 Check Your Understanding #3 Pg. 205 Build Your Vocabulary</p>
<p>Understand data-collection methods to evaluate their appropriateness for the research problem/issue.</p>	

Standards / Objectives / Indicators	G-W Content
<p>IM:289 Describe data-collection methods (e.g., observations, mail, diaries, telephone, Internet, discussion groups, interviews, scanners, tracking tools) (SP) LAP-IM-017</p>	<p>Instruction: Pg. 197-203 Types of Marketing Research Data Pg. 258 Impact on the Marketing Mix Pg. 350-351 Computerized Inventory-Control System</p> <p>Application: Pg. 205 Check Your Understanding #2, 3 Pg. 205 Build Your Vocabulary Pg. 213 Review Your Knowledge #2, 3 Pg. 213 Apply Your Knowledge #2, 3 Pg. 214 Communication Skills (Listening) Pg. 214 Internet Research (Effective Surveys) Pg. 214 Teamwork Pg. 353 Build Your Vocabulary</p>
<p>IM:418 Explain characteristics of effective data-collection instruments (SP)</p>	<p>Instruction: Pg. 23-27 Situation Analysis Pg. 197-203 Types of Marketing Research Data</p> <p>Application: Pg. 28, Check Your Understanding #3-5 Pg. 35 Review Your Knowledge #3-5 Pg. 35 Apply Your Knowledge #2-5 Pg. 205 Check Your Understanding #2, 3 Pg. 213 Review Your Knowledge #2, 3 Pg. 213 Apply Your Knowledge #2, 3 Pg. 214 Internet Research (Effective Surveys) Pg. 214 Teamwork</p>
<p>Interpret marketing information to test hypotheses and/or to resolve issues.</p>	
<p>IM:062 Explain techniques for processing marketing data (SP)</p>	<p>Instruction: Pg. 204-205 Marketing-Information System (MkIS) Pg. 206-209 Marketing Research Process</p> <p>Application: Pg. 205 Check Your Understanding #5 Pg. 205 Build Your Vocabulary Pg. 211 Check Your Understanding #1-3 Pg. 213 Review Your Knowledge #5 Pg. 213 Apply Your Knowledge #5</p>

Standards / Objectives / Indicators	G-W Content
IM:469 Monitor/measure customer “buzz” (SP)	<p>Instruction: Pg. 203 Internet</p> <p>Application: Pg. 205 Build Your Vocabulary Pg. 213 Review Your Knowledge #3 Pg. 214 Communication Skills (Reading)</p>
IM:191 Explain the use of descriptive statistics in marketing decision making (SP)	<p>Instruction: Pg. 208 Analyze the Data</p> <p>Application: Pg. 211 Build Your Vocabulary Pg. 213 Review Your Knowledge #8</p>
Evaluate marketing research procedures and findings to assess their credibility.	
IM:292 Identify sources of error in a research project (e.g., response errors, interviewer errors, non-response errors, sample design) (SP)	<p>Instruction: Pg. 210 Reliability of Marketing Research</p> <p>Application: Pg. 211 Check Your Understanding #4 Pg. 213 Review Your Knowledge #9 Pg. 213 Apply Your Knowledge #9</p>
IM:293 Evaluate questionnaire design (e.g., types of questions, question wording, routing, sequencing, length, layout) (SP)	<p>Instruction: Pg. 200 Survey Pg. 200 Figure 11-2 Pg. 210 Reliability of Marketing Research</p> <p>Application: Pg. 211 Check Your Understanding #4 Pg. 213 Review Your Knowledge #9 Pg. 213 Apply Your Knowledge #9 Pg. 214 Internet Research (Effective Surveys)</p>

