

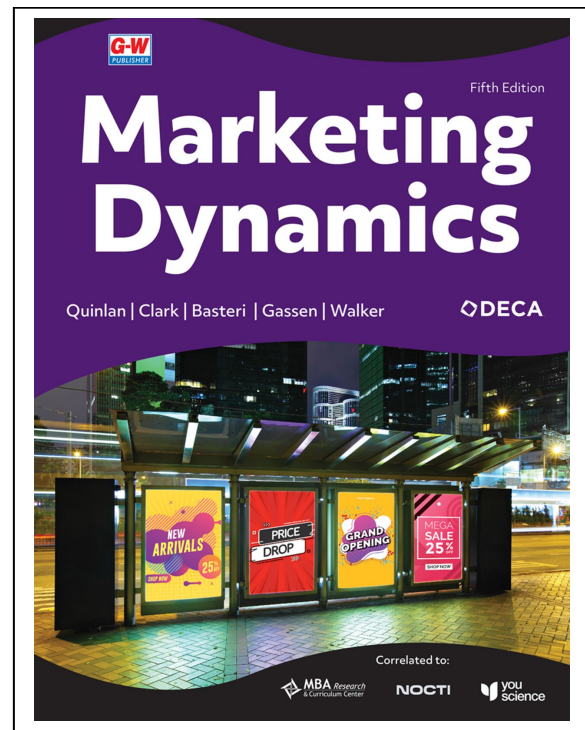


*Correlation of*  
**Marketing Dynamics, 5e**  
Quinlan, Clark, Basteri, Gassen, Walker  
(Goodheart-Willcox Publisher ©2024)  
to  
**Precision Exams Marketing Fundamentals**

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 Fundamentals is an introductory course that will expose students to the fundamental concepts of marketing. Students will be introduced to a wide range of Marketing Education courses related to the Marketing Pathway, Marketing Careers, and DECA –Student Leadership Organization. Students will evaluate interpersonal communication concepts and skills. This course will clearly define the marketing concept and lead students into a marketing education career pathway. Students may have the opportunity to participate and compete in DECA competitions and activities as allowed by district policy. Students will be shown what marketing courses are available upon completing this introductory course.



Standards / Objectives / Indicators	G-W Content
<b>Standard 1: Students will model interpersonal communication skills needed in marketing and in life</b>	
<b>Objective 1:</b> Students will observe and demonstrate the elements of effective communication	
<ol style="list-style-type: none"> <li>1. Model effective Listening Skills</li> </ol>	<p><b>Instruction:</b> Pg. 473 Listening</p> <p><b>Application:</b> Pg. 483 Apply Your Knowledge #2, 4 Pg. 93, 134, 152, 188, 214, 236, 278, 312, 356, 438, 462, 484, 500, 522 Communication Skills (Listening)</p>
<ol style="list-style-type: none"> <li>2. Identify different types of communication</li> </ol>	
<ol style="list-style-type: none"> <li>1. Verbal, written, other non-verbal</li> </ol>	<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. 484 Internet Research (Nonverbal Communication)</p>
<ol style="list-style-type: none"> <li>3. Evaluate communication factors including Barriers, Obstacles, and Settings</li> </ol>	<p><b>Instruction:</b> Pg. 473-475 Barriers to Effective Communication</p> <p><b>Application:</b> Pg. 475 Check Your Understanding #4 Pg. 483 Review Your Knowledge #4; Apply Your Knowledge #5 Pg. 484 Teamwork</p>
<ol style="list-style-type: none"> <li>4. Explore audience considerations (e.g., gender and cultural considerations).</li> </ol>	<p><b>Instruction:</b> Pg. 477-478 Journalistic Approach Pg. 489-490 Understanding the Target Audience</p> <p><b>Application:</b> Pg. 483 Review Your Knowledge #7; Apply Your Knowledge #7 Pg. 493 Check Your Understanding #2 Pg. 498-499 Review Your Knowledge #2, 3; Apply Your Knowledge #3</p>

