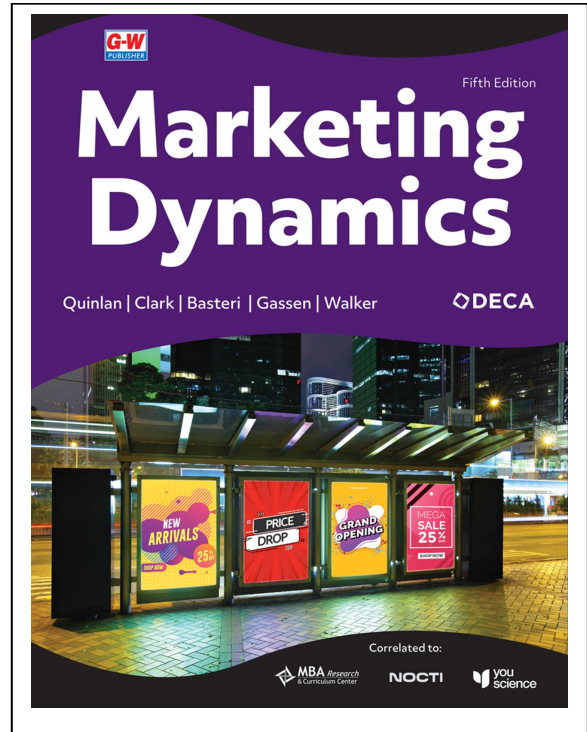




Correlation of
Marketing Dynamics, 5e
 Quinlan, Clark, Basteri, Gassen, Walker
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 to
NOCTI Sales, Distribution, and Marketing Operations (PA)

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.

Test Type: The Sales, Distribution, and Marketing Operations PA Assessment was developed based on a Pennsylvania statewide competency task list and contains a multiple-choice and performance component. This assessment is meant to measure technical skills at the occupational level and includes items which gauge factual and theoretical knowledge.
Revision Team: The assessment content is based on input from Pennsylvania educators who teach in approved career and technical education programs.



Standards / Objectives / Indicators	G-W Content
Standard 1: Interpret Marketing and Business Fundamentals	
Identify and explain seven functions of marketing	Instruction: Pg. 12-13, Functions of Marketing Application: Pg. 17, Review Your Knowledge, #1 Pg. 17, Apply Your Knowledge, #1 Pg. 18, Communications Skills (Writing); Internet Research (Definition of Marketing)

Standards / Objectives / Indicators	G-W Content
Identify and explain economic utilities	<p>Instruction: Pg. 13-14, Economic Utility</p> <p>Application: Pg. 15, Check Your Understanding, #4 Pg. 17, Review Your Knowledge, #8 Pg. 17, Apply Your Knowledge, #9</p>
Identify and explain the components of the marketing mix	<p>Instruction: Pg. 11-12, Marketing Mix</p> <p>Application: Pg. 15, Check Your Understanding #2 Pg. 17, Review Your Knowledge #5, 6 Pg. 18, Teamwork</p>
Explain the free enterprise system	<p>Instruction: Pg. 109-111, Market Economy</p> <p>Application: Pg. 113, Check Your Understanding, #2 Pg. 114, Review Your Knowledge, #7 Pg. 116, Teamwork</p>
Illustrate the relationship between business and social responsibility	<p>Instruction: Pg. 89-91, Section 5.2 Social Responsibility</p> <p>Application: Pg. 91, Check Your Understanding, #1-5 Pg. 92, Review Your Knowledge, #6-10 Pg. 92-93, Apply Your Knowledge, #6-10</p>
Recognize multicultural markets	<p>Instruction: Pg. 145-147, Global Environmental Scan Pg. 147-149, Global Marketing Strategies</p> <p>Application: Pg. 149, Check Your Understanding, #3, 4, 5 Pg. 151, Review Your Knowledge, #9, 10 Pg. 151, Apply Your Knowledge, #6-10 Pg. 152, Communication Skills (Speaking) Pg. 152, Internet Research (Product Adaptations)</p>
Standard 2: Solving Mathematical Problems in Marketing	
Make correct change for customer transaction	<p>Instruction and Application: Pg. 297-298, Apply Your Math Skills Pg. 454, You Do the Math</p>