Standards / Objectives / Indicators	G-W Content
<p>IM:428 Assess appropriateness of marketing research for the problem/issue (e.g., research methods, sources of information, timeliness of information, etc.) (SP)</p>	<p>Instruction: Pg. 23-27 Situation Analysis Pg. 197-203 Types of Marketing Research Data Pg. 206-211 Section 11.2, Conducting Marketing Research</p> <p>Application: Pg. 28 Check Your Understanding #3-5 Pg. 35 Review Your Knowledge #3-5 Pg. 35 Apply Your Knowledge #2-5 Pg. 205 Check Your Understanding #2, 3 Pg. 213 Review Your Knowledge, #2, 3 Pg. 213 Apply Your Knowledge, #2, 3 Pg. 211 Check Your Understanding #1-5 Pg. 213 Review Your Knowledge #6-10 Pg. 213 Apply Your Knowledge #6-10 Pg. 214 Communication Skills (Writing)</p>
Marketing (MK)	
<p>Understand marketing's role and function in business to facilitate economic exchanges with customers.</p>	
<p>MK:001 Explain marketing and its importance in a global economy (CS) LAP-MK-004</p>	<p>Instruction: Pg. 138-139 International Trade Pg. 143-149 Section 8.2 Global Marketplace</p> <p>Application: Pg. 142 Check Your Understanding #1 Pg. 142 Build Your Vocabulary Pg. 149 Check Your Understanding #3 Pg. 149 Build Your Vocabulary Pg. 151 Review Your Knowledge #1, 6, 8, 10 Pg. 151 Apply Your Knowledge #1, 4, 6, 7, 9, 10</p>
<p>MK:002 Describe marketing functions and related activities (CS) LAP-MK-001</p>	<p>Instruction: Pg. 12-13 Functions of Marketing Pg. 66 Marketing Pg. 164 Marketing Management</p> <p>Application: Pg. 15 Check Your Understanding #3 Pg. 15 Build Your Vocabulary Pg. 17 Review Your Knowledge #7 Pg. 17 Apply Your Knowledge #8 Pg. 79 Apply Your Knowledge #3 Pg. 169 Check Your Understanding #1</p>

Standards / Objectives / Indicators	G-W Content
<p>Acquire foundational knowledge of customer/client/business behavior to understand what motivates decision-making.</p>	
<p>MK:014 Explain factors that influence customer/client/business buying behavior (SP) LAP-MK-006</p>	<p>Instruction: Pg. 219-221 Consumer Buying Influences Pg. 221 Consumer Buying Motives Pg. 227-228 Business-Customer Buying Influences</p> <p>Application: Pg. 224 Review Your Knowledge #2, 3 Pg. 224 Build Your Vocabulary Pg. 229 Check Your Understanding #4 Pg. 229 Build Your Vocabulary Pg. 235 Review Your Knowledge #2, 3 Pg. 235 Apply Your Knowledge #2, 3, 7 Pg. 236 Communication Skills (Listening) Pg. 236 Internet Research (Consumer Reports)</p>
<p>MK:015 Discuss actions employees can take to achieve the company's desired results (SP) LAP-MK-002</p>	<p>Instruction: Pg. 84-85 Business Ethics Pg. 456-459 Section 23.3, Customer Service</p> <p>Application: Pg. 88 Review Your Knowledge #1 Pg. 459 Check Your Understanding #1-5 Pg. 459 Build Your Vocabulary Pg. 461 Review Your Knowledge #7-10 Pg. 461 Apply Your Knowledge #7-10 Pg. 462 Communications Skills (Speaking) Pg. 462 Internet Research (Customer Service Policies)</p>

Standards / Objectives / Indicators	G-W Content
<p>MK:019 Demonstrate connections between company actions and results (e.g., influencing consumer buying behavior, gaining market share, etc.) (SP) LAP-MK-003</p>	<p>Instruction: Pg. 32-33 Action Plan Pg. 219-221 Consumer Buying Influences Pg. 221 Consumer Buying Motives Pg. 227-228 Business-Customer Buying Influences Pg. 4, 20, 38, 62, 82, 100, 118, 136, 158, 174, 194, 216, 242, 264, 284, 300, 318, 340, 362, 382, 402, 422, 440, 468, 486, 506, 524, 548, 570 Real-World Connection</p> <p>Application: Pg. 18 Communication Skills (Reading) Pg. 33 Check Your Understanding #5 Pg. 33 Build Your Vocabulary Pg. 35 Review Your Knowledge #10 Pg. 35 Apply Your Knowledge #10 Pg. 229 Check Your Understanding #4 Pg. 235 Review Your Knowledge #2, 3 Pg. 235 Apply Your Knowledge #3, 7 Pg. 236 Communication Skills (Listening) Pg. 236 Internet Research (Consumer Reports)</p>
<p>Market Planning (MP)</p>	
<p>Develop marketing strategies to guide marketing tactics.</p>	
<p>MP:001 Explain the concept of marketing strategies (CS) LAP-MP-002</p>	<p>Instruction: Pg. 31-32 Marketing Strategies</p> <p>Application: Pg. 33 Check Your Understanding #3, 4 Pg. 33 Build Your Vocabulary Pg. 35 Review Your Knowledge #9 Pg. 35 Apply Your Knowledge #9 Pg. 36 Teamwork</p>
<p>Select target market appropriate for product/business to obtain the best return on marketing investment (ROMI).</p>	

