

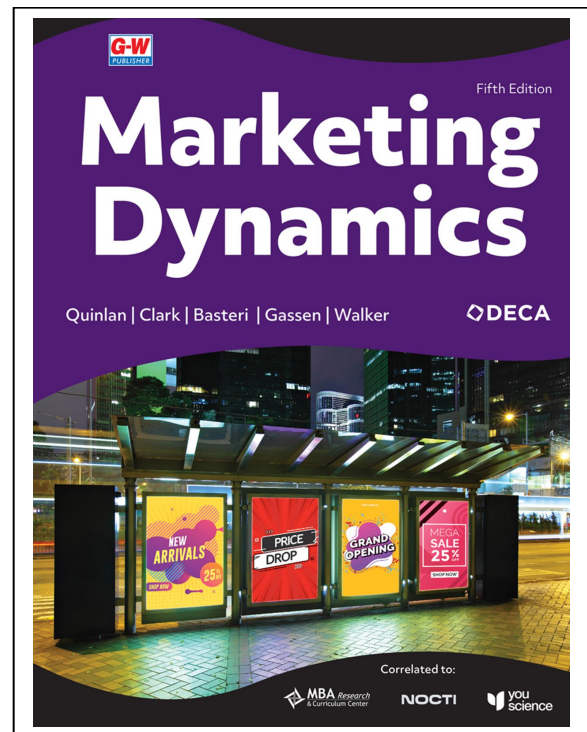


*Correlation of*  
**Marketing Dynamics, 5e**  
**Quinlan, Clark, Basteri, Gassen, Walker**  
**(Goodheart-Willcox Publisher ©2024)**  
to  
**NOCTI Retail Merchandising**

**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.

Goodheart-Willcox is pleased to partner with NOCTI to correlate **Marketing Dynamics** to its Retail Merchandising standards. NOCTI is a leading provider of industry certification solutions for CTE programs across the nation. With over 50 years of experience, NOCTI is a valuable partner in the CTE community’s efforts to improve America’s workforce. Goodheart-Willcox has created correlations between select products and the standards and competencies that make up the NOCTI credentials, to the benefit of states, instructors, and students working to achieve NOCTI credentials.

NOCTI certifications (knowledge-based and skill-based) are developed by national teams of subject matter experts as part of the process that meets personnel accrediting standards and requirements under ISO 17.024, resulting in credentials measuring skills and competencies critical for learner success outside the classroom. From online test delivery and psychometric services to digital badging and professional development, NOCTI uses the latest tools and methods to provide relevant solutions for those in CTE.



Standards / Objectives / Indicators	G-W Content
<b>Advertising</b>	
<p>Explain the concept and purpose of advertising and cooperative advertising</p>	<p><b>Instruction:</b> Pg. 372-373 Advertising Pg. 384-385 Advertising and Society</p> <p><b>Application:</b> Pg. 377 Build Your Vocabulary Pg. 377 Check Your Understanding #1 Pg. 379 Review Your Knowledge #6; Apply Your Knowledge #6 Pg. 391 Check Your Understanding #1 Pg. 399 Review Your Knowledge #1; Apply Your Knowledge #1</p>
<p>List forms of advertising media and the advantages and disadvantages of each</p>	<p><b>Instruction:</b> Pg. 385-386 Types of Traditional Advertising Media Pg. 387-388 Types of New Advertising Media Pg. 389 Figure 20-2</p> <p><b>Application:</b> Pg. 391 Check Your Understanding #3 Pg. 399 Review Your Knowledge #3, 4; Apply Your Knowledge #3-5</p>
<p>Apply knowledge of advertising in social media</p>	<p><b>Instruction:</b> Pg. 368 Chapter 19 Social Media Marketing Pg. 402-417 Chapter 21 Social Media Marketing</p> <p><b>Application:</b> Pg. 379 Review Your Knowledge #4 Pg. 380 Internet Research (Viral Marketing) Pg. 411 Check Your Understanding #1-5 Pg. 417 Check Your Understanding #1-5 Pg. 419 Review Your Knowledge #1-10; Apply Your Knowledge #1-10 Pg. 420 Internet Research; Teamwork Pg. 465 PBL: Project-Based Learning</p>
<p>Characterize how merchandising impacts a retailer’s perceived image and/or brand</p>	<p><b>Instruction:</b> Pg. 424-428 Section 22.1 Visual Merchandising</p> <p><b>Application:</b> Pg. 428 Check Your Understanding #1-3 Pg. 437 Review Your Knowledge #1-4; Apply Your Knowledge #1, 2 Pg. 438 Internet Research (Store Image)</p>