Standards / Objectives / Indicators	G-W Content
Calculate miscellaneous charges and discounts for purchases	<p>Instruction: Pg. 292-293, Influence of Costs on Price Pg. 253-454, Sales Transactions</p> <p>Application: 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>
Identify and calculate profit, markup, and markdown on merchandise	<p>Instruction: Pg. 64, Business Pg. 68, Income Statement Pg. 113, Profit Motive Pg. 292-293, Influence of Costs on Price</p> <p>Application: Pg. 79, Review Your Knowledge, #1 Pg. 79, Apply Your Knowledge, #4 Pg. 113, Check Your Understanding, #5 Pg. 295, Check Your Understanding, #2, 3 Pg. 297-298, Apply Your Math Skills Pg. 298, Teamwork</p>
Calculate prices for merchandise using pricing strategies	<p>Instruction: Pg. 292-293, Influence of Costs on Price</p> <p>Application: Pg. 297-298, Apply Your Math Skills Pg. 298, Internet Research (Pricing Mistakes, Competitive Pricing)</p>
Calculate employee and customer discounts	<p>Instruction: Pg. 304-305, Discount Pricing Pg. 453, Sales Transactions</p> <p>Application: Pg. 311, Apply Your Math Skills Pg. 461, Apply Your Math Skills</p>
Standard 3: Exploring Career Development Opportunities	
Prepare a résumé for a specific job in marketing or business	<p>Instruction: Pg. 575-577, Resume</p> <p>Application: Apply Your Knowledge, #3, 4 Pg. 592, Teamwork</p>

Standards / Objectives / Indicators	G-W Content
Prepare a letter of application for a specific job in the field of marketing or business	<p>Instruction: Pg. 577-578, Cover Letter</p> <p>Application: Pg. 591, Apply Knowledge, #5 Pg. 592, Teamwork</p>
Complete a job application for a specific job in the field of marketing or business	<p>Instruction: Pg. 579-580, Applying for Employment</p> <p>Application: Pg. 591, Apply Knowledge, #6 Pg. 592, Internet Research (Job Application Form)</p>
Prepare for a job interview in the field of marketing or business	<p>Instruction: Pg. 581-586, Interviewing</p> <p>Application: Pg. 591, Apply Knowledge, #7 Pg. 592, Communication Skills (Writing) Pg. 592, Teamwork</p>
Explore and compare job/career opportunities in marketing or business education	<p>Instruction: Pg. 559-564, Researching a Marketing Career</p> <p>Application: Pg. 567, Apply Your Knowledge, #9 Pg. 592, Internet Research (Online Job Search)</p>
Standard 4: Computer Applications	
Prepare marketing documents using word processing software	<p>Instruction: Pg. 478, Written Marketing Communications</p> <p>Application: 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>
Identify the significance of customer/product database	<p>Instruction: Pg. 204-205, Marketing-Information System (MkIS)</p> <p>Application: Pg. 205, Check Your Understanding, #5 Pg. 213, Review Your Knowledge, #5</p>
Use a desktop publishing to prepare projects	<p>Instruction: Pg. 478, Written Marketing Communications</p> <p>Application: Pg. 97, PBL: Project-Based Learning</p>
Standard 5: Communications in Marketing	

Standards / Objectives / Indicators	G-W Content
Identify and apply effective communications to include telephone, fax, email, letters, memos, and newsletters	<p>Instruction: Pg. 470-471, Communication Pg. 471-473, Types of Communication Pg. 478, Written Marketing Communications Pg. 478-481, Electronic Marketing Communications</p> <p>Application: Pg. 475, Check Your Understanding, #2 Pg. 481, Check Your Understanding, #1, 3 Pg. 483, Review Your Knowledge, #3, 6, 8, 9, 10 Pg. 483, Apply Your Knowledge, #3, 9, 10 Pg. 484, Communication Skills (Reading)</p>
Demonstrate effective staff communication	<p>Instruction: Pg. 470-475, Section 24.1 Communication Basics</p> <p>Application: Pg. 483, Apply Your Knowledge, #1, 2, 3 Pg. 484, Internet Research (Nonverbal Communication)</p>
Demonstrate ability to read and comprehend written communications	<p>Instruction: Pg. 471-472, Written Communication</p> <p>Application: Pg. 18, 36, 56, 80, 93, 116, 134, 172, 187, 214, 236, 262, 278, 298, 312, 338, 380, 400, 420, 484, 500, 522, 542, 568, 592, Communication Skills (Reading)</p>
Identify a variety of written business communications utilized in the workplace	<p>Instruction: Pg. 445, Selling Policies and Regulations Pg. 459, Handling Customer Complaints Pg. 478, Written Marketing Communications Pg. 478-481, Electronic Marketing Communications</p> <p>Application: Pg. 462, Internet Research (Customer Service Policies) Pg. 481, Check Your Understanding, #3, 4, 5 Pg. 483, Review Your Knowledge, #8, 9 Pg. 483, Apply Your Knowledge, #8, 9, 10 Pg. 239, 315, 465, PBL: Project-Based Learning</p>