Standards / Objectives / Indicators	G-W Content
<p>MP:003 Explain the concept of market and market identification (CS) LAP-MP-003</p>	<p>Instruction: Pg. 9-10 Customer Satisfaction Pg. 40-47 Section 3.1 Identifying the Market</p> <p>Application: Pg. 15 Build Your Vocabulary Pg. 47 Check Your Understanding #2, 3, 5 Pg. 47 Build Your Vocabulary Pg. 55 Review Your Knowledge #2, 3, 4, 5 Pg. 55 Apply Your Knowledge #2, 3, 5 Pg. 56 Communication Skills (Writing, Speaking) Pg. 56 Internet Research (Targeting a Market, Niche Marketing) Pg. 56 Teamwork</p>
<p>Employ marketing-information to plan marketing activities.</p>	
<p>MP:006 Explain the nature of marketing planning (SP)</p>	<p>Instruction: Pg. 12 Market Planning Pg. 20-33 Ch. 2 Marketing Plan Pg. 412-417 Section 21.2 Social Media Marketing Planning</p> <p>Application: Pg. 15 Check Your Understanding #3 Pg. 15 Build Your Vocabulary Pg. 28 Check Your Understanding #1, 3 Pg. 28 Build Your Vocabulary Pg. 33 Check Your Understanding #1-5 Pg. 33 Build Your Vocabulary Pg. 35 Review Your Knowledge #1, 6, 8, 9, 10 Pg. 35 Apply Your Knowledge, #8 Pg. 36 Communication Skills (Reading, Speaking, Writing) Pg. 36 Internet Research (Marketing Plans, Marketing Tactics) Pg. 59 PBL: Project-Based Learning Pg. 417 Check Your Understanding #3, 4 Pg. 419 Review Your Knowledge #6, 9 Pg. 419 Apply Your Knowledge #9</p>

Standards / Objectives / Indicators	G-W Content
MP:007 Explain the nature of marketing plans (SP) LAP-MP-007	<p>Instruction: Pg. 20-33 Ch. 2 Marketing Plan</p> <p>Application: Pg. 28 Check Your Understanding #1-3 Pg. 28 Build Your Vocabulary Pg. 33 Check Your Understanding #1-5 Pg. 33 Build Your Vocabulary Pg. 35 Review Your Knowledge #1, 6, 8, 9, 10 Pg. 35 Apply Your Knowledge, #8 Pg. 36 Communication Skills (Reading, Speaking, Writing) Pg. 36 Internet Research (Marketing Plans)</p>
MP:008 Explain the role of situation analysis in the marketing planning process (SP)	<p>Instruction: Pg. 23-27 Situation Analysis Pg. 30 Analysis</p> <p>Application: Pg. 28 Check Your Understanding, #3-5 Pg. 28 Build Your Vocabulary Pg. 33 Check Your Understanding #2 Pg. 35 Review Your Knowledge #3-5, 8 Pg. 35 Apply Your Knowledge #2-5, 8</p>
MP:013 Explain the nature of sales forecasts (SP) LAP-MP-005	<p>Instruction: Pg. 30-31 Sales Analysis Pg. 165 Financial Planning</p> <p>Application: Pg. 33 Check Your Understanding #2 Pg. 35 Review Your Knowledge #8 Pg. 35 Apply Your Knowledge #8 Pg. 169 Check Your Understanding #2 Pg. 169 Build Your Vocabulary Pg. 171 Review Your Knowledge #8 Pg. 171 Apply Your Math Skills Pg. 172 Communication Skills (Writing)</p>
<p>Professional Development (PD)</p>	
<p>Understand responsibilities in marketing to demonstrate ethical/legal behavior.</p>	

Standards / Objectives / Indicators	G-W Content
<p>PD:137 Explain the need for professional and ethical standards in marketing (SP)</p>	<p>Instruction: Pg. 84-88 Section 5.1 Ethics Pg. 475 Communication Ethics Pg. 555 Ethical Behavior Pg. 10, 85, 129, 141, 165, 218, 259, 292, 321, 368, 410, 473, 537, 555 Marketing Ethics</p> <p>Application: Pg. 88 Check Your Understanding #1-5 Pg. 92 Review Your Knowledge #1-5 Pg. 92-93 Apply Your Knowledge #1-5 Pg. 483 Review Your Knowledge #5 Pg. 483 Apply Your Knowledge #6 Pg. 555 Check Your Understanding #5 Pg. 567 Review Your Knowledge #6 Pg. 567 Apply Your Knowledge #5</p>
<p>Participate in career planning to enhance job-success potential.</p>	
<p>PD:024 Explain employment opportunities in marketing (CS) LAP-PD-021</p>	<p>Instruction: Pg. 249-250 Product/Service Management Pg. 332 Supply Chain Pg. 342-343 Purchasing Agent, Buyers Pg. 443-444 Career in Sales Pg. 559-564 Researching a Marketing Career Pg. 8, 50, 76, 107, 161, 228, 245, 290, 333, 375, 416, 434, 479, 529, 583 Exploring Marketing Careers</p> <p>Application: Pg. 250 Check Your Understanding, #5 Pg. 250 Build Your Vocabulary Pg. 333 Build Your Vocabulary Pg. 347 Check Your Understanding #1, 2 Pg. 347 Build Your Vocabulary Pg. 420 Communication Skills (Writing) Pg. 461 Review Your Knowledge #2 Pg. 461 Apply Your Knowledge #2 Pg. 565 Check Your Understanding #4 Pg. 567 Review Your Knowledge #9 Pg. 567 Apply Your Knowledge #8, 9 Pg. 568 Internet Research (Career Plan)</p>
<p>Pricing (PI)</p>	
<p>Develop a foundational knowledge of pricing to understand its role.</p>	