Standards / Objectives / Indicators	G-W Content
<p>Demonstrate an understanding of the concept of the marketing mix and segmentation</p>	<p><b>Instruction:</b> Pg. 11-12 Marketing Mix Pg. 41-46 Market Segmentation</p> <p><b>Application:</b> Pg. 15 Check Your Understanding #2 Pg. 17 Review Your Knowledge #5, 6; Apply Your Knowledge #6, 7 Pg. 18 Teamwork Pg. 47 Check Your Understanding #3 Pg. 55 Review Your Knowledge #4; Apply Your Knowledge #2, 3</p>
<b>Communications</b>	
<p>Apply effective verbal and telephone communications, including proper grammar and vocabulary</p>	<p><b>Instruction:</b> Pg. 472 Verbal Communication</p> <p><b>Application:</b> Pg. 475 Review Your Knowledge #3; Apply Your Knowledge #2, 3</p>
<p>Prepare basic written reports and product presentations</p>	<p><b>Instruction:</b> Pg. 478 Reports Pg. 486-497 Chapter 25 Marketing Pitch</p> <p><b>Application:</b> Pg. 481 Check Your Understanding #3 Pg. 483 Review Your Knowledge #8 Pg. 497 Check Your Understanding #1-5 Pg. 498 Review Your Knowledge #1, 4, 5, 7-10 Pg. 499 Apply Your Knowledge #1-10 Pg. 500 Communication Skills; Internet Research; Teamwork</p>
<p>Follow oral and written directions</p>	<p><b>Instruction:</b> Pg. 471-473 Types of Communication</p> <p><b>Application:</b> Pg. 475 Check Your Understanding #3 Pg. 483 Review Your Knowledge #3; Apply Your Knowledge #2, 3 Pg. 58, 96, 154, 190, 238, 280, 314, 358, 464, 502, 544 Building the Marketing Plan Pg. 59, 97, 155, 191, 239, 281, 315, 359, 465, 503, 545 PBL: Project-Based Learning</p>

Standards / Objectives / Indicators	G-W Content
Describe forms of nonverbal communication	<p><b>Instruction:</b> Pg. 472-473 Nonverbal Communication</p> <p><b>Application:</b> Pg. 475 Check Your Understanding #3 Pg. 483 Apply Your Knowledge #2 Pg. 484 Internet Research (Nonverbal Communication)</p>
<b>Merchandising</b>	
Participate in executing effective in-store and window displays, and floor sets	<p><b>Instruction:</b> Pg. 425-428 Elements of Visual Merchandising Pg. 431 Figure 22-4 Pg. 433-435 Display Development</p> <p><b>Application:</b> Pg. 428 Check Your Understanding #5 Pg. 435 Check Your Understanding #4-5 Pg. 437 Review Your Knowledge #4, 9, 10; Apply Your Knowledge #5, 8-10 Pg. 438 Teamwork</p>
Explain the use and effect of visual merchandising and store layout	<p><b>Instruction:</b> Pg. 426 Store Layout</p> <p><b>Application:</b> Pg. 428 Check Your Understanding #4 Pg. 437 Apply Your Knowledge #3 Pg. 438 Planograms</p>
Use safety precautions when setting up displays	<p><b>Instruction:</b> Pg. 435, Create and Arrange the Display, Maintain the Display</p> <p><b>Application:</b> Pg 435 Check Your Understanding #5 Pg. 438 Teamwork</p>
Explain the role of wholesalers and distributors	<p><b>Instruction:</b> Pg. 321-323 Intermediaries</p> <p><b>Application:</b> Pg. 337 Review Your Knowledge #2; Apply Your Knowledge #1 Pg. 338 Communication Skills (Reading)</p>

