

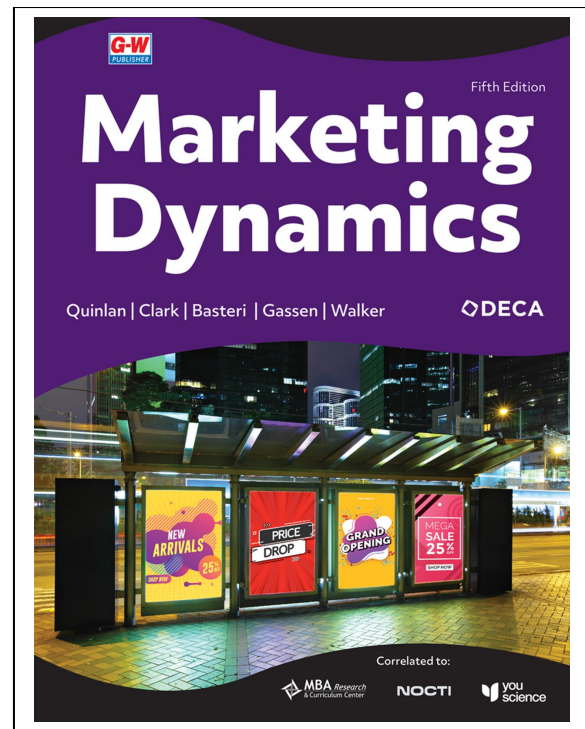


*Correlation of*  
**Marketing Dynamics, 5e**  
Quinlan, Clark, Basteri, Gassen, Walker  
(Goodheart-Willcox Publisher ©2024)  
to  
**Precision Exams Marketing I**

Goodheart-Willcox is pleased to partner with Precision Exams by YouScience, correlating **Marketing Dynamics** to its Marketing standards, to the benefit of states, instructors, and students working to achieve Precision Exams certifications.

Precision Exams Standards and Career Skill Exams™ are created in concert with industry and subject matter experts to match real-world skills and marketplace demands. Students who pass the exam and performance portion of the exam can earn a Career Skills Certification™.

Marketing I explores the seven core functions of marketing which include: Marketing Planning – why target market and industry affects businesses; Marketing-Information Management – why market research is important; Pricing – how prices maximize profit and affect the perceived value; Product/Service Management – why products live and die; Promotion – how to inform customers about products; Channel Management – how products reach the final user; and Selling – how to convince a customer that a product is the best choice. Students will utilize knowledge in hands-on projects which may include: conducting research, creating a promotional plan, pitching a sales presentation, and introducing an idea for a new product/service.



Standards / Objectives / Indicators	G-W Content
<p><b>Standard 1: Students will understand the principles of marketing including the seven core functions, the 4P's of the marketing mix and their practical application found in workplace settings and CTSOs.</b></p>	
<p><b>Objective 1:</b> Define marketing as added value, a way to connect a business' products and services to customers who want and need them and have the ability to buy. Then identify the seven core functions.</p>	<p><b>Instruction:</b> Pg. 6-7, Marketing Is More Than an Advertisement Pg. 12-13, Functions of Marketing</p> <p><b>Application:</b> Pg. 8, Check Your Understanding #1 Pg. 8, Build Your Vocabulary Pg. 17, Review Your Knowledge, #1 Pg. 17, Apply Your Knowledge, #1 Pg. 18, Communications Skills (Writing); Internet Research (Definition of Marketing)</p>
<p>1. Understand that marketing includes the following seven core functions:</p>	
<p>a. Market Planning: identifying target market, determining appropriate marketing strategies, setting and measuring budget effectiveness</p>	<p><b>Instruction:</b> Pg. 12, Market Planning Pg. 40-47, Section 3.1 Identifying the Market Pg. 20-33, Ch. 2 Marketing Plan</p> <p><b>Application:</b> Pg. 15, Check Your Understanding, #3 Pg. 15, Build Your Vocabulary Pg. 17, Review Your Knowledge, #7 Pg. 17, Apply Your Knowledge, #8 Pg. 18, Communication Skills (Speaking) Pg. 28, Check Your Understanding, #1, 3 Pg. 23, 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. 47, Check Your Understanding, #2 Pg. 56, Internet Research Pg. 59, PBL: Project-Based Learning</p>

Standards / Objectives / Indicators	G-W Content
<p>b. Marketing Information Management: gathering and analyzing information about: markets, customers, industry trends, competing businesses, and new technology</p>	<p><b>Instruction:</b> Pg. 12, Marketing-Information Management (MIM) Pg. 194-211, Ch. 11 Marketing Research Pg. 216-229, Ch. 12 Understanding the Customer</p> <p><b>Application:</b> Pg. 15, Build Your Vocabulary Pg. 17, Review Your Knowledge, #7 Pg. 17, Apply Your Knowledge, #8 Pg. 18, Communication Skills (Speaking) Pg. 205 Check Your Understanding #1</p>
<p>c. Pricing: using financial information to see prices that cover costs and allow for a profit, researching and analyzing pricing of competitors, and adjusting prices as needed</p>	<p><b>Instruction:</b> Pg. 12, Pricing Pg. 284-295, Ch. 15 Price Pg. 300-309, Ch. 16 Pricing Product</p> <p><b>Application:</b> Pg. 15, Build Your Vocabulary Pg. 17, Review Your Knowledge, #7 Pg. 17, Apply Your Knowledge, #8 Pg. 18, Communication Skills (Speaking) Pg. 288 Check Your Understanding #1, 2</p>
<p>d. Product Service Management: determining which products a business should offer to meet customer needs, possibly developing of a new product, and improving a current product such as Brands, Quantities, Colors, Sizes, Features</p>	<p><b>Instruction:</b> Pg. 13, Product/Service Management Pg. 242-259, Ch. 13 Product Pg. 264-275, Ch. 14 Branding</p> <p><b>Application:</b> Pg. 15, Build Your Vocabulary Pg. 17, Review Your Knowledge, #7 Pg. 17, Apply Your Knowledge, #8 Pg. 18, Communication Skills (Speaking)</p>
<p>e. Promotion: communicating with customers in an effort to influence behavior. All communication from an organization to a customer is considered promotion such as Personal selling, Advertising, Sales promotion, and Public relations</p>	<p><b>Instruction:</b> Pg. 13, Promotion Pg. 362-377, Ch. 19 Promotion</p> <p><b>Application:</b> Pg. 15, Build Your Vocabulary Pg. 17, Review Your Knowledge, #7 Pg. 17, Apply Your Knowledge, #8 Pg. 18, Communication Skills (Speaking)</p>