Standards / Objectives / Indicators	G-W Content
<p>Demonstrate ability to speak effectively to customers, supervisors, and vendors using proper grammar and terminology</p>	<p>Instruction: Pg. 472, Verbal Communication Pg. 494-497, Section 25.2 Delivering a Marketing Pitch</p> <p>Application: Pg. 18, 36, 56, 80, 116, 152, 172, 188, 262, 298, 338, 356, 380, 400, 420, 438, 462, 522, 542, 568, 592, Communication Skills (Speaking) Pg. 59, 281, 465, 503, 545, PBL: Project-Based Learning</p>
<p>Discuss the importance of developing networking skills</p>	<p>Instruction: Pg. 562, Networking Pg. 573-574, Networking</p> <p>Application: Pg. 565, Build Your Vocabulary Pg. 592, Communication Skills (Reading)</p>
<p>Demonstrate positive customer relations</p>	<p>Instruction: Pg. 456-459, Section 23.3 Customer Service</p> <p>Application: Pg. 461, Review Your Knowledge, #7-10 Pg. 461, Apply Your Knowledge, #7-10 Pg. 462, Communication Skills (Speaking)</p>
<p>Identify nonverbal communications</p>	<p>Instruction: Pg. 472-473, Nonverbal Communication</p> <p>Application: Pg. 475, Check Your Understanding, #3 Pg. 483, Apply Your Knowledge, #2 Pg. 484, Internet Research (Nonverbal Communication)</p>
<p>Standard 6: Professional Development</p>	
<p>Demonstrate appropriate business attire</p>	<p>Instruction: Pg. 492-493, Ethos Pg. 582-583, Dressing for the Interview</p> <p>Application: Pg. 498-499, Review Your Knowledge, #6; Apply Your Knowledge, #6 Pg. 592, Teamwork</p>

Standards / Objectives / Indicators	G-W Content
Identify and demonstrate leadership qualities	<p>Instruction: Pg. 160-163, Section 9.1 Management Fundamentals</p> <p>Application: Pg. 163, Check Your Understanding, #4, 5 Pg. 171, Review Your Knowledge, #1-3, 5 Pg. 171, Apply Your Knowledge, #5 Pg. 172, Internet Research (Management Styles) Pg. 191, PBL: Project-Based Learning</p>
Standard 7: Managing Marketing Information	
Identify and define methods of conducting marketing research	<p>Instruction: Pg. 197-203, Types of Marketing Research Data Pg. 256, Test Marketing</p> <p>Application: Pg. 205, Build Your Vocabulary Pg. 205, Check Your Understanding, #2, 3 Pg. 213, Review Your Knowledge #2, 3 Pg. 213, Apply Your Knowledge, #3 Pg. 214, Communications Skills (Reading) Pg. 214, Internet Research (Demographics, Effective Surveys) Pg. 214, Teamwork</p>
Standard 8: Business Management Issues	
Define the different forms of business ownership	<p>Instruction: Pg. 516-519, Forms of Business Ownership</p> <p>Application: Pg. 519, Build Your Vocabulary Pg. 521, Review Your Knowledge, #7 Pg. 521, Apply Your Knowledge, #9</p>
Identify safety concerns as related to the sales and marketing industry	<p>Instruction: Pg. 435, Create and Arrange the Display, Maintain the Display Pg. 443-444, Career in Sales</p> <p>Application: Pg. 435, Check Your Understanding, #5 Pg. 437, Review Your Knowledge, #10 Pg. 438, Teamwork Pg. 444, Check Your Understanding, #5</p>