Standards / Objectives / Indicators	G-W Content
<p>PI:001 Explain the nature and scope of the pricing function (SP) LAP-PI-002</p>	<p>Instruction: Pg. 12 Pricing Pg. 286 Pricing Function</p> <p>Application: Pg. 288 Check Your Understanding #1 Pg. 297 Review Your Knowledge #1 Pg. 297 Apply Your Knowledge #2</p>
<p>PI:015 Describe the role of business ethics in pricing (SP)</p>	<p>Instruction: Pg. 87 Pricing Pg. 306-309 Section 16.2 Governmental Influence on Pricing</p> <p>Application: Pg. 92 Apply Your Knowledge #4 Pg. 93 Communication Skills (Reading) Pg. 309 Check Your Understanding #1-5 Pg. 311 Review Your Knowledge #7-10 Pg. 311 Apply Your Knowledge #8-10 Pg. 312 Teamwork</p>
<p>PI:016 Explain the use of technology in the pricing function (SP)</p>	<p>Instruction: Pg. 287 Maximize Sales</p> <p>Application: Pg. 298 Communication Skills (Reading)</p>
<p>PI:017 Explain legal considerations for pricing (SP)</p>	<p>Instruction: Pg. 87 Pricing Pg. 87 Figure 5-2 Pg. 306-309 Section 16.2 Governmental Influence on Pricing Pg. 308-309 Governmental Price Controls</p> <p>Application: Pg. 93 Communication Skills (Reading) Pg. 309 Check Your Understanding #1-5 Pg. 311 Review Your Knowledge #7-10 Pg. 311 Apply Your Knowledge #8-10 Pg. 312 Teamwork</p>

Standards / Objectives / Indicators	G-W Content
<p>PI:002 Explain factors affecting pricing decisions (SP) LAP-PI-003</p>	<p>Instruction: Pg. 148 Price Pg. 286-288 Pricing Objectives Pg. 289-295 Section 15.2 Price Influencers Pg. 306-309 Section 16.2, Governmental Influence on Pricing</p> <p>Application: Pg. 151 Apply Your Knowledge #10 Pg. 288 Check Your Understanding #3, 5 Pg. 295 Check Your Understanding #1-5 Pg. 297 Review Your Knowledge #2-10 Pg. 297 Apply Your Knowledge #1, 3-10 Pg. 309 Check Your Understanding #1-5 Pg. 311 Review Your Knowledge #7-10 Pg. 311 Apply Your Knowledge #8-10 Pg. 312 Teamwork</p>
<p>Product/Service Management (PM)</p>	
<p>Acquire a foundational knowledge of product/service management to understand its nature and scope.</p>	
<p>PM:001 Explain the nature and scope of the product/service management function (SP) LAP-PM-017</p>	<p>Instruction: Pg. 13 Product/Service Management Pg. 249-250 Product/Service Management</p> <p>Application: Pg. 261 Review Your Knowledge #4</p>
<p>PM:024 Identify the impact of product life cycles on marketing decisions (SP) LAP-PM-018</p>	<p>Instruction: Pg. 257-259 Product Life Cycle</p> <p>Application: Pg. 259 Check Your Understanding #5 Pg. 261 Review Your Knowledge #9, 10 Pg. 261 Apply Your Knowledge #9, 10 Pg. 262 Internet Research (Product Life Cycle)</p>
<p>PM:039 Describe the use of technology in the product/service management function (SP)</p>	<p>Instruction: Pg. 249 Packaging Pg. 256 Test Marketing Pg. 258 Impact on the Marketing Mix</p> <p>Application: Pg. 262 Communication Skills (Reading) Pg. 262 Internet Research (Emerging Digital Products)</p>