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<p>f. Product Channel Management: a route a product takes from a product to a customer, on-time delivery, transferring product ownership, and where products are sold</p>	<p><b>Instruction:</b> Pg. 12, Channel Management Pg. 318-335, Ch. 17 Place</p> <p><b>Application:</b> Pg. 15, Build Your Vocabulary Pg. 17, Review Your Knowledge, #7 Pg. 17, Apply Your Knowledge, #8 Pg. 18, Communication Skills (Speaking) Pg. 327 Check Your Understanding #1 Pg. 335 Check Your Understanding #2</p>
<p>g. Selling: all personal communication with customers, such as: Helping customers in a store, making sales or product demonstrations, Providing any form of customer service</p>	<p><b>Instruction:</b> Pg. 13, Selling Pg. 440-459, Ch. 23 Personal Selling</p> <p><b>Application:</b> Pg. 15, Build Your Vocabulary Pg. 17, Review Your Knowledge, #7 Pg. 17, Apply Your Knowledge, #8 Pg. 18, Communication Skills (Speaking) Pg. 461 Review Your Knowledge #1</p>
<p><b>Objective 2:</b> Understand the marketing mix or 4P's of marketing</p>	
<p>1. Identify the four elements of the marketing mix.</p>	<p><b>Instruction:</b> Pg. 11-12, Marketing Mix</p> <p><b>Application:</b> Pg. 15, Check Your Understanding #2 Pg. 17, Review Your Knowledge #5, 6 Pg. 18, Teamwork</p>
<p>a. Product: possibly the most important, can be a good, and service</p>	<p><b>Instruction:</b> Pg. 11, Product Pg. 242-259, Ch. 13 Product</p> <p><b>Application:</b> Pg. 8, Build Your Vocabulary Pg. 15, Check Your Understanding #2 Pg. 17, Review Your Knowledge #5, 6 Pg. 17, Apply Your Knowledge, #6, 7 Pg. 18, Teamwork</p>

Standards / Objectives / Indicators	G-W Content
<p>b. Price: amount of money requested or exchanged for a product, should cover expenses and allow for a profit</p>	<p><b>Instruction:</b> Pg. 11, Price Pg. 282-295, Ch. 15 Price</p> <p><b>Application:</b> Pg. 15, Check Your Understanding #2 Pg. 15, Build your Vocabulary Pg. 17, Review Your Knowledge #5, 6 Pg. 17, Apply Your Knowledge, #6, 7 Pg. 18, Teamwork</p>
<p>c. Place: activities involved in getting a product or service to the end user may include: shipping, ordering processing, inventory storage, and stocking of goods. Describe that place can be both a physical location or online site.</p>	<p><b>Instruction:</b> Pg. 11, Place Pg. 316-335, Ch. 17 Place</p> <p><b>Application:</b> Pg. 15, Check Your Understanding #2 Pg. 15, Build your Vocabulary Pg. 17, Review Your Knowledge #5, 6 Pg. 17, Apply Your Knowledge, #6, 7 Pg. 18, Teamwork</p>
<p>d. Promotion: process of communication with customers and potential customers to inform, persuade, and remind about products, their price, and where they can be purchased.</p>	<p><b>Instruction:</b> Pg. 11-12, Promotion Pg. 362-377, Ch. 19 Promotion</p> <p><b>Application:</b> Pg. 15, Check Your Understanding #2 Pg. 15, Build your Vocabulary Pg. 17, Review Your Knowledge #5, 6 Pg. 17, Apply Your Knowledge, #6, 7 Pg. 18, Teamwork</p>
<p>2. Explain how each component of the marketing mix contributes to successful marketing.</p>	<p><b>Instruction:</b> Pg. 11-12, Marketing Mix Pg. 31-32, Marketing Mix Pg. 147-148, Global Marketing Strategies (Product, Price, Place, Promotion) Pg. 370, Marketing Mix</p> <p><b>Application:</b> Pg. 17, Review Your Knowledge #5, 6 Pg. 17, Apply Your Knowledge, #6, 7 Pg. 18, Teamwork Pg. 33, Check Your Understanding, #4 Pg. 35, Apply Your Knowledge, #9 Pg. 151, Apply Your Knowledge, #10</p>