Standards / Objectives / Indicators	G-W Content
Explain loss prevention	<p>Instruction: Pg. 353, Inventory Shrinkage</p> <p>Application: Pg. 355, Review Your Knowledge, #10 Pg. 355, Apply Your Knowledge, #10</p>
Standard 9: Selling Goods and Services	
Illustrate and explain the steps of a sales presentation	<p>Instruction: Pg. 447–453, Sales Process</p> <p>Application: Pg. 455, Build Your Vocabulary Pg. 461, Review Your Knowledge #3–5 Pg. 462, Communication Skills (Writing, Listening) Pg. 462, Teamwork</p>
Demonstrate greeting and approaching a customer	<p>Instruction: Pg. 448-449, Approach the Customer</p> <p>Application: Pg. 455, Check Your Understanding, #3 Pg. 455 Build Your Vocabulary Pg. 461, Review Your Knowledge, #4 Pg. 461, Apply Your Knowledge, #4 Pg. 462, Teamwork</p>
Utilize probing questions to determine customer needs	<p>Instruction: Pg. 449, Determine the Customer’s Needs</p> <p>Application: Pg. 461, Review Your Knowledge, #4 Pg. 462, Communication Skills (Writing, Listening) Pg. 462, Teamwork</p>
Demonstrate feature-benefit selling	<p>Instruction: Pg. 446, Product Training Pg. 449-450, Present the Product</p> <p>Application: Pg. 455, Build Your Vocabulary Pg. 461, Review Your Knowledge, #4 Pg. 461, Apply Your Knowledge, #3 Pg. 462, Teamwork</p>

Standards / Objectives / Indicators	G-W Content
Demonstrate add-on sales techniques	<p>Instruction: Pg. 451-452, Close the Sale</p> <p>Application: Pg. 455, Build Your Vocabulary Pg. 461, Review Your Knowledge, #4 Pg. 462, Teamwork</p>
Close a customer sale	<p>Instruction: Pg. 451-452, Close the Sale</p> <p>Application: Pg. 461, Review Your Knowledge, #4 Pg. 462, Teamwork</p>
Distinguish between telemarketing, personal selling, and self-service	<p>Instruction: Pg. 428, Interactive Kiosks Pg. 442-443, Value of Personal Selling</p> <p>Application: Pg. 444, Check Your Understanding, #1-3 Pg. 461, Review Your Knowledge, #1</p>
Define various terms pertaining to selling	<p>Instruction: Pg. 440-455, Chapter 23 Personal Selling</p> <p>Application: Pg. 444, Build Your Vocabulary Pg. 455, Build Your Vocabulary</p>
Handle difficult customers in a professional manner	<p>Instruction: Pg. 458-459, Handling Customer Complaints</p> <p>Application: Pg. 461, Review Your Knowledge, #10 Pg. 461, Apply Your Knowledge, #10 Pg. 462, Communication Skills (Speaking)</p>
Follow and interpret business policies to customers	<p>Instruction: Pg. 456-459, Section 23.3 Customer Service</p> <p>Application: Pg. 462, Internet Research (Customer Service Policies)</p>
Analyze methods for handling sales objections	<p>Instruction: Pg. 450-451, Answer Questions or Objections</p> <p>Application: Pg. 461, Review Your Knowledge, #4 Pg. 462, Internet Research (Handling Objections) Pg. 462, Teamwork</p>
Standard 10: Advertising and Promoting Goods and Services	

Standards / Objectives / Indicators	G-W Content
<p>Explain the importance of promotion, advertising, and how it serves consumers</p>	<p>Instruction: Pg. 364-371, Section 19.1 Promotion Basics Pg. 372-373, Advertising, Direct Marketing Pg. 384-385, Advertising and Society</p> <p>Application: Pg. 371, Check Your Understanding, #2, 5 Pg. 379, Review Your Knowledge, #1, 2, 6, 7 Pg. 379, Apply Your Knowledge, #2, 3, 6, 7 Pg. 391, Check Your Understanding, #1 Pg. 399, Review Your Knowledge, #1 Pg. 399, Apply Your Knowledge, #1 Pg. 400, Communication Skills (Writing)</p>
<p>Design visual merchandising projects that utilize principles of color, line, and design effectively for displays</p>	<p>Instruction: Pg. 429-432, Elements of Design Pg. 432-433, Principles of Design</p> <p>Application: Pg. 437, Apply Your Knowledge, #5, 6, 7 Pg. 438, Communication Skills (Speaking) Pg. 438, Teamwork</p>
<p>Explain the different types of advertising media</p>	<p>Instruction: Pg. 385-386, Types of Traditional Advertising Media Pg. 387-388, Types of New Advertising Media Pg. 389, Figure 20-2</p> <p>Application: Pg. 399, Review Your Knowledge, #3, 4; Apply Your Knowledge #3-6 Pg. 400, Internet Research (Advertising Media by Generations)</p>
<p>Write a promotional plan for a business</p>	<p>Instruction: Pg. 369-371, Promotional Plan</p> <p>Application: Pg. 464-465, Building the Marketing Plan</p>
<p>Write advertising slogans for products</p>	<p>Instruction: Pg. 268, Tagline</p> <p>Application: Pg. 277, Apply Your Knowledge, #3</p>

