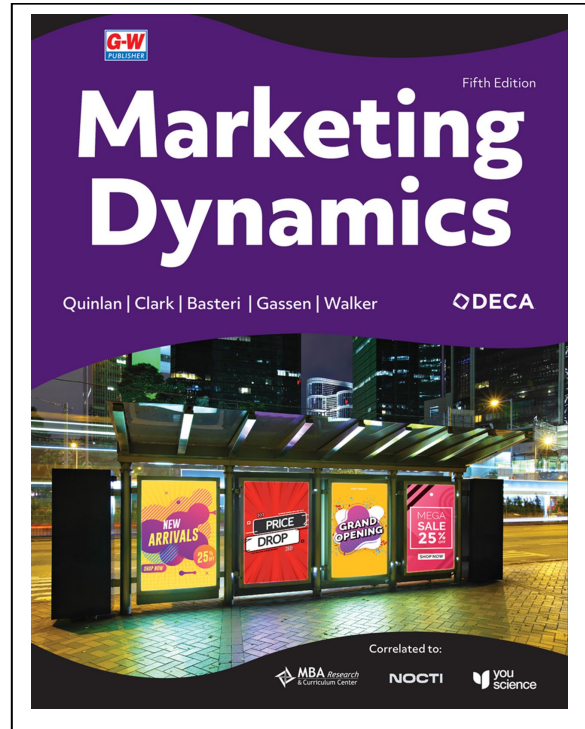




**Correlation of
Marketing Dynamics, 5e
Quinlan, Clark, Basteri, Gassen, Walker
(Goodheart-Willcox Publisher ©2024)
to
North Carolina Department of Education Course: Marketing**

Marketing Dynamics provides a comprehensive framework of the concepts of marketing, including the four Ps of marketing—product, place, price, and promotion—as well as a foundation in related economic and business principles. The marketing concepts and activities presented help students connect real-world learning to the classroom. Students will be guided through the process of creating their own marketing plan.

The content of **Marketing Dynamics** correlates to the standards for the North Carolina Department of Education Marketing course.



Standards / Objectives / Indicators	G-W Content
MM51 – Marketing 2022-2023 Standards	
1.00 Understand marketing, marketing functions, marketing mix components (4 P's), marketing strategies and tactics, target market identification, segmentation, the need for marketing research and data, and career opportunities in marketing.	
1.01 Explain marketing and its importance in a global economy	6-15
1.02 Describe marketing functions and related activities	22-33
1.03 Explain employment opportunities in marketing	556-564

Standards / Objectives / Indicators	G-W Content
1.04 Explain the concept of marketing strategies	6-15
1.05 Explain the concept of market and market identification	40-47
1.06 Describe the need for marketing data	40-41
02.00 Understand product/service management, branding, product life cycles, new product development, marketing of services, product positioning and the technological, legal, and ethical components of product/service management.	
02.01 Explain the nature and scope of the product/service management function.	249-250
2.02 Explain the concept of product mix.	246-247
2.03 Identify the impact of product life cycles on marketing decisions	249-250, 257-259
2.04 Explain business ethics and describe the use of technology in product/service management.	84-91, 249-250
3.00 Understand promotion and types of promotion including selling and the technological, legal, and ethical components of promotion	
3.01 Explain the role of promotion as a marketing function	364-371
3.02 Explain the promotion	364-366
3.03 Identify the elements of the promotional mix.	372-377
3.04 Explain the nature and scope of the selling function	442-443, 445-453
3.05 Explain the role of customer service as a component of selling relationships	456-459
3.06 Explain the selling process	445-453
4.00 Understand pricing and factors affecting pricing decisions including technological, ethical and legal considerations	
4.01 Explain the nature and scope of the pricing function	286-295
4.02 Describe the role of business ethics and legal considerations in pricing	87, 289-295

Standards / Objectives / Indicators	G-W Content
4.03 Explain factors affecting pricing decisions	289-295
5.00 Understand channels of distribution and supply chain management and the technological, legal, and ethical components of channel management.	
5.01 Explain the nature of channels of distribution	320-335
5.02 Explain the nature and scope of channel management	320-335
5.03 Describe the use of technology in the channel management function	320-335