Standards / Objectives / Indicators	G-W Content
<p><b>Objective 3:</b> Explore and find examples of marketing all around us, including marketing-related careers, CTSO’s, case studies, guest speakers, and community partners.</p>	<p><b>Instruction:</b> Pg. 7, Why Study Marketing</p> <p><b>Application:</b> 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>Pg. 8, 50, 76, 107, 161, 228, 245, 290, 333, 375, 416, 434, 479, 529, 583, Exploring Marketing Careers</p> <p>Pg. 19, 37, 57, 81, 95, 117, 135, 153, 173, 188-189, 215, 237, 263, 279, 299, 313, 339, 357, 381, 401, 421, 439, 463, 485, 501, 523, 543, 569, 593, DECA Emerging Leaders</p>
<p><b>Standard 2: Students will understand the concept of marketing planning; both the internal and external factors.</b></p>	
<p><b>Objective 1:</b> Define the following marketing terms:</p>	
<p><b>1.</b> Marketing Plan: a strategic roadmap that businesses use to organize and track their promotional and financial goals</p>	<p><b>Instruction:</b> Pg. 22-23, Marketing Plan</p> <p><b>Application:</b> Pg. 28, Build Your Vocabulary Pg. 35, Review Your Knowledge #1, 6, 8, 10 Pg. 36, Communication Skills (Reading, Speaking) Pg. 58, 96, 154, 190, 238, 280, 314, 358, 464, 502, 544, Building the Marketing Plan</p>
<p><b>2.</b> Marketing Position: refers to the consumer’s perception of a product in relation to competing products and how it is different</p>	<p><b>Instruction:</b> Pg. 51, Product Positioning</p> <p><b>Application:</b> Pg. 53, Check Your Understanding, #4 Pg. 53, Build Your Vocabulary Pg. 55, Review Your Knowledge, #9 Pg. 55, Apply Your Knowledge, #9</p>
<p><b>3.</b> Marketing Share: the specific percentage of total industry sales of a product achieved by a single company in a given period of time</p>	<p><b>Instruction:</b> Pg. 52-53, Sales Analysis</p> <p><b>Application:</b> Pg. 53, Check Your Understanding, #5 Pg. 53, Build Your Vocabulary Pg. 55, Apply Your Knowledge, #10 Pg. 55, Apply Your Math Skills</p>

Standards / Objectives / Indicators	G-W Content
<p>4. Niche Marketing: promoting and selling a product or service to a specialized segment of a market</p>	<p><b>Instruction:</b> Pg. 41, Market Segmentation</p> <p><b>Application:</b> Pg. 47, Check Your Understanding, #3 Pg. 47, Build Your Vocabulary Pg. 55, Review Your Knowledge, #3 Pg. 56, Internet Research (Niche Marketing)</p>
<p>5. Mass Marketing production and distribution of a product that will appeal to the highest amount of people possible without regard to segmentation</p>	<p><b>Instruction:</b> Pg. 40, Mass Market</p> <p><b>Application:</b> Pg. 47, Check Your Understanding, #1 Pg. 47, Build Your Vocabulary Pg. 55, Review Your Knowledge, #2 Pg. 55, Apply Your Knowledge, #1 Pg. 56, Communication Skills (Speaking) Pg. 56 Internet Research (Targeting a Marketing)</p>
<p>6. Situational Analysis (e.g. SWOT): evaluating the internal and external factors of a business through market research to identify an organization’s current strengths, weaknesses, opportunities, and threats</p>	<p><b>Instruction:</b> Pg. 23-27, Situation Analysis Pg. 25-26, Figures 2-3, 2-4 SWOT Analysis Pg. 27, Figures 2-5, 2-6 PESTLE Analysis Pg. 145-147, Global Environmental Scan</p> <p><b>Application:</b> Pg. 28, Check Your Understanding, #3, 4, 5 Pg. 28, Build Your Vocabulary Pg. 35, Review Your Knowledge, #3, 4, 5 Pg. 35, Apply Your Knowledge, #2, 3, 4, 5 Pg. 36, Communication Skills (Writing) Pg. 36, Teamwork Pg. 155, PBL: Project-Based Learning</p>
<p><b>Objective 2:</b> Target marketing, focusing all marketing efforts on a very specific group of people through implementation of Marketing Segmentation which is the process of dividing a market of potential customers into specific groups based on different characteristics.</p>	<p><b>Instruction:</b> Pg. 9-10, Customer Satisfaction Pg. 38-53, Ch. 3 Targeting a Market Pg. 225-227, Segmenting the B2B Market</p> <p><b>Application:</b> Pg. 15, Build Your Vocabulary Pg. 47, Check Your Understanding, #2, 3 Pg. 55, Review Your Knowledge, #3, 4 Pg. 55, Apply Your Knowledge, #2 Pg. 56, Communication Skills (Writing) Pg. 56, Targeting a Market Pg. 59, PBL: Project-Based Learning</p>

Standards / Objectives / Indicators	G-W Content
<p>1. Demographics: Who? (Personal characteristics such as Age, Gender, Income Level, Education Level, Race, Ethnicity)</p>	<p><b>Instruction:</b> Pg. 42-45, Demographic Segmentation</p> <p><b>Application:</b> Pg. 47, Build Your Vocabulary Pg. 55, Apply Your Knowledge, #2 Pg. 56, Internet Research (Generational Cohorts) Pg. 56, Teamwork Pg. 214, Internet Research (Demographics)</p>
<p>2. Geographics/Location: Where? (Segmentation based on where people live such as Natural or Political Boundaries, Climate, Cultural influences, and Customs)</p>	<p><b>Instruction:</b> Pg. 42, Geographic Segmentation</p> <p><b>Application:</b> Pg. 47, Build Your Vocabulary Pg. 55, Apply Your Knowledge, #2 Pg. 56, Teamwork</p>
<p>3. Psychographics/Interests: Why? (Involves grouping people with similar lifestyles, as well as shared attitudes, values, and opinions such as Activities, Attitudes, Personality &amp; Values)</p>	<p><b>Instruction:</b> Pg. 45, Psychographic Segmentation</p> <p><b>Application:</b> Pg. 47, Build Your Vocabulary Pg. 55, Apply Your Knowledge, #2 Pg. 56, Teamwork</p>
<p>4. Behavioral: How? (Looking at the benefits desired by consumers such as shopping patterns, usage rate, benefits--and not just the physical characteristics of a product)</p>	<p><b>Instruction:</b> Pg. 45-46, Behavioral Segmentation</p> <p><b>Application:</b> Pg. 47, Build Your Vocabulary Pg. 55, Apply Your Knowledge, #2 Pg. 56, Teamwork</p>
<p><b>Standard 3: Students will understand the concept of marketing information management as the need to gather and evaluate information for use in making business decisions.</b></p>	
<p><b>Objective 1:</b> Identify how marketing information from primary and secondary sources influences marketing decisions.</p>	<p><b>Instruction:</b> Pg. 46-47, Customer Profile Pg. 49-51, Competitive Analysis Pg. 194-211, Ch. 11 Marketing Research Pg. 219-221, Consumer Buying Influences Pg. 221, Consumer Buying Motives Pg. 223-224, Consumer Buying Decisions Pg. 227-228, Business-Customer Buying Influences</p> <p><b>Application:</b> Pg. 205, Check Your Understanding, #1, 2 Pg. 213, Review Your Knowledge, #2 Pg. 213, Apply Your Knowledge, #2</p>