Standards / Objectives / Indicators	G-W Content
<p>5. Define Jargon and contrast content specialist or presentation type communication with peer-to-peer communication.</p>	<p><b>Instruction:</b> Pg. 470-471 Communication Pg. 471-472 Types of Communication Pg. 489-490 Understanding the Target Audience</p> <p><b>Application:</b> Pg. 475 Check Your Understanding #2 Pg. 475 Build Your Vocabulary Pg. 483 Apply Your Knowledge #2 Pg. 493 Check Your Understanding #2, 3 Pg. 499 Apply Your Knowledge #4</p>
<p>6. Demonstrate effective presentation skills, including:</p>	<p><b>Instruction:</b> Pg. 486-497 Chapter 25: Marketing Pitch</p> <p><b>Application:</b> Pg. 493 Check Your Understanding #1-5 Pg. 497 Check Your Understanding #1-5 Pg. 498-499 Review Your Knowledge #1-10; Apply Your Knowledge #1-10 Pg. 500 Communication Skills; Internet Research, Teamwork Pg. 503, 545 PBL: Project-Based Learning</p>
<p>1. Electronic presentation basics</p>	<p><b>Instruction:</b> Pg. 496 Visual Presentation Skills</p> <p><b>Application:</b> Pg. 497 Check Your Understanding #4 Pg. 498-499 Review Your Knowledge #8, 10; Apply Your Knowledge #9 Pg. 500 Internet Research (Slide Design, Master Slides)</p>
<p>2. Verbal presentation—speech</p>	<p><b>Instruction:</b> Pg. 488-493 Section 25.1 Persuading an Audience Pg. 496-497 Professional Speaking Skills</p> <p><b>Application:</b> Pg. 493 Check Your Understanding #4, 5 Pg. 497 Check Your Understanding #1-3, 5 Pg. 498-499 Review Your Knowledge #1, 4, 5, 8, 9; Apply Your Knowledge #1, 2, 4, 5, 7, 8, 10 Pg. 500 Communication Skills, Internet Research (Building Confidence), Teamwork</p>
<p><b>Objective 2:</b> Identify and evaluate character traits important to business</p>	

Standards / Objectives / Indicators	G-W Content
<p>1. Model appropriate business personal appearance</p>	<p><b>Instruction:</b> Pg. 492-493 Ethos Pg. 582-583 Dressing for the Interview</p> <p><b>Application:</b> Pg. 498-499 Review Your Knowledge, #6; Apply Your Knowledge, #6 Pg. 592 Teamwork</p>
<p>2. Contrast examples of ethical and unethical behavior or choices</p>	<p><b>Instruction:</b> Pg. 84-85 Business Ethics Pg. 555 Ethical Behavior</p> <p><b>Application:</b> Pg. 88 Check Your Understanding #1-3 Pg. 92 Review Your Knowledge # 1-3; Apply Your Knowledge #1, 2 Pg. 555 Check Your Understanding #5 Pg. 567 Review Your Knowledge #6; Apply Your Knowledge #5</p>
<p>3. Evaluate the impact of honesty and integrity in business and in personal relationships.</p>	<p><b>Instruction:</b> Pg. 84-85 Business Ethics Pg. 443-444 Career in Sales Pg. 550-552 Interpersonal Skills Basics Pg. 555 Ethical Behavior</p> <p><b>Application:</b> Pg. 88 Check Your Understanding #1-3 Pg. 92 Review Your Knowledge # 1-3; Apply Your Knowledge #1, 2 Pg. 444 Check Your Understanding #5 Pg. 461 Review Your Knowledge #2 Pg. 555 Check Your Understanding #1 Pg. 567 Review Your Knowledge #2; Apply Your Knowledge #5</p>
<p>4. Interpret a self-evaluation or trait development exercise (e.g., color tests or Myers-Briggs Type Indicator).</p>	<p><b>Instruction:</b> Pg. 557-558 Conducting a Self-Assessment</p> <p><b>Application:</b> Pg. 565 Check Your Understanding #3 Pg. 568 Internet Research (Self-Assessment)</p>
<p>5. Define “Networking” in terms of establishing personal contacts</p>	<p><b>Instruction:</b> Pg. 562 Networking Pg. 573-574 Networking</p> <p><b>Application:</b> Pg. 565 Build Your Vocabulary Pg. 592 Communication Skills (Reading)</p>

Standards / Objectives / Indicators	G-W Content
<p>6. Model an appropriate personal introduction including an appropriate hand shaking, personal space, and eye contact.</p>	<p><b>Instruction:</b> Pg. 496 Introduction Skills Pg. 582 Introduction</p> <p><b>Application:</b> Pg. 498-499 Review Your Knowledge