Standards / Objectives / Indicators	G-W Content
Operate point-of-sale terminal/calculator	<p><b>Instruction:</b> Pg. 350 Computerized Inventory-Control System Pg. 454 Cash Transaction</p> <p><b>Application:</b> Pg. 355 Review Your Knowledge #5; Apply Your Knowledge #6 Pg. 461 Review Your Knowledge #5 Pg. 462 Internet Research (Electronic Payments)</p>
Receive incoming stock and verify invoice accuracy	<p><b>Instruction:</b> Pg. 345-346 Receive the Order</p> <p><b>Application:</b> Pg. 355 Review Your Knowledge #4</p>
Process returned, unwanted, or damaged inventory	<p><b>Instruction:</b> Pg. 348-349 Managing Inventory Pg. 350 Computerized Inventory-Control System</p> <p><b>Application:</b> Pg. 353 Check Your Understanding #1 Pg. 356 Internet Research (Returns Management)</p>
Explain functions of maintenance and cleanliness	<p><b>Instruction:</b> Pg. 435 Create and Arrange the Display; Maintain the Display</p> <p><b>Application:</b> Pg. 435 Check Your Understanding #5 Pg. 438 Teamwork</p>
<b>Technology in Retail Merchandising</b>	
Describe benefits of technology in retailing	<p><b>Instruction:</b> Pg. 343 Purchasing Process Pg. 349-351 Inventory-Control Systems Pg. 424-425 Visual Merchandising for Businesses Pg. 428 Interactive Kiosks</p> <p><b>Application:</b> Pg. 355 Review Your Knowledge #3; Apply Your Knowledge #6 Pg. 428 Build Your Vocabulary Pg. 438 Teamwork</p>
Describe digital pricing and inventory systems	<p><b>Instruction:</b> Pg. 350 Computerized Inventory-Control System</p> <p><b>Application:</b> Pg. 355 Review Your Knowledge #6; Apply Your Knowledge #6</p>

Standards / Objectives / Indicators	G-W Content
<p>Compare advantages and disadvantages of electronic payment to the retail establishment</p>	<p><b>Instruction:</b> Pg. 231-232 Rewards and Risks of Extending Credit Pg. 454-455 Credit and Debit Card Transactions Pg. 455 Mobile Payment Transactions</p> <p><b>Application:</b> Pg. 233 Check Your Understanding #3 Pg. 235 Review Your Knowledge #9 Pg. 461 Apply Your Knowledge #5 Pg. 462 Internet Research (Electronic Payments)</p>
<p>Characterize how technological changes impact a retailer’s perceived image and/or brand</p>	<p><b>Instruction:</b> Pg. 424-425 Visual Merchandising for Business</p> <p><b>Application:</b> Pg. 437 Review Your Knowledge #2; Apply Your Knowledge #1, 2 Pg. 438 Teamwork</p>
<p>Describe various forms of digital retail technology (e.g. rewards programs, loyalty cards)</p>	<p><b>Instruction:</b> Pg. 374 Loyalty Programs Pg. 368 Search Engine Marketing (SEM) Pg. 368-369 Mobile Marketing Pg. 445-446 Selling Policies and Regulations</p> <p><b>Application:</b> Pg. 371 Check Your Understanding #4 Pg. 379 Review Your Knowledge #3, 4, 8; Apply Your Knowledge #4, 8 Pg. 380 Internet Research; Teamwork</p>
<p>Compare advantages and disadvantages of “brick and mortar” versus online businesses</p>	<p><b>Instruction:</b> Pg. 322 Retailers</p> <p><b>Application:</b> Pg. 327 Check Your Understanding #2 Pg. 338 Internet Research (Store Location)</p>
<p><b>Economics</b></p>	