Standards / Objectives / Indicators	G-W Content
<p>1. Primary Research: original research conducted to collect data specifically for a current objective. Examples may include conducting a survey, running an interview or a focus group, observing behavior, or doing an experiment. Primary research may utilize digital channels like emails, apps and in-app purchasing. The researcher obtains this raw data directly and collects it specifically for current research needs.</p>	<p><b>Instruction:</b> Pg. 197-202, Primary Data Pg. 256, Test Marketing</p> <p><b>Application:</b> Pg. 205, Build Your Vocabulary Pg. 205, Check Your Understanding, #2, 3 Pg. 213, Review Your Knowledge #2 Pg. 214, Internet Research (Effective Surveys) Pg. 214, Teamwork</p>
<p>2. Secondary Research: purchased or contracted research that has been gathered by another company. This data may be purchased from any number of sources including companies such as Adobe, Qualtrics and Google, government agencies or even industry researchers and analysts.</p>	<p><b>Instruction:</b> Pg. 202-203, Secondary Data</p> <p><b>Application:</b> Pg. 205, Check Your Understanding, #2 Pg. 205, Build Your Vocabulary Pg. 213, Review Your Knowledge, #2, 3 Pg. 213, Apply Your Knowledge, #3 Pg. 214, Communications Skills (Reading) Pg. 214, Internet Research (Demographics)</p>
<p><b>Objective 2:</b> Explore and discuss utilizing market information to make business decisions. Recognize that gathering data is only valuable when it is utilized for product improvement, finding new customers, and/or improving brand experience.</p>	<p><b>Instruction:</b> Pg. 196-197, Marketing Research Pg. 203-204, Trend Research Pg. 204-205, Marketing-Information System (MkIS) Pg. 208, Analyze the Data Pg. 208-209, Draw Conclusions and Make Recommendations</p> <p><b>Application:</b> Pg. 205, Check Your Understanding, #5 Pg. 213, Review Your Knowledge, #1, 4, 5, 8 Pg. 213, Apply Your Knowledge, #2 Pg. 214, Communication Skills (Reading) Pg. 214, Internet Research (Demographics) Pg. 239, PBL: Project-Based Learning</p>
<p><b>Standard 4: Students will understand the concept of pricing as the strategies used to determine customer perception of value for a product or service with the ultimate goal to maximize profit.</b></p>	

Standards / Objectives / Indicators	G-W Content
<p><b>Objective 1:</b> Understand how businesses make pricing decisions.</p>	<p><b>Instruction:</b> Pg. 286, Pricing Function</p> <p><b>Application:</b> Pg. 288, Check Your Understanding, #1, 2 Pg. 297, Review Your Knowledge, #1 Pg. 297, Apply Your Knowledge, #1, 2 Pg. 297, Apply Your Math Skills Pg. 315, PBL: Project-Based Learning</p>
<p>1. Identify goals for pricing: which include profit, market share and competition</p>	<p><b>Instruction:</b> Pg. 286-288, Pricing Objectives Pg. 293, Influence of Competition on Price</p> <p><b>Application:</b> Pg. 288, Check Your Understanding, #3 Pg. 288, Build Your Vocabulary Pg. 295, Check Your Understanding, #4 Pg. 295, Build Your Vocabulary Pg. 297, Review Your Knowledge, #2 Pg. 297, Apply Your Knowledge, #3, 4 Pg. 298, Internet Research (Competitive Pricing) Pg. 298, Teamwork</p>
<p>2. Identify diverse factors affecting price such as: perceived value, competitor pricing, convenience for customers, costs (distribution costs, employee costs) &amp; expenses (determine profit margin) • Explain the impact on price of the economic principles of:</p>	<p><b>Instruction:</b> Pg. 111-113, Market Forces Pg. 148, Price Pg. 289-295, Section 15.2 Price Influencers</p> <p><b>Application:</b> Pg. 113, Check Your Understanding, #3, 5 Pg. 114, Review Your Knowledge, #9 Pg. 115, Apply Your Knowledge, #9 Pg. 297, Review Your Knowledge, 7, 8, 9 Pg. 297, Apply Your Knowledge, #1, 10 Pg. 298, Internet Research (Customer Perception Theory) Pg. 298 Teamwork</p>
<p>a. break-even point - defined as the point when sales revenue (income) equals the cost (expenses) of making and distributing the product</p>	<p><b>Instruction:</b> Pg. 287-288, Maximize Profit</p> <p><b>Application:</b> Pg. 288, Check Your Understanding, #5 Pg. 288, Build Your Vocabulary Pg. 297, Apply Your Math Skills</p>