Standards / Objectives / Indicators	G-W Content
PM:040 Explain business ethics in product/service management (SP)	<p>Instruction: Pg. 249-250 Product/Service Management</p> <p>Application: Pg. 261 Review Your Knowledge #5 Pg. 261 Apply Your Knowledge #5</p>
Generate product ideas to contribute to ongoing business success.	
PM:134 Identify product opportunities (SP)	<p>Instruction: Pg. 15 Identifies New Business Opportunities Pg. 147-149 Global Marketing Strategies Pg. 251 New Product Opportunities</p> <p>Application: Pg. 17 Review Your Knowledge #10 Pg. 149 Check Your Understanding #4, 5 Pg. 152 Internet Research (Product Adaptations) Pg. 261 Review Your Knowledge #6, 7 Pg. 262 Internet Research (New Products)</p>
PM:127 Identify methods/techniques to generate a product idea (SP) LAP-PM-127	<p>Instruction: Pg. 251 New Product Opportunities Pg. 253-257 New Product Development</p> <p>Application: Pg. 259 Check Your Understanding #1, 3 Pg. 261 Review Your Knowledge #6, 7, 8 Pg. 261 Apply Your Knowledge #7, 8 Pg. 262 Communication Skills (Writing) Pg. 262 Internet Research (New Products) Pg. 262 Teamwork</p>
PM:128 Generate product ideas (SP)	<p>Instruction: Pg. 251 New Product Opportunities Pg. 253-257 New Product Development</p> <p>Application: Pg. 259 Check Your Understanding #1, 3 Pg. 261 Review Your Knowledge #6, 7, 8 Pg. 261 Apply Your Knowledge #7, 8 Pg. 262 Communication Skills (Writing) Pg. 262 Internet Research (New Products) Pg. 262 Teamwork</p>
Apply quality assurances to enhance product/service offerings.	

Standards / Objectives / Indicators	G-W Content
PM:019 Describe the uses of grades and standards in marketing (CS) LAP-PM-008	<p>Instruction: Pg. 247-248 Product Elements Pg. 267 Packaging</p> <p>Application: Pg. 250 Check Your Understanding #3 Pg. 277 Apply Your Knowledge #2</p>
PM:020 Explain warranties and guarantees (CS) LAP-PM-004	<p>Instruction: Pg. 247-248 Product Elements</p> <p>Application: Pg. 250 Check Your Understanding #3 Pg. 250 Build Your Vocabulary</p>
PM:017 Identify consumer protection provisions of appropriate agencies (SP) LAP-PM-007	<p>Instruction: Pg. 74-75 Consumer Protection Laws Pg. 75 Figure 4-9</p> <p>Application: Pg. 77 Check Your Understanding #4 Pg. 79 Review Your Knowledge #9 Pg. 79 Apply Your Knowledge #9 Pg. 80 Internet Research (Lemon Laws)</p>
Employ product-mix strategies to meet customer expectations.	
PM:003 Explain the concept of product mix (SP) LAP-PM-003	<p>Instruction: Pg. 246-247 Product Mix</p> <p>Application: Pg. 261 Review Your Knowledge #3 Pg. 261 Apply Your Knowledge #2</p>
PM:041 Describe the nature of product bundling (SP)	<p>Instruction: Pg. 303 Bundling</p> <p>Application: Pg. 305 Check Your Understanding #2 Pg. 311 Review Your Knowledge #1 Pg. 311 Apply Your Knowledge #3</p>
Position company to acquire desired business image.	

Standards / Objectives / Indicators	G-W Content
PM:206 Explain the nature of corporate branding (SP) LAP-PM-020	<p>Instruction: Pg. 271-273 Brand Identity Pg. 273-274 Branding Strategies</p> <p>Application: Pg. 275 Check Your Understanding #1-3 Pg. 275 Build Your Vocabulary Pg. 277 Review Your Knowledge #6-8 Pg. Apply Your Knowledge #6-9</p>
PM:207 Describe factors used by businesses to position corporate brands (SP)	<p>Instruction: Pg. 51 Product Positioning Pg. 273-274 Branding Strategies</p> <p>Application: Pg. 53 Check Your Understanding #4 Pg. 55 Review Your Knowledge #9 Pg. 55 Apply Your Knowledge #9 Pg. 277 Review Your Knowledge, #8 Pg. 277 Apply Your Knowledge #9 Pg. 278 Internet Research (Branding Strategies, Rebranding)</p>
PM:277 Identify customer touch points (SP)	<p>Instruction: Pg. 269 Perceptions of Brand Image</p> <p>Application: Pg. 277 Review Your Knowledge #3 Pg. 277 Apply Your Knowledge #4</p>
<p>Position products/services to acquire desired business image.</p>	
PM:042 Describe factors used by marketers to position products/services (SP) LAP-PM-019	<p>Instruction: Pg. 51 Product Positioning</p> <p>Application: Pg. 53 Check Your Understanding #4 Pg. 55 Review Your Knowledge #9 Pg. 55 Apply Your Knowledge #9</p>
PM:021 Explain the nature of product/service branding (SP) LAP-PM-006	<p>Instruction: Pg. 266-269 Elements of a Brand</p> <p>Application: Pg. 270 Check Your Understanding #1-3 Pg. 278 Internet Research (Branding Strategies)</p>