Standards / Objectives / Indicators	G-W Content
<p>Display knowledge of basic economic concepts, including supply and demand</p>	<p><b>Instruction:</b> Pg. 100-113 Ch. 6: Economic Principles Pg. 118-131 Ch. 7: Economic Activity</p> <p><b>Application:</b> Pg. 107 Check Your Understanding #1-5 Pg. 113 Check Your Understanding #1-5 Pg. 114 Review Your Knowledge #1-10 Pg. 115 Apply Your Knowledge #1-10 Pg. 116 Internet Research (Scarcity, Economic Systems); Teamwork Pg. 127 Check Your Understanding #1-5 Pg. 131 Check Your Understanding #1-5 Pg. 133 Review Your Knowledge #1-10; Apply Your Knowledge #1-10 Pg. 134 Internet Research; Teamwork</p>
<p>Distinguish between consumer wants and needs</p>	<p><b>Instruction:</b> Pg. 6-7 Marketing Is More Than an Advertisement Pg. 218-219 Consumer Buying Behavior</p> <p><b>Application:</b> Pg. 235 Review Your Knowledge #1; Apply Your Knowledge #1</p>
<p>Explain the concept of opportunity cost</p>	<p><b>Instruction:</b> Pg. 105-107 Economic Problem</p> <p><b>Application:</b> Pg. 107 Check Your Understanding #3-6 Pg. 114 Review Your Knowledge #4, 5 Pg. 115 Apply Your Knowledge #3-6</p>
<p>Describe the concept of global opportunities related to goods and services</p>	<p><b>Instruction:</b> Pg. 143-149 Global Section 8.2 Global Marketplace</p> <p><b>Application:</b> Pg. 149 Check Your Understanding #1-5 Pg. 151 Review Your Knowledge #6-10; Apply Your Knowledge #5-10 Pg. 152 Internet Research (Product Adaptations)</p>

Standards / Objectives / Indicators	G-W Content
<p>Define characteristics of economies related to government involvement</p>	<p><b>Instruction:</b> Pg. 108-111 Economic Systems Pg. 129-131 Role of Government in the US Economy</p> <p><b>Application:</b> Pg. 113 Check Your Understanding #1, 2 Pg. 114 Review Your Knowledge #6-8 Pg. 115 Apply Your Knowledge #7 Pg. 116 Communication Skills (Writing); Internet (Economic Systems); Teamwork Pg. 131 Check Your Understanding #3-5 Pg. 133 Review Your Knowledge 7-10; Apply Your Knowledge #9, 10 Pg. 134 Internet Research; Teamwork</p>
<b>Customer Service, Sales, and Selling</b>	
<p>Explain the importance of positive customer relations</p>	<p><b>Instruction:</b> Pg. 228 Business-Customer Buying Decisions Pg. 442-444 Section 23.1 Role of Sales Pg. 452 Follow Up After the Sale Pg. 456 Quality Service</p> <p><b>Application:</b> Pg. 235 Apply Your Knowledge #8 Pg. 459 Check Your Understanding #2-5 Pg. 461 Review Your Knowledge #1, 7, 8, 10; Apply Your Knowledge #6-10</p>
<p>Determine the customer/client needs and buying motives</p>	<p><b>Instruction:</b> Pg. 221 Consumer Buying Motives Pg. 227-228 Business-Customer Buying Influences Pg. 449 Determine the Customer’s Needs</p> <p><b>Application:</b> Pg. 224 Check Your Understanding #3 Pg. 229 Check Your Understanding #4 Pg. 235 Review Your Knowledge #3; Apply Your Knowledge #3, 7 Pg. 236 Internet Research (Consumer Reports) Pg. 462 Teamwork</p>
<p>Demonstrate an understanding of the buying process</p>	<p><b>Instruction:</b> Pg. 222-223 Consumer Decision-Making Process</p> <p><b>Application:</b> Pg. 235 Review Your Knowledge #4; Apply Your Knowledge #4</p>