Standards / Objectives / Indicators	G-W Content
Define promotional advertising and institutional advertising	<p>Instruction: Pg. 364-365, Marketing Promotion</p> <p>Application: Pg. 371, Check Your Understanding, #1 Pg. 371, Build Your Vocabulary Pg. 379, Apply Your Knowledge, #1</p>
Identify the objectives of retail advertising	<p>Instruction: Pg. 424-425, Visual Merchandising for Businesses Pg. 433-435, Display Development</p> <p>Application: Pg. 428, Check Your Understanding, #1 Pg. 435, Check Your Understanding, #4 Pg. 437, Review Your Knowledge, #1, 2 Pg. 438, Teamwork</p>
Distinguish between sales promotion and public relations	<p>Instruction: Pg. 373-375, Sales Promotion Pg. 375-377, Public Relations (PR)</p> <p>Application: Pg. 377, Build Your Vocabulary Pg. 379, Review Your Knowledge, #8, 9 Pg. 380, Teamwork</p>
Identify the major elements of a printed advertisement	<p>Instruction: Pg. 394-397, Elements of an Advertisement</p> <p>Application: Pg. 397, Check Your Understanding, #4 Pg. 397, Build Your Vocabulary Pg. 399, Review Your Knowledge, #9, 10 Pg. 399, Apply Your Knowledge, #9, 10 Pg. 400, Teamwork</p>
Identify the major elements of a newspaper advertisement	<p>Instruction: Pg. 385, Newspapers Pg. 388-391, Media Selection Pg. 389, Figure 20-2</p> <p>Application: Pg. 391, Check Your Understanding, #5</p>
Standard 11: Customer Service	

Standards / Objectives / Indicators	G-W Content
Describe the advantages of customer service in building a loyal customer base	<p>Instruction: Pg. 442-444, Section 23.1 Role of Sales Pg. 452, Follow Up After the Sale Pg. 456-459, Section 23.3 Customer Service</p> <p>Application: Pg. 461, Review Your Knowledge, #7-10 Pg. 461, Apply Your Knowledge, #7, 10</p>
Describe how data is collected to improve customer service	<p>Instruction: Pg. 204-205, Marketing-Information System (MkIS) Pg. 457, Customer Data Pg. 457-458, Customer Support Team</p> <p>Application: Pg. 213, Review Your Knowledge, #5 Pg. 459, Check Your Understanding, #1, 2</p>
Demonstrate the use of effective face-to-face communication with customers	<p>Instruction: Pg. 447-453, Sales Process Pg. 456, Quality Service Pg. 486-497, Ch. 25 Marketing Pitch</p> <p>Application: Pg. 461, Apply Your Knowledge, #4 Pg. 462, Teamwork Pg. 500, Teamwork Pg. 503, PBL: Project-Based Learning</p>
Identify the ways a customer service representative can develop a rapport with customers	<p>Instruction: Pg. 456-457, Customer Service Concepts Pg. 457-458, Customer Support Team</p> <p>Application: Pg. 461, Review Your Knowledge, #8 Pg. 461, Apply Your Knowledge, #7, 10</p>
Demonstrate techniques to solve customer problems	<p>Instruction: Pg. 446, Product Training Pg. 458, Online Support Pg. 458-459, Handling Customer Complaints</p> <p>Application: Pg. 459, Check Your Understanding, #3-5 Pg. 461, Apply Your Knowledge, #3, 9 Pg. 462, Communication Skills (Speaking) Pg. 462, Teamwork</p>