Standards / Objectives / Indicators	G-W Content
PM:276 Describe the role of customer voice in branding (SP)	<p>Instruction: Pg. 266-269 Elements of a Brand</p> <p>Application: Pg. 270 Check Your Understanding #1-3 Pg. 278 Internet Research (Branding Strategies)</p>
Promotion (PR)	
Acquire a foundational knowledge of promotion to understand its nature and scope.	
PR:001 Explain the role of promotion as a marketing function (CS) LAP-PR-002	<p>Instruction: Pg. 13 Promotion Pg. 364-365 Marketing Promotion Pg. 365-366 Goals of Promotion</p> <p>Application: Pg. 17 Review Your Knowledge #7 Pg. 17 Apply Your Knowledge #8 Pg. 371 Check Your Understanding #2 Pg. 379 Review Your Knowledge #1, 2 Pg. 379 Apply Your Knowledge #1, 2</p>
PR:002 Explain the types of promotion (i.e., institutional, product) (CS) LAP-PR-004	<p>Instruction: Pg. 11-12 Promotion Pg. 13 Promotion Pg. 148-149 Promotion Pg. 364-365 Marketing Promotion Pg. 366-367 Promotional Strategies Pg. 367-369 Common Digital Marketing Strategies Pg. 372-377 Section 19.2 Elements of the Promotional Mix</p> <p>Application: Pg. 151 Apply Your Knowledge #10 Pg. 371 Check Your Understanding #1, 3 Pg. 377 Check Your Understanding #1, 3 Pg. 379 Review Your Knowledge #1, 3, 4, 6-9 Pg. 379 Apply Your Knowledge #1, 3, 4, 6-10 Pg. 380 Communication Skills (Speaking) Pg. 380 Internet Research (Effective Websites, Viral Marketing, Press Release) Pg. 380 Teamwork</p>

Standards / Objectives / Indicators	G-W Content
<p>PR:003 Identify the elements of the promotional mix (SP) LAP-PR-001</p>	<p>Instruction: Pg. 11-12 Promotion Pg. 372-377 Section 19.2 Elements of the Promotional Mix</p> <p>Application: Pg. 15 Build Your Vocabulary Pg. 377 Check Your Understanding #1 Pg. 377 Build Your Vocabulary Pg. 379 Review Your Knowledge #6-10 Pg. 379 Apply Your Knowledge #6-10 Pg. 380 Teamwork</p>
<p>PR:099 Describe the use of business ethics in promotion (SP)</p>	<p>Instruction: Pg. 84-88 Section 5.1 Ethics Pg. 385 Advertising Law and Ethics Pg. 475 Communication Ethics</p> <p>Application: Pg. 88 Check Your Understanding #1-5 Pg. 92 Review Your Knowledge #1-5 Pg. 92-93 Apply Your Knowledge #1-5 Pg. 94 Internet Research (American Marketing Association, FTC Advertising Guidelines) Pg. 94 Teamwork Pg. 391 Check Your Understanding #2 Pg. 399 Review Your Knowledge #2 Pg. 399 Apply Your Knowledge #2 Pg. 483 Review Your Knowledge #5 Pg. 483 Apply Your Knowledge #6</p>

Standards / Objectives / Indicators	G-W Content
<p>PR:100 Describe the use of technology in the promotion function (SP)</p>	<p>Instruction: Pg. 367-369 Common Digital Marketing Strategies Pg. 387-388, Types of New Advertising Media Pg. 404-411 Social Media Marketing</p> <p>Application: Pg. 371 Check Your Understanding #4 Pg. 379 Review Your Knowledge #4 Pg. 379 Apply Your Knowledge #4 Pg. 380 Internet Research (Effective Websites, Viral Marketing) Pg. 399 Review Your Knowledge #4 Pg. 399, Apply Your Knowledge #5 Pg. 411 Check Your Understanding #1-4 Pg. 419 Review Your Knowledge #1-4 Pg. 419 Apply Your Knowledge #1-4 Pg. 420 Internet Research (Emerging Social Media Platforms, Social Media Advertising, Social Media Automation Services)</p>
<p>PR:101 Describe the regulation of promotion (SP)</p>	<p>Instruction: Pg. 86 Marketing Information Pg. 385 Advertising Law and Ethics</p> <p>Application: Pg. 88 Check Your Understanding #4, 5 Pg. 94 Internet Research (FTC Advertising Guidelines) Pg. 391 Check Your Understanding #2 Pg. 399 Review Your Knowledge #2 Pg. 399 Apply Your Knowledge #2</p>
<p>Understand promotional channels used to communicate with targeted audiences.</p>	
<p>PR:007 Explain types of advertising media (SP) LAP-PR-003</p>	<p>Instruction: Pg. 385-386 Types of Traditional Advertising Media Pg. 387-388 Types of New Advertising Media</p> <p>Application: Pg. 399 Review Your Knowledge #3, 4 Pg. 399 Apply Your Knowledge #4-5 Pg. 400 Internet Research (Advertising Media by Generation)</p>