Standards / Objectives / Indicators	G-W Content
Demonstrate product knowledge	<p><b>Instruction:</b> Pg. 446 Product Training</p> <p><b>Application:</b> Pg. 461 Apply Your Knowledge #3 Pg. 462 Teamwork</p>
Contrast sales approaches (e.g., greeting)	<p><b>Instruction:</b> pg. 448-449 Approach the Customer</p> <p><b>Application:</b> Pg. 455 Check Your Understanding #3 Pg. 461 Apply Your Knowledge #4</p>
Close the sale and provide customer maintenance activities	<p><b>Instruction:</b> Pg. 451-452 Close the Sale Pg. 452-453 Follow Up After the Sale</p> <p><b>Application:</b> Pg. 462 Communication Skills (Writing); Teamwork</p>
Interpret business policies to customers/clients and handle customer complaints and issues	<p><b>Instruction:</b> Pg. 445-446 Selling Policies and Regulations Pg. 458-459 Handling Customer Complaints</p> <p><b>Application:</b> Pg. 459 Check Your Understanding #5 Pg. 461 Review Your Knowledge #10; Apply Your Knowledge #8, 10 Pg. 462 Communication Skills (Speaking); Internet Research (Customer Service Policies, Handling Objections)</p>
<b>Retail-Related Mathematics</b>	
Solve addition, subtraction, multiplication, division, fractions, decimals, and percentage problems pertaining to business/retailing	<p><b>Instruction:</b> Pg. 28, 44, 70, 112, 145, 184, 207, 269, 308, 352, 394, 426, 454, 492, 511, 563 You Do the Math</p> <p><b>Application:</b> Apply Your Math Skills (at the end of all chapters)</p>
Make change with or without change indication	<p><b>Instruction and Application:</b> Pg. 297-298 Apply Your Math Skills Pg. 454 You Do the Math</p>

Standards / Objectives / Indicators	G-W Content
Calculate amount of purchases, discounts, and special changes for purchases	<p><b>Instruction:</b> Pg. 292-293 Influence of Costs on Price Pg. 253-454 Sales Transactions</p> <p><b>Application:</b> Pg. 278 Apply Your Math Skills Pg. 295 Check Your Understanding #2, 3 Pg. 297 Apply Your Math Skills Pg. 455 Check Your Understanding #4 Pg. 461-462 Review Your Knowledge #5; Apply Your Math Skills</p>
Complete sale transactions, including cash, change cards, and sales tax	<p><b>Instruction:</b> Pg. 292-293 Influence of Costs on Price Pg. 253-454 Sales Transactions</p> <p><b>Application:</b> Pg. 295 Check Your Understanding #2, 3 Pg. 297 Apply Your Math Skills Pg. 455 Check Your Understanding #4 Pg. 461-462 Review Your Knowledge #5; Apply Your Math Skills</p>
Apply the concepts of commission sales and sales quotas	<p><b>Instruction:</b> Pg. 443-444 Career in Sales</p> <p><b>Application:</b> Pg. 444 Check Your Understanding #4 Pg. 461 Apply Your Math Skills</p>
Identify various measures used by retailers (e.g., conversion, UPT)	<p><b>Instruction:</b> Pg. 451-452 Close the Sale</p> <p><b>Application:</b> Pg. 464-465 Building the Marketing Plan</p>
Open/close out register/terminal	<p><b>Instruction and Application:</b> Pg. 563 You Do the Math</p>
Calculate price changes	<p><b>Instruction:</b> Pg. 292-293 Influence of Costs on Price</p> <p><b>Application:</b> Pg. 297-298 Apply Your Math Skills Pg. 298 Internet Research (Pricing Mistakes, Competitive Pricing)</p>
<b>Professionalism in Retail Merchandising</b>	

