

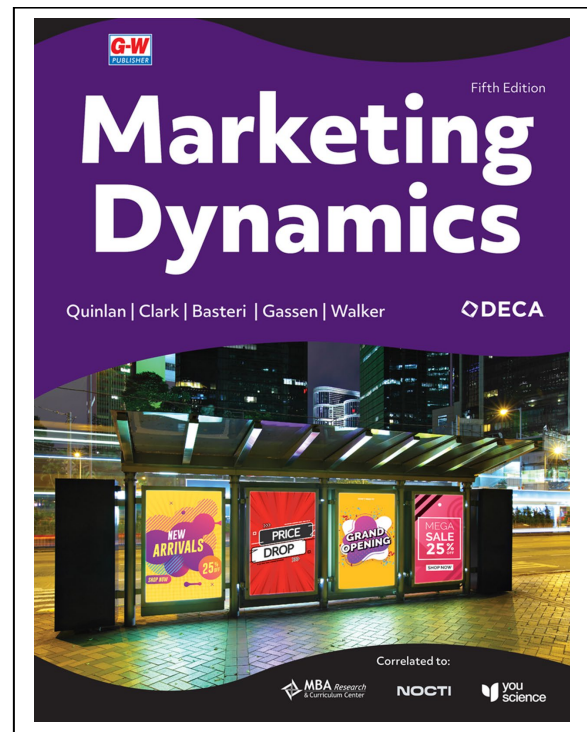


Correlation of
Marketing Dynamics, 5e
Quinlan, Clark, Basteri, Gassen, Walker
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to
Precision Exams Marketing II

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™.

This project-based course allows students to develop and demonstrate management level marketing skills. Students will learn advanced marketing principles then demonstrate proficiency by completing a marketing project. The majority of class time should be spent by students completing their marketing project. Examples of projects include: creating an advertising or public relations campaign, developing a business plan, conducting market research for a business and making suggestions for improvement, or completing an official CTSO (DECA, FBLA, FCCLA, HOSA, FFA, TSA, Skills USA) written project. Each project will include a written and presentation component.



Standards / Objectives / Indicators	G-W Content
Standard 1: Students will have an understanding of fundamental marketing principles	
Objective 1. Students will understand the 4 P's of marketing	
<p>1. Product</p>	<p>Instruction: Pg. 11 Product Pg. 242-259 Ch. 13 Product</p> <p>Application: Pg. 15 Check Your Understanding #2 Pg. 17 Review Your Knowledge #5; Apply Your Knowledge #6, 7 Pg. 18 Teamwork Pg. 261 Review Your Knowledge #1</p>
<p>2. Price</p>	<p>Instruction: Pg. 11 Price Pg. 284-295 Ch. 15 Price Pg. 300-309 Ch. 16 Pricing Product</p> <p>Application: Pg. 15 Check Your Understanding #2 Pg. 17 Review Your Knowledge #5, 6; Apply Your Knowledge #6, 7 Pg. 18 Teamwork Pg. 288 Check Your Understanding #1, 2 Pg. 297 Review Your Knowledge #1</p>
<p>3. Place</p>	<p>Instruction: Pg. 11 Place Pg. 318-335 Ch. 17: Place</p> <p>Application: Pg. 15 Check Your Understanding #2 Pg. 17 Review Your Knowledge #5, 6; Apply Your Knowledge #6, 7 Pg. 18 Teamwork Pg. 337 Review Your Knowledge #1</p>

Standards / Objectives / Indicators	G-W Content
<p>4. Promotion</p>	<p>Instruction: Pg. 11-12 Promotion Pg. 364-377 Ch. 19: Promotion</p> <p>Application: Pg. 15 Check Your Understanding #2 Pg. 17 Review Your Knowledge #5, 6; Apply Your Knowledge #6, 7 Pg. 18 Teamwork Pg. 379 Review Your Knowledge #1</p>
<p>Objective 2: Understand the seven marketing functions</p>	
<p>1. Marketing Planning</p>	<p>Instruction: Pg. 12 Market Planning Pg. 40-47 Section 3.1 Identifying the Market Pg. 20-33 Ch. 2 Marketing Plan</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. 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>
<p>2. Marketing Information Management</p>	<p>Instruction: Pg. 12 Marketing Information Management (MIM) Pg. 194-215 Chapter 11: Marketing Research</p> <p>Application: 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>