Standards / Objectives / Indicators	G-W Content
<p>b. supply and demand - defined as the interaction between seller and the buyer</p>	<p><b>Instruction:</b> Pg. 111-113, Supply and Demand Pg. 289-291, Influence of Demand on Price</p> <p><b>Application:</b> 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>3. Generally, as price increases people are willing to supply more and demand less and vice versa when the price falls</p>	<p><b>Instruction:</b> Pg. 111-113, Supply and Demand Pg. 289-291, Influence of Demand on Price</p> <p><b>Application:</b> Pg. 113, Check Your Understanding, #4 Pg. 113, Build Your Vocabulary Pg. 114, Review Your Knowledge, #10 Pg. 295, Build Your Vocabulary Pg. 297, Review Your Knowledge, #4 Pg 297, Apply Your Knowledge, #6 Pg. 298, Communication Skills (Speaking)</p>

Standards / Objectives / Indicators	G-W Content
<p><b>Objective 2:</b> Discuss how businesses use pricing strategies to attract customers and create value. (Strategies may include: odd/even pricing, loss leaders, prestige pricing, penetration pricing, price bundling, price lining, or everyday low pricing.)</p>	<p><b>Instruction:</b> Pg. 294, Customer Perception Pg. 302-305, Section 16.1 Pricing Strategies Pg. 306-308, Governmental Pricing Regulations</p> <p><b>Application:</b> Pg. 295, Check Your Understanding, #5 Pg. 295, Build Your Vocabulary Pg. 297, Review Your Knowledge, #9, 10 Pg. 297, Apply Your Knowledge, #10 Pg. 298, Internet Research (Customer Perception Theory) Pg. 305, Check Your Understanding, #1-5 Pg. 305, Build Your Vocabulary Pg. 309, Check Your Understanding, #1, 3 Pg. 309, Build Your Vocabulary Pg. 311, Review Your Knowledge, #1-8 Pg. 311, Apply Your Knowledge, #1-7 Pg. 312, Communication Skills (Writing) Pg. 312, Internet Research (Pricing Strategies)</p>
<p><b>Standard 5: Students will understand the concept of Product Service Management: the strategies used to create, maintain, improve, and add to a product and service mix.</b></p>	
<p><b>Objective 1:</b> Explain the role of product/service management as a marketing function</p>	<p><b>Instruction:</b> Pg. 249-250</p> <p><b>Application:</b> Pg. 250, Check Your Understanding, #5 Pg. 261, Review Your Knowledge, #4, 5</p>
<p>1. Define the concept of product mix including:</p>	
<p>a. Product lines: A group of closely related product items</p>	<p><b>Instruction:</b> Pg. 246-247, Product Mix</p> <p><b>Application:</b> Pg. 250, Check Your Understanding, #2 Pg. 250, Build Your Vocabulary Pg. 261, Apply Your Knowledge, #2 Pg. 262, Internet Research (New Products)</p>
<p>b. Product width/breadth: the total number of product lines that a company offers to sell</p>	<p><b>Instruction:</b> Pg. 246-247, Product Mix</p> <p><b>Application:</b> Pg. 250, Check Your Understanding, #2 Pg. 250, Build Your Vocabulary Pg. 261, Apply Your Knowledge, #2 Pg. 262, Internet Research (New Products)</p>

Standards / Objectives / Indicators	G-W Content
<p>c. Product depth: is the number of versions of a product that a firm offers</p>	<p><b>Instruction:</b> Pg. 246-247, Product Mix</p> <p><b>Application:</b> Pg. 250, Check Your Understanding, #2 Pg. 250, Build Your Vocabulary Pg. 261, Apply Your Knowledge, #2 Pg. 262, Internet Research (New Products)</p>
<p>2. Understand the importance of generating new products, services or ideas. Explore emerging products in the digital space including the following Software as a Service (SaaS) a way of delivering applications over the Internet—as a service.</p>	<p><b>Instruction:</b> Pg. 251-259, Section 13.2 New Product Development Process</p> <p><b>Application:</b> Pg. 259, Check Your Understanding, #1-3 Pg. 259, Build Your Vocabulary Pg. 261, Review Your Knowledge, #6-8 Pg. 261, Apply Your Knowledge, #8 Pg. 262, Communication Skills (Writing) Pg. 262, Internet Research (New Products, Emerging Digital Products) Pg. 262 Teamwork Pg. 281, PBL: Project-Based Learning</p>
<p>3. Understand that successful products need to fill a need and/or solve a problem</p>	<p><b>Instruction:</b> Pg. 251-253, New Product Opportunities Pg. 514-516, New Business Opportunities</p> <p><b>Application:</b> Pg. 259, Check Your Understanding, #1 Pg. 261, Review Your Knowledge, #6 Pg. 261, Apply Your Knowledge, #6, 7 Pg. 262, Teamwork Pg. 281, PBL: Project-Based Learning</p>
<p><b>Objective 2:</b> Identify the components of the product life cycle (Introduction, Growth, Maturity, and Decline).</p>	<p><b>Instruction:</b> Pg. 257-259, Product Life Cycle</p> <p><b>Application:</b> Pg. 259, Build Your Vocabulary Pg. 261, Review Your Knowledge, #9</p>
<p>1. Identify decisions that need to be made in each stage of the product life cycles</p>	<p><b>Instruction:</b> Pg. 257-259, Product Life Cycle</p> <p><b>Application:</b> Pg. 259, Check Your Understanding, #5 Pg. 261 Review Your Knowledge, #10 Pg. 261, Apply Your Knowledge, #9, 10 Pg. 262, Internet Research (Product Life Cycle)</p>