Standards / Objectives / Indicators	G-W Content
Abide by OSHA and other legal standards	<p><b>Instruction:</b> Pg. 72 Employment and Labor Laws</p> <p><b>Application:</b> Pg. 77 Check Your Understanding #2 Pg. 79 Review Your Knowledge #7; Apply Your Knowledge #7 Pg. 80 Communication Skills (Writing)</p>
Define personality traits and skills important to retailing (e.g., creativity, organizational skills)	<p><b>Instruction:</b> Pg. 550-555 Section 28.1 Interpersonal Skills</p> <p><b>Application:</b> Pg. 555 Check Your Understanding #1-4 Pg. 567 Review Your Knowledge #1-4; Apply Your Knowledge #1-5 Pg. 568 Communication Skills (Writing)</p>
Promote a positive company image	<p><b>Instruction:</b> Pg. 550-552 Interpersonal Skills Basics</p> <p><b>Application:</b> Pg. 555 Check Your Understanding #1 Pg. 567 Review Your Knowledge #1, 2; Apply Your Knowledge #1, 2 Pg. 568 Communication Skills (Writing); Internet Research (Respecting Diversity)</p>
Describe appropriate professional appearance	<p><b>Instruction:</b> Pg. 492-493 Ethos Pg. 582 Dressing for the Interview</p> <p><b>Application:</b> Pg. 498-499 Review Your Knowledge #6; Apply Your Knowledge #6 Pg. 592 Communications (Writing); Teamwork</p>
Respect and understand the importance of diversity and appropriate behavior	<p><b>Instruction:</b> Pg. 555 Ethical Behavior</p> <p><b>Application:</b> Pg. 555 Check Your Understanding #5 Pg. 567 Review Your Knowledge #6; Apply Your Knowledge #5 Pg. 568 Internet Research (Respecting Diversity)</p>

Standards / Objectives / Indicators	G-W Content
Exhibit business ethics and maintain confidentiality	<p><b>Instruction:</b> Pg. 84-88 Ethics Pg. 443-444 Career in Sales Pg. 555 Ethical Behavior Pg. 10, 85, 129, 141, 165, 218, 259, 292, 321, 368, 410, 473, 537, 555 Marketing Ethics</p> <p><b>Application:</b> Pg. 88 Check Your Understanding #1-3 Pg. 92 Review Your Knowledge #1-5; Apply Your Knowledge #1-5 Pg. 444 Check Your Understanding #5 Pg. 555 Check Your Understanding #5 Pg. 567 Apply Your Knowledge #5</p>
Abide by policies and procedures	<p><b>Instruction:</b> Pg. 84-85 Business Ethics Pg. 445-446 Selling Policies and Regulations</p> <p><b>Application:</b> Pg. 88 Check Your Understanding #3 Pg. 92 Review Your Knowledge #2 Pg. 462 Internet Research (Customer Service Policies)</p>
Demonstrate team and interpersonal relationships	<p><b>Instruction:</b> Pg. 167-169 Teamwork Essentials Pg. 550-552 Interpersonal Skills Basics</p> <p><b>Application:</b> Pg. 169 Check Your Understanding #5 Pg. 171 Apply Your Knowledge #9, 10 Pg. 555 Check Your Understanding #1 Pg. 567 Review Your Knowledge #1, 2; Apply Your Knowledge #1, 2 Pg. 568 Communication Skills (Writing) Teamwork (at the end of all chapters)</p>
Identify leadership traits	<p><b>Instruction:</b> Pg. 162-163 Lead Pg. 163 9.1-3 Management Styles</p> <p><b>Application:</b> Pg. 163 Check Your Understanding #4, 5 Pg. 171 Review Your Knowledge #5; Apply Your Knowledge #5 Pg. 172 Internet Research (Management Styles)</p>
<b>Entrepreneurship</b>	

Standards / Objectives / Indicators	G-W Content
State the advantages and disadvantages of small business ownership	<p><b>Instruction:</b> Pg. 508-509 Entrepreneurs</p> <p><b>Application:</b> Pg. 512 Check Your Understanding #1, 2 PG. 521 Apply Your Knowledge #1</p>
Explain franchising and other types of businesses ownership (e.g., partnership, corporation)	<p><b>Instruction:</b> Pg. 514 Buy a Franchise Pg. 516-519 Forms of Business Ownership</p> <p><b>Application:</b> Pg. 521 Review Your Knowledge #4, 7, 10; Apply Your Knowledge #9</p>
Display understanding of trademarks, patents, and copyrights	<p><b>Instruction:</b> Pg. 75-77 Intellectual Property Laws</p> <p><b>Application:</b> Pg. 77 Check Your Understanding #5 Pg. 79 Review Your Knowledge #10; Apply Your Knowledge #10 Pg. 80 Communication Skills (Speaking); Internet Research (Copyright)</p>