Standards / Objectives / Indicators	G-W Content
<p>3. Pricing</p>	<p>Instruction: Pg. 12 Pricing Pg. 284-295 Ch. 15 Price Pg. 300-309 Ch. 16 Pricing Product</p> <p>Application: 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>4. Promotion</p>	<p>Instruction: Pg. 13 Promotion Pg. 362-377 Ch. 19 Promotion</p> <p>Application: Pg. 15 Build Your Vocabulary Pg. 17 Review Your Knowledge #7 Pg. 17 Apply Your Knowledge #8 Pg. 18 Communication Skills (Speaking)</p>
<p>5. Product/Service Management</p>	<p>Instruction: Pg. 13 Product/Service Management Pg. 242-259 Ch. 13 Product Pg. 264-275 Ch. 14 Branding</p> <p>Application: Pg. 15 Build Your Vocabulary Pg. 17 Review Your Knowledge #7 Pg. 17 Apply Your Knowledge #8 Pg. 18 Communication Skills (Speaking)</p>
<p>6. Channel Management</p>	<p>Instruction: Pg. 12 Channel Management Pg. 318-335 Ch. 17 Place</p> <p>Application: 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>

Standards / Objectives / Indicators	G-W Content
7. Selling	<p>Instruction: Pg. 13 Selling Pg. 440-459 Ch. 23 Personal Selling</p> <p>Application: 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>
Objective 3: Students will understand market segmentation:	<p>Instruction: Pg. 41-46 Market Segmentation</p> <p>Application: Pg. 47 Check Your Understanding #3 Pg. 55 Review Your Knowledge #3 Pg. 56 Internet Research; Teamwork</p>
1. Target Market	<p>Instruction: pg. 9-10 Marketing Concept pg. 40-41 Target Market</p> <p>Application: Pg. 15 Build Your Vocabulary Pg. 47 Check Your Understanding #2 Pg. 55 Review Your Knowledge #2; Apply Your Knowledge #2, 5 Pg. 56 Communication Skills; Internet Research</p>
2. Demographics	<p>Instruction: Pg. 42-45 Demographic Segmentation</p> <p>Application: 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>
3. Psychographics	<p>Instruction: Pg. 45 Psychographic Segmentation</p> <p>Application: Pg. 47 Build Your Vocabulary Pg. 55 Apply Your Knowledge #2 Pg. 56 Teamwork</p>

Standards / Objectives / Indicators	G-W Content
4. Geographic	<p>Instruction: Pg. 42 Geographic Segmentation</p> <p>Application: Pg. 47 Build Your Vocabulary Pg. 55 Apply Your Knowledge #2 Pg. 56 Teamwork</p>
5. Behavior segmentation	<p>Instruction: Pg. 45-46 Behavioral Segmentation</p> <p>Application: Pg. 47 Build Your Vocabulary Pg. 55 Apply Your Knowledge, #2 Pg. 56 Teamwork</p>
Standard 2: Students will gain an understanding of marketing research	
<p>Objective 1: Students will understand the purpose of primary research.</p>	<p>Instruction: Pg. 197-202 Primary 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</p>
<p>Objective 2: Students will understand methods to collect primary data: survey, observation, focus groups, experimental.</p>	<p>Instruction: Pg. 197-203 Primary Data</p> <p>Application: Pg. 205 Check Your Understanding #3 Pg. 214 Internet Research (Effective Surveys) Pg. 214 Teamwork</p>
<p>Objective 3: Students will understand the purpose of secondary research.</p>	<p>Instruction: Pg. 202-203 Secondary Data</p> <p>Application: Pg. 205 Check Your Understanding #2 Pg. 205 Build Your Vocabulary Pg. 213 Review Your Knowledge #2, 3 Pg. 214 Communications Skills (Reading)</p>
<p>Objective 4: Students will understand methods to collect secondary data: internal company data, internet sources, federal and state government sources, and trade organizations.</p>	<p>Instruction: Pg. 202-203 Secondary Data</p> <p>Application: Pg. 213 Review Your Knowledge #3; Apply Your Knowledge #3 Pg. 214 Internet Research (Demographics)</p>