Standards / Objectives / Indicators	G-W Content
<b>Standard 6: Students will be able to explain the concept of Promotion.</b>	
<p><b>Objective 1:</b> Explain the role of promotion as a marketing function.</p>	<p><b>Instruction:</b> Pg. 13, Promotion</p> <p><b>Application:</b> Pg. 17, Review Your Knowledge, #7 Pg. 17, Apply Your Knowledge, #8 Pg. 18, Communication Skills (Speaking) Pg. 18, Teamwork</p>
<p>1. Define promotion: the strategies used to build awareness of a brand and its product.</p>	<p><b>Instruction:</b> Pg. 11-12, Promotion Pg. 32, Promotion Pg. 364, Marketing Promotion Pg. 365-366, Goals of Promotion Pg. 369-371, Promotional Plan</p> <p><b>Application:</b> Pg. 17 Apply Your Knowledge, #6, 7 Pg. 18, Communication Skills (Speaking) Pg. 18, Teamwork Pg. 33, Check Your Understanding, #4 Pg. 35, Apply Your Knowledge, #9 Pg. 371, Check Your Understanding, #1, 2 Pg. 379, Review Your Knowledge, #1, 2, 3, 5 Pg. 379, Apply Your Knowledge, #1, 2 Pg. 465, PBL: Project-Based Learning</p>
<p>2. Identify elements of the promotional mix including:</p>	<p><b>Instruction:</b> Pg. 11-12, Promotion Pg. 32, Promotion Pg. 366-367, Promotional Strategies Pg. 370, Promotional Mix Pg. 372-377, Elements of the Promotional Mix</p> <p><b>Application:</b> Pg. 15, Build Your Vocabulary Pg. 371, Check Your Understanding, #3 Pg. 380, Teamwork</p>

Standards / Objectives / Indicators	G-W Content
<p>a. Advertising: the act or practice of calling public attention to one’s product or service</p>	<p><b>Instruction:</b> Pg. 372-373, Advertising Pg. 382-397, Ch. 20 Advertising Pg. 404-411, Social Media Marketing Fundamentals</p> <p><b>Application:</b> Pg. 377, Check Your Understanding, #1 Pg. 377, Build Your Vocabulary Pg. 379, Review Your Knowledge, #6 Pg. 379, Apply Your Knowledge, #6 Pg. 380, Teamwork Pg. 391, Check Your Understanding, #3 Pg. 399, Review Your Knowledge, #3, 4 Pg. 399, Apply Your Knowledge, 3, 4, 5, 9 Pg. 400, Internet Research (Advertising Media by Generation)</p>
<p>b. Public Relations: a strategic communication process that builds mutually beneficial relationships for a company and the public or its markets</p>	<p><b>Instruction:</b> Pg. 375-377, Public Relations (PR)</p> <p><b>Application:</b> Pg. 377, Check Your Understanding, #4 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) Pg. 380, Teamwork</p>
<p>c. Selling: a process of persuasion to get potential customers to take action</p>	<p><b>Instruction:</b> Pg. 377, Personal Selling Pg. 440-459, Ch. 23 Personal Selling</p> <p><b>Application:</b> Pg. 377, Build Your Vocabulary Pg. 379, Apply Your Knowledge, #10 Pg. 380, Teamwork Pg. 455, Check Your Understanding, #1, 3 Pg. 461, Review Your Knowledge, #1, 3, 4, 5 Pg. 461, Apply Your Knowledge, #3, 4 Pg. 462, Communication Skills (Writing, Listening) Pg. 462, Internet Research (Handling Objections) Pg. 462, Teamwork</p>

Standards / Objectives / Indicators	G-W Content
<p>d. Sales Promotion: marketing technologies aimed to increase the demand in particular products and increase brand awareness</p>	<p><b>Instruction:</b> Pg. 373-375, Sales Promotion</p> <p><b>Application:</b> Pg. 377, Build Your Vocabulary Pg. 379, Review Your Knowledge, #8 Pg. 379, Apply Your Knowledge, #8 Pg. 380, Communications Skills (Reading) Pg. 380, Teamwork</p>
<p>3. Define branding: a company name, logo, the design, or a combination used to identify and differentiate itself from the competition. Branding should connect with customers emotionally and motivate them to buy.</p>	<p><b>Instruction:</b> Pg. 254-255, Business Analysis Pg. 266-270, Section 14.1 Product Branding</p> <p><b>Application:</b> Pg. 259, Build Your Vocabulary Pg. 270. Check Your Understanding, #1, 3 Pg. 270. Build Your Vocabulary Pg. 277, Review Your Knowledge, #1, 2, 4 Pg. 277, Apply Your Knowledge, #1, 2, 3, 5 Pg. 278, Communication Skills (Writing) Pg. 278 Teamwork</p>
<p>4. Explain brand experience: the essence of what you represent, a company’s positioning, and the experience you are trying to deliver at each interaction with your customers</p>	<p><b>Instruction:</b> Pg. 271-272, Brand Identity</p> <p><b>Application:</b> Pg. 275, Check Your Understanding, #1, 2 Pg. 275, Build Your Vocabulary Pg. 277, Review Your Knowledge, #6, 7 Pg. 277, Apply Your Knowledge, #6, 7, 8 Pg. 278, Internet Research (Branding Strategies)</p>
<p><b>Objective 2:</b> Understand promotional channels used to communicate with the target market.</p>	
<p>1. Give examples of advertising media. The means that marketers choose to use to communicate with their target audiences including:</p>	
<p>a. Print media: billboards, wrapped vehicles, LED tools, newspaper, magazine, direct mailers any medium that is physically printed out.</p>	<p><b>Instruction:</b> Pg. 385-386, Types of Traditional Advertising Media</p> <p><b>Application:</b> Pg. 399, Review Your Knowledge, #3 Pg. 399, Apply Your Knowledge, #4</p>