Standards / Objectives / Indicators	G-W Content
<p>Explain the importance of putting extra effort into satisfying customers</p>	<p>Instruction: Pg. 456, Quality Service Pg. 458-459, Handling Customer Complaints</p> <p>Application: Pg. 461, Review Your Knowledge, #7 Pg. 461, Apply Your Knowledge #7, 10</p>
<p>Explain effective techniques to overcome sales objections</p>	<p>Instruction: Pg. 450-451, Answer Questions or Objections</p> <p>Application: Pg. 461, Review Your Knowledge, #4 Pg. 462, Internet Research (Handling Objections) Pg. 462, Teamwork</p>
<p>Standard 12: Purchasing and Distribution</p>	
<p>Identify and explain the channels of distribution</p>	<p>Instruction: Pg. 323-326, Distribution Channels</p> <p>Application: Pg. 337, Review Your Knowledge, #3 Pg. 337, Apply Your Knowledge, #3, 4 Pg. 338, Communication Skills (Reading) Pg. 338, Internet Research (International Distribution)</p>
<p>Distinguish and select channel of distribution for a product</p>	<p>Instruction: Pg. 323-326, Distribution Channels</p> <p>Application: Pg. 327, Check Your Understanding, #3 Pg. 337, Review Your Knowledge, #3 Pg. 337, Apply Your Knowledge, #3, 4 Pg. 338, Communication Skills (Reading) Pg. 338, Internet Research (International Distribution)</p>
<p>Describe types of inventory control</p>	<p>Instruction: Pg. 349-351, Inventory-Control Systems Pg. 351, Inventory Management Techniques</p> <p>Application: Pg. 353, Check Your Understanding, #3 Pg. 355, Review Your Knowledge, #6 Pg. 355, Apply Your Knowledge, #6, 7</p>
<p>Standard 13: Using Operations in a Retail Business</p>	

Standards / Objectives / Indicators	G-W Content
Describe how store design relates to store image	<p>Instruction: Pg. 424-428, Section 22.1 Visual Merchandising</p> <p>Application: Pg. 428, Check Your Understanding, #1-3 Pg. 437, Review Your Knowledge, #1-4 Pg. 437, Apply Your Knowledge, #1, 2 Pg. 438, Internet Research (Store Image)</p>
Describe the basic steps in receiving and inspecting merchandise	<p>Instruction: Pg. 345-346, Receive the Order</p> <p>Application: Pg. 355, Review Your Knowledge, #4</p>
Identify and explain a planogram	<p>Instruction: Pg. 426, Store Layout</p> <p>Application: Pg. 438, Internet Research (Planograms)</p>
Standard 14: Economics	
Identify the difference between national and private brands	<p>Instruction: Pg. 269-270, Product Brand Types</p> <p>Application: Pg. 270, Check Your Understanding, #5 Pg. 270, Build Your Vocabulary Pg. 277, Review Your Knowledge, #4, 5 Pg. 277, Apply Your Knowledge, #5</p>
Discuss concept of economic goods and services	<p>Instruction: Pg. 102-106, Section 6.1 Introduction to Economics</p> <p>Application: Pg. 107, Check Your Understanding, #1-4 Pg. 107, Build Your Vocabulary Pg. 114, Review Your Knowledge, #1-5</p>
Discuss concept of economic resources and activities	<p>Instruction: Pg. 103-105, Factors of Production Pg. 105-106, Economic Problem</p> <p>Application: Pg. 107, Check Your Understanding, #2, 3, 4 Pg. 114, Review Your Knowledge, #2, 4 Pg. 115, Apply Your Knowledge, #3 Pg. 116, Internet Research (Scarcity)</p>

Standards / Objectives / Indicators	G-W Content
<p>Identify and discuss the supply and demand factors in pricing</p>	<p>Instruction: Pg. 111-113, Supply and Demand Pg. 289-291, Influence of Demand on Price</p> <p>Application: Pg. 113, Check Your Understanding, #4 Pg. 113, Build Your Vocabulary Pg. 114, Review Your Knowledge, #10 Pg. 295, Check Your Understanding, #1 Pg. 295, Build Your Vocabulary Pg. 297, Review Your Knowledge, #4 Pg. 297, Apply Your Knowledge, #6, 7, 8 Pg. 298, Communication Skills (Speaking)</p>
<p>Identify business ethics</p>	<p>Instruction: Pg. 84-85, Business Ethics Pg. 555, Ethical Behavior</p> <p>Application: Pg. 88, Check Your Understanding, #1-3 Pg. 88, Build Your Vocabulary Pg. 92, Review Your Knowledge, # 1, 2 Pg. 92, Apply Your Knowledge, #1, 2 Pg. 93, Communication Skills (Writing) Pg. 93, Internet Research (Workplace Bullying) Pg. 93, Teamwork Pg. 555, Check Your Understanding, #5 Pg. 567, Review Your Knowledge, #6 Pg. 567, Apply Your Knowledge, #5</p>
<p>Identify the purpose and importance of purchasing procedures</p>	<p>Instruction: Pg. 342-347, Section 18.1 Purchasing</p> <p>Application: Pg. 347, Check Your Understanding, #1-5 Pg. 355, Review Your Knowledge, #2 Pg. 356, Internet Research (Business Procurement) Pg. 356, Teamwork</p>