Standards / Objectives / Indicators	G-W Content
<p>PR:247 Describe word-of-mouth channels used to communicate with targeted audiences (SP)</p>	<p>Instruction: Pg. 203 Internet Pg. 367 Participation Marketing Pg. 376 Brand Advocates Pg. 376-377 Influencers</p> <p>Application: Pg. 214 Communication Skills (Reading) Pg. 379 Apply Your Knowledge #3 Pg. 380 Internet Research (Viral Marketing)</p>
<p>PR:089 Explain the nature of direct marketing channels (SP)</p>	<p>Instruction: Pg. 373 Direct Marketing</p> <p>Application: Pg. 377 Check Your Understanding #2 Pg. 379 Review Your Knowledge #7 Pg. 379 Apply Your Knowledge #7</p>
<p>PR:249 Identify communications channels used in sales promotion (SP)</p>	<p>Instruction: Pg. 373-375 Sales Promotion Pg. 424-425 Visual Merchandising for Business</p> <p>Application: Pg. 377 Check Your Understanding #3 Pg. 379 Review Your Knowledge #8 Pg. 379 Apply Your Knowledge #8 Pg. 428 Check Your Understanding #1 Pg. 437 Review Your Knowledge #1 Pg. 437 Apply Your Knowledge #1</p>
<p>PR:250 Explain communications channels used in public-relations activities (SP)</p>	<p>Instruction: Pg. 376 Press Release; Press Kit; Press Conference; Social Media; Brand Advocates; Influencers</p> <p>Application: Pg. 377 Check Your Understanding #4 Pg. 379 Review Your Knowledge #9 Pg. 379 Apply Your Knowledge #9 Pg. 380 Internet Research (Press Release)</p>
<p>Understand the use of an advertisement's components to communicate with targeted audiences.</p>	

Standards / Objectives / Indicators	G-W Content
<p>PR:014 Explain the components of advertisements (SP)</p>	<p>Instruction: Pg. 393-397 Section 20.2 Creating an Advertisement Campaign</p> <p>Application: Pg. 397 Check Your Understanding #1-5 Pg. 397 Build Your Vocabulary Pg. 399 Review Your Knowledge #9, 10 Apply Your Knowledge #8, 9, 10</p>
<p>PR:251 Explain the importance of coordinating elements in advertisements (SP)</p>	<p>Instruction: Pg. 394-397 Elements of an Advertisement</p> <p>Application: Pg. 397 Check Your Understanding #3-5 Pg. 399 Review Your Knowledge #9, 10 Pg. 399 Apply Your Knowledge #9, 10 Pg. 400 Teamwork</p>
<p>Understand the use of an advertisement's components to communicate with targeted audiences.</p>	
<p>PR:252 Identify types of public-relations activities (SP)</p>	<p>Instruction: Pg. 375-377 Public Relations (PR)</p> <p>Application: Pg. 377 Build Your Vocabulary Pg. 379 Review Your Knowledge #9 Pg. 379 Apply Your Knowledge #9 Pg. 380 Communication Skills (Speaking) Pg. 380 Internet Research (Press Release)</p>
<p>PR:253 Discuss internal and external audiences for public-relations activities (SP)</p>	<p>Instruction: Pg. 375-377 Public Relations (PR)</p> <p>Application: Pg. 377 Check Your Understanding #4 Pg. 379 Review Your Knowledge #9 Pg. 379 Apply Your Knowledge #9 Pg. 380 Communications Skills (Speaking) Pg. 380 Internet Research (Press Release)</p>
<p>Selling (SE)</p>	
<p>Acquire a foundational knowledge of selling to understand its nature and scope.</p>	