Standards / Objectives / Indicators	G-W Content
<p>b. Digital Media: pay per click, e-mail, in apps, social media, texting, and push notifications</p>	<p><b>Instruction:</b> Pg. 367-369, Common Digital Marketing Strategies Pg. 387-388, Types of New Advertising Media Pg. 405-410, Types of Social Media</p> <p><b>Application:</b> 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, #3 Pg. 419, Review Your Knowledge, #2, 4 Pg. 419, Apply Your Knowledge, #3, 4 Pg. 420, Internet Research (Emerging Social Media Platforms, Social Media Advertising)</p>
<p>c. Broadcast and streaming: TV, radio, YouTube, Spotify, Netflix, Amazon, Hulu</p>	<p><b>Instruction:</b> Pg. 386, Broadcast Media Pg. 388, Streaming Media</p> <p><b>Application:</b> Pg. 399, Review Your Knowledge, #4 Pg. 399, Apply Your Knowledge, #3, 4, 5</p>
<p>2. Identify public-relations activities including:</p>	<p><b>Instruction:</b> Pg. 375-377, Public Relations (PR)</p> <p><b>Application:</b> Pg. 377, Check Your Understanding, #4 Pg. 377, Build Your Vocabulary Pg. 379, Review Your Knowledge, #9 Pg. 379, Apply Your Knowledge, #9 Pg. 380, Communication Skills (Speaking) Pg. 380, Teamwork</p>
<p>a. Press release: a written communication that reports specific but brief information about an event, circumstance, product launch, or other happening.</p>	<p><b>Instruction:</b> Pg. 376, Press Release</p> <p><b>Application:</b> Pg. 377, Build Your Vocabulary Pg. 380, Internet Research (Press Release)</p>

Standards / Objectives / Indicators	G-W Content
<p>b. Publicity: any promotional communication regarding a company or its products where the message is not paid for by the organization often benefiting from it.</p>	<p><b>Instruction:</b> Pg. 375-377, Public Relations (PR)</p> <p><b>Application:</b> Pg. 377, Build Your Vocabulary Pg. 379, Review Your Knowledge, #9</p>
<p>3. Determining a customer's preferred communication styles and preferences (email, chat, phone, telephony, or in-person)</p>	<p><b>Instruction:</b> Pg. 364, Marketing Promotion Pg. 470-471, Communication Pg. 471-473, Types of Communication Pg. 478, Written Marketing Communications Pg. 478-481, Electronic Marketing Communications</p> <p><b>Application:</b> 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>
<p>4. Discuss examples of sales promotions which include: subscriptions, coupons, loyalty programs, samples, premiums, sponsorship, and product placement</p>	<p><b>Instruction:</b> Pg. 373-375, Sales Promotion</p> <p><b>Application:</b> Pg. 377, Check Your Understanding, #3 Pg. 379, Review Your Knowledge, #8 Pg. 379, Apply Your Knowledge, #8 Pg. 380, Communication Skills (Reading)</p>
<p><b>Standard 7: Students will understand the concept of Product Channel Management as the strategies to distribute products to consumers.</b></p>	
<p><b>Objective 1:</b> Identify methods of product channel management.</p>	<p><b>Instruction:</b> Pg. 318-335, Ch. 17 Place</p> <p><b>Application:</b> Pg. 327, Build Your Vocabulary Pg. 337, Review Your Knowledge #3 Pg. 337, Apply Your Knowledge #3, 4 Pg. 338, Internet Research (International Distribution)</p>
<p>1. Channel of distribution-- the network used to get a product from the manufacturer/creator to the consumer (B2C) or industrial user (B2B). This may include agents, wholesalers, retailers, distributors, online retailers or end users through direct and indirect channels.</p>	<p><b>Instruction:</b> Pg. 320-327, Section 17.1 Channels of Distribution</p> <p><b>Application:</b> Pg. 327, Build Your Vocabulary Pg. 337, Review Your Knowledge #2, 3 Pg. 337, Apply Your Knowledge #1, 3, 4 Pg. 338, Communication Skills (Reading) Pg. 359, PBL: Project-Based Learning</p>

Standards / Objectives / Indicators	G-W Content
<p>2. Recognize the impact of inventory and delivery systems (e.g. Just-In-Time, automated inventory, same day, next day, and two-day).</p>	<p><b>Instruction:</b> Pg. 346, Terms for Delivery Pg. 351, Inventory Management Techniques</p> <p><b>Application:</b> Pg. 353, Check Your Understanding, #3 Pg. 355, Review Your Knowledge, #7 Pg. 355, Apply Your Knowledge, #7</p>
<p><b>Objective 2:</b> Identify the methods of transportation for products including: trucks, air, ship, and rail.</p>	<p><b>Instruction:</b> Pg. 328-331, Transportation</p> <p><b>Application:</b> Pg. 335, Check Your Understanding, #1 Pg. 335, Build Your Vocabulary Pg. 337, Review Your Knowledge, #6 Pg. 337, Apply Your Knowledge, #7 Pg. 338, Communication Skills (Writing)</p>
<p>1. Describe the importance of international distribution channels. Disruptions in one area (Suez canal, Panama canal, Strait of Gibraltar) can have ripple effects throughout many markets</p>	<p><b>Instruction:</b> Pg. 330-331, Maritime</p> <p><b>Application:</b> Pg. 335, Check Your Understanding, #5 Pg. 337, Apply Your Knowledge, #10 Pg. 338, Internet Research (International Distribution)</p>
<p><b>Standard 8: Students will understand the concept of Selling as the strategies and process to convince a potential customer to purchase a product or service and to remain a loyal customer.</b></p>	
<p><b>Objective 1:</b> Explain the role of selling as a marketing function</p>	<p><b>Instruction:</b> Pg. 442-443, Value of Personal Selling</p> <p><b>Application:</b> Pg. 461, Review Your Knowledge #1</p>
<p>1. Explain the role of relationship building as a component of selling</p>	<p><b>Instruction:</b> Pg. 228, Business-Customer Buying Decisions Pg. 442-443, Value of Personal Selling Pg. 456-457, Customer Service Concepts</p> <p><b>Application:</b> Pg. 235, Apply Your Knowledge, #8 Pg. 444, Build Your Vocabulary Pg. 461, Review Your Knowledge, #7 Pg. 461, Apply Your Knowledge, #7 Pg. 462, Communication Skills (Speaking) Pg. 462, Internet Research (Customer Service Policies)</p>