Standards / Objectives / Indicators	G-W Content
<p>Objective 5: Students will understand the marketing research process</p>	<p>Instruction: Pg. 206-209 Marketing Research Process</p> <p>Application: Pg. 213 Review Your Knowledge #6</p>
<p>1. Defining the problem</p>	<p>Instruction: Pg. 206-207 Define the Problem Pg. 209 Agile Marketing Research Pg 209 Figure 11-6</p> <p>Application: Pg. 211 Check Your Understanding #2, 3 Pg. 213 Review Your Knowledge #6; Apply Your Knowledge #6, 7</p>
<p>2. Obtaining data</p>	<p>Instruction: Pg. 208 Collect the Data Pg. 209 Agile Marketing Research Pg. 209 Figure 11-6</p> <p>Application: Pg. 211 Check Your Understanding #3 Pg. 213 Review Your Knowledge #6 Pg. 214 Communication Skills; Internet Research; Teamwork</p>
<p>3. Analyzing data</p>	<p>Instruction: Pg. 208 Analyze the Data Pg. 209 Agile Marketing Research Pg. 209 Figure 11-6</p> <p>Application: Pg. 211 Check Your Understanding #3 Pg. 213 Review Your Knowledge #6, 7 Pg. 214 Communication Skills (Reading); Internet Research (Demographics)</p>
<p>4. Recommending solutions/strategy</p>	<p>Instruction: Pg. 208-209 Draw Conclusions and Make Recommendations Pg. 209 Agile Marketing Research Pg. 209 Figure 11-6</p> <p>Application: Pg. 211 Check Your Understanding #3 Pg. 213 Review Your Knowledge #6, 8 Pg. 214 Communication Skills (Reading)</p>

Standards / Objectives / Indicators	G-W Content
<p>5. Implement solutions/strategy</p>	<p>Instruction: Pg. 209 Follow Up Pg. 209 Agile Marketing Research Pg. 209 Figure 11-6</p> <p>Application: Pg. 211 Check Your Understanding #3 Pg. 213 Review Your Knowledge #6</p>
<p>Objective 6: Students will understand methods to analyze and present research data: charts, graphs, and percentages.</p>	<p>Instruction: Pg. 208 Analyze the Data</p>
<p>Standard 3: Students will understand the components of a marketing campaign.</p>	
<p>Objective 1: Students will identify target market in preparation for a marketing plan.</p>	<p>Instruction: Pg. 31-32 Marketing Strategies pg. 40-41 Target Market</p> <p>Application: Pg 47 Check Your Understanding #2 Pg. 55 Apply Your Knowledge #2, 5 Pg. 56 Communication Skills; Internet Research Pg. 59 PBL: Project-Based Learning Pg. 238 Building the Marketing Plan</p>
<p>Objective 2: Students will compare and contrast promotional strategies from the promotional mix</p>	<p>Instruction: 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. 371 Check Your Understanding #3, 4 Pg. 379 Review Your Knowledge #3, 4 Pg. 380 Teamwork</p>
<p>1. Advertising</p>	<p>Instruction: Pg. 372-373 Advertising Pg. 373 Direct Marketing Pg. 382-397 Ch. 20 Advertising</p> <p>Application: Pg. 377 Check Your Understanding #1, 2 Pg. 379 Review Your Knowledge #6, 7; Apply Your Knowledge #6, 7 Pg. 380 Teamwork Pg. 391 Check Your Understanding #1-5 Pg. 397 Check Your Understanding #1-5 Pg. 399 Review Your Knowledge #1-10; Apply Your knowledge #1-10</p>

Standards / Objectives / Indicators	G-W Content
<p>2. Public relations</p>	<p>Instruction: Pg. 375-377, Public Relations (PR)</p> <p>Application: 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>3. Personal selling</p>	<p>Instruction: Pg. 377 Personal Selling Pg. 440-459 Ch. 23 Personal Selling</p> <p>Application: Pg. 377 Check Your Understanding #5 Pg. 379 Review Your Knowledge #10; Apply Your Knowledge #10 Pg. 380 Teamwork Pg. 444 Check Your Understanding #1, 2 Pg. 455 Check Your Understanding #1, 3 Pg. 461 Review Your Knowledge #1-5; Apply Your Knowledge #1, 3, 4 Pg. 462 Communication Skills (Writing, Listening); Internet Research (Handling Objections); Teamwork</p>
<p>4. Sales promotion</p>	<p>Instruction: Pg. 373-375 Sales Promotion Pg. 424-425 Visual Merchandising for Business</p> <p>Application: Pg. 379 Review Your Knowledge #8; Apply Your Knowledge #8 Pg. 380 Communications Skills (Reading); Teamwork Pg. 428 Check Your Understanding #1 Pg. 437 Review Your Knowledge #1; Apply Your Knowledge #1 Pg. 438 Internet Research; Teamwork</p>