Standards / Objectives / Indicators	G-W Content
SE:017 Explain the nature and scope of the selling function (CS) LAP-SE-117	<p>Instruction: Pg. 13 Selling pg. 442-443 Value of Personal Selling</p> <p>Application: Pg. 17 Review Your Knowledge #7 Pg. 17 Apply Your Knowledge #8 Pg. 444 Check Your Understanding #1-3 Pg. 461 Review Your Knowledge #1</p>
SE:076 Explain the role of customer service as a component of selling relationships (CS) LAP-SE-130	<p>Instruction: Pg. 456-459 Section 23.3 Customer Service</p> <p>Application: Pg. 459 Check Your Understanding #1-4 Pg. 461 Review Your Knowledge #7-10 Pg. 461 Apply Your Knowledge #7-10 Pg. 462 Communication Skills (Speaking) Pg. 462 Internet Research (Customer Service Policies)</p>
SE:828 Explain key factors in building a clientele (SP) LAP-SE-115	<p>Instruction: Pg. 228 Business-Customer Buying Decisions Pg. 452 Follow Up After the Sale Pg. 443-444 Career in Sales Pg. 447 Identify Potential Customers Pg. 458-459 Handling Customer Complaints</p> <p>Application: Pg. 235 Apply Your Knowledge #8 Pg. 455 Check Your Understanding #2 Pg. 461 Review Your Knowledge #10 Pg. 461 Apply Your Knowledge #10</p>
SE:932 Explain company selling policies (CS) LAP-SE-121	<p>Instruction: Pg. 445-446 Selling Policies and Regulations</p> <p>Application: Pg. 455 Check Your Understanding #1 Pg. 461 Review Your Knowledge #3</p>
SE:106 Explain legal and ethical considerations in selling (SP) LAP-SE-129	<p>Instruction: Pg. 88 Selling Pg. 443-444 Career in Sales Pg. 452, Close the Sale</p> <p>Application: Pg. 92 Review Your Knowledge #4, 5 Pg. 93 Apply Your Knowledge #5</p>

Standards / Objectives / Indicators	G-W Content
SE:107 Describe the use of technology in the selling function (SP)	<p>Instruction: Pg. 443 Business-to-Consumer (B2C) Selling Pg. 455 Mobile Payment Transactions Pg. 458 Online Support</p> <p>Application: Pg. 444 Check Your Understanding #3 Pg. 455 Check Your Understanding #3 Pg. 459 Check Your Understanding #3, 4 Pg. 461 Review Your Knowledge #5, 9 Pg. 461 Apply Your Knowledge #5, 9 Pg. 459 Check Your Understanding #3, 4 Pg. 461 Review Your Knowledge #9; Apply Your Knowledge #9 Pg. 462 Internet Research (Electronic Payments)</p>
SE:108 Describe the nature of selling regulations (SP)	<p>Instruction: Pg. 445-446 Selling Policies and Regulations</p> <p>Application: Pg. 455 Check Your Understanding #1 Pg. 461 Review Your Knowledge #3</p>
Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer.	
SE:062 Acquire product information for use in selling (CS) LAP-SE-131	<p>Instruction: Pg. 446 Product Training</p> <p>Application: Pg. 455 Check Your Understanding #1 Pg. 461 Review Your Knowledge #3 Pg. 461 Apply Your Knowledge #3 Pg. 462 Teamwork</p>
SE:109 Analyze product information to identify product features and benefits (SP) LAP-SE-113	<p>Instruction: Pg. 247 Features Pg. 446 Product Training</p> <p>Application: Pg. 261 Apply Your Knowledge #3 Pg. 461 Apply Your Knowledge #3 Pg. 462 Teamwork</p>
Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.	

Standards / Objectives / Indicators	G-W Content
SE:048 Explain the selling process (CS) LAP-SE-048	<p>Instruction: Pg. 447-453 Sales Process</p> <p>Application: Pg. 455 Check Your Understanding #3 Pg. 461 Review Your Knowledge #4 Pg. 461 Apply Your Knowledge #4 Pg. 462 Communication Skills (Writing, Listening) Pg. 462 Internet Research (Handling Objections) Pg. 462 Teamwork</p>
SE:359 Discuss motivational theories that impact buying behavior (SP)	<p>Instruction: Pg. 218-219 Consumer Buying Behavior Pg. 219-221 Consumer Buying Influences Pg. 221 Consumer Buying Motives Pg. 227-228 Business-Customer Buying Influences</p> <p>Application: Pg. 224 Check Your Understanding #1-3 Pg. 229 Check Your Understanding #4 Pg. 235 Review Your Knowledge #1-3 Pg. 235 Apply Your Knowledge #1, 3, 7 Pg. 236 Communication Skills (Listening) Pg. 236 Internet Research (Consumer Reports)</p>