Standards / Objectives / Indicators	G-W Content
<p>2. Explain the importance of preparing for the sale by applying product knowledge of features and benefits</p>	<p><b>Instruction:</b> Pg. 446, Product Training</p> <p><b>Application:</b> Pg. 455, Check Your Understanding, #1 Pg. 455, Build Your Vocabulary Pg. 461, Review Your Knowledge, #3 Pg. 461, Apply Your Knowledge, #3 Pg. 503, PBL: Project-Based Learning</p>
<p>3. Research tactics to identify valuable information about potential prospects, determining decision maker contacts and overcoming common objections</p>	<p><b>Instruction:</b> Pg. 447, Identify Potential Customers Pg. 447-453, Sales Process</p> <p><b>Application:</b> Pg. 455, Check Your Understanding, #2 Pg. 455, Build Your Vocabulary</p>
<p>4. Understand conversion rate; the percentage of users that take the desired action, is a main metric used in sales</p>	<p><b>Instruction:</b> Pg. 451-452, Close the Sale Pg. 413-415, Set Goals</p> <p><b>Application:</b> Pg. 417, Check Your Understanding, #5 Pg. 419, Review Your Knowledge, #10</p>
<p><b>Objective 2:</b> Explain the steps of selling process including:</p>	<p><b>Instruction:</b> Pg. 447–453, Sales Process</p> <p><b>Application:</b> Pg. 455, Build Your Vocabulary Pg. 461, Review Your Knowledge #3–5 Pg. 462, Communication Skills (Writing, Listening) Pg. 462, Teamwork</p>
<p>1. Identify potential customers</p>	<p><b>Instruction:</b> Pg. 447, Identify Potential Customers</p> <p><b>Application:</b> Pg. 455, Check Your Understanding, #2 Pg. 455, Build Your Vocabulary Pg. 461, Review Your Knowledge, #4 Pg. 462, Teamwork</p>

Standards / Objectives / Indicators	G-W Content
<p>2. Approach and engage the customer</p>	<p><b>Instruction:</b> Pg. 448-449, Approach the Customer</p> <p><b>Application:</b> 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>
<p>3. Determine customer needs by asking helpful questions</p>	<p><b>Instruction:</b> Pg. 449, Determine the Customer’s Needs</p> <p><b>Application:</b> Pg. 461, Review Your Knowledge, #4 Pg. 462, Communication Skills (Writing, Listening) Pg. 462, Teamwork</p>
<p>4. Present the product (both features and benefits)</p>	<p><b>Instruction:</b> Pg. 449-450, Present the Product</p> <p><b>Application:</b> Pg. 455, Build Your Vocabulary Pg. 461, Review Your Knowledge, #4 Pg. 461, Apply Your Knowledge, #3 Pg. 462, Teamwork</p>
<p>5. Overcome the customer’s objections by going back through the benefits to the customer</p>	<p><b>Instruction:</b> Pg. 450-451, Answer Questions or Objections</p> <p><b>Application:</b> Pg. 461, Review Your Knowledge, #4 Pg. 462, Internet Research (Handling Objections) Pg. 462, Teamwork</p>
<p>6. Close the sale by converting the potential customer into a customer sales</p>	<p><b>Instruction:</b> Pg. 451-452, Close the Sale</p> <p><b>Application:</b> Pg. 461, Review Your Knowledge, #4 Pg. 462, Teamwork</p>
<p>7. Suggestion selling: a sales technique where an employee asks a customer if they would like to include an additional purchase that might suit the customer</p>	<p><b>Instruction:</b> Pg. 451-452, Close the Sale</p> <p><b>Application:</b> Pg. 455, Build Your Vocabulary Pg. 461, Review Your Knowledge, #4 Pg. 462, Teamwork</p>

Standards / Objectives / Indicators	G-W Content
<p>8. Follow up (sales pipeline management, endless-chain method, asking for referrals from satisfied customers)</p>	<p><b>Instruction:</b> Pg. 452-453, Follow Up After the Sale</p> <p><b>Application:</b> Pg. 461, Review Your Knowledge, #4 Pg. 462, Teamwork</p>
<p><b>Objective 3:</b> Sales enablement is the activities, systems, processes, and information that support and promote knowledge-based sales interactions with clients and prospects</p>	
<p>1. Define common sales enablement tools and how they promote smart business practices.</p>	
<p>a. CRMs (Customer Relationship Management)</p>	<p><b>Instruction:</b> Pg. 86, Customer Privacy Pg. 204-205, Marketing Information System (MKIS) Pg. 447, Identify Potential Customers</p> <p><b>Application:</b> Pg. 88, Build Your Vocabulary Pg. 92, Apply Your Knowledge, #3 Pg. 205, Check Your Understanding, #5 Pg. 205, Build Your Vocabulary Pg. 213, Review Your Knowledge, #5 Pg. 213, Apply Your Knowledge, #5</p>
<p>b. Outreach tools</p>	<p><b>Instruction:</b> Pg. 447, Identify Potential Customers</p> <p><b>Application:</b> Pg. 455, Check Your Understanding, #2</p>
<p>c. Telephony systems</p>	<p><b>Instruction:</b> Pg. 472, Verbal Communication</p> <p><b>Application:</b> Pg. 483, Apply Your Knowledge, #3</p>
<p>d. Social media automation services</p>	<p><b>Instruction:</b> Pg. 413, Social Media Marketing Process</p> <p><b>Application:</b> Pg. 420, Internet Research (Social Media Automation Services)</p>