Standards / Objectives / Indicators	G-W Content
<p>Objective 3: Students will research to understand promotion schedules.</p>	<p>Instruction: Pg. 167 Project Management Tools Pg. 167 Figure 9-3 Pg. 371 Implementation Pg. 391 Lead Time Pg. 416-417 Create and Schedule Content</p> <p>Application: Pg. 171 Review Your Knowledge #9 Pg. 399 Apply Your Knowledge #6 Pg. 400 Internet Research (Promotional Schedules)</p>
<p>Objective 4: Students will understand marketing budgets.</p>	<p>Instruction: Pg. 33 Budget Pg. 67 Finance Pg. 165-166 Budgets Pg. 370 Budget Pg. 392 Budget</p> <p>Application: Pg. 33 Build Your Vocabulary Pg. 35 Apply Your Math Skills Pg. 169 Check Your Understanding #3 Pg. 171 Apply Your Knowledge #7 Pg. 379 Review Your Knowledge #5 Pg. 400 Communication Skills (Reading)</p>
<p>1. Students will understand how various media rates are set including: cost per, frequency, lead time, reach, prime time and impression</p>	<p>Instruction: Pg. 388-391 Media Selection</p> <p>Application: Pg. 391 Check Your Understanding #5 Pg. 399 Review Your Knowledge #5; Apply Your Knowledge #6; Apply Your Math Skills</p>

Standards / Objectives / Indicators	G-W Content
<p>2. Students will understand the rationale for selecting different types of promotion.</p>	<p>Instruction: Pg. 362-377 Ch. 19 Promotion Pg. 385-386 Types of Traditional Advertising Media Pg. 387-88 Types of New Advertising Media Pg. 388-391 Media Selection Pg. 389 Figure 20-2</p> <p>Application: Pg. 377 Check Your Understanding #1 Pg. 379 Review Your Knowledge #2-10; Apply Your Knowledge #1-9 Pg. 391 Check Your Understanding #3, 5 Pg. 399 Review Your Knowledge #5; Apply Your Knowledge #4, 5, 6 Pg. 400 Internet Research (Advertising Media by Generation); Teamwork</p>
<p>Objective 5: Students will understand how to coordinate group members.</p>	<p>Instruction: Pg. 160-163 Section 9.1 Management Fundamentals</p> <p>Application: Pg. 163 Check Your Understanding #1 Pg. 169 Check Your Understanding #5 Pg. 171 Review Your Knowledge #1, 2, 4, 6; Apply Your Knowledge #4, 9, 10 Pg. 172 Internet Research (Management Styles)</p>
<p>1. Students will learn how to divide group responsibilities.</p>	<p>Instruction: Pg. 167-168 Teamwork Essentials</p> <p>Application: Pg. 172 Communications Skills (Reading)</p>
<p>Standard 4: Students will learn how to organize and promote a marketing pitch.</p>	
<p>Objective 1: Students will learn components to delivering a presentation including: attention-getting introduction, main points, and call to action.</p>	<p>Instruction: Pg. 494-495 Structuring a Marketing Pitch</p> <p>Application: Pg. 497 Check Your Understanding #1, 2 Pg. 497-498 Review Your Knowledge #7; Apply Your Knowledge #7 Pg. 500 Communication Skills; Teamwork</p>
<p>1. Students will learn how to respond to questions.</p>	<p>Instruction: Pg. 450 Answer Questions or Objections Pg. 495 Make a Call to Action</p> <p>Application: Pg. 497 Check Your Understanding #3</p>

Standards / Objectives / Indicators	G-W Content
<p>2. Students will learn how to persuade the audience to take action.</p>	<p>Instruction: Pg. 488-493 Section 25.1 Persuading an Audience</p> <p>Application: Pg. 493 Check Your Understanding #2-5 Pg. 498-499 Review Your Knowledge #3-6; Apply Your Knowledge #3-6 Pg. 500 Communication Skills; Teamwork</p>
<p>Objective 2: Students will learn how to select the appropriate visual aids for their presentation</p>	<p>Instruction: Pg. 496 Visual Presentation Skills</p> <p>Application: Pg. 497 Check Your Understanding #4 Pg. 498-499 Review Your Knowledge #10; Apply Your Knowledge #9 Pg. 500 Internet Research (Slide Design, Master Slides)</p>
<p>Objective 3: Students will understand how to coordinate group members.</p>	<p>Instruction: Pg. 167-168 Project Management</p> <p>Application: Pg. 171 Review Your Knowledge #9 Pg. 544-545 Building the Marketing Plan</p>
<p>1. Students will learn how to divide group responsibilities.</p>	<p>Instruction: Pg. 167-168 Project Management</p> <p>Application: Pg. 171 Review Your Knowledge #9 Pg. 172 Communications Skills (Reading) Pg. 544-545 Building the Marketing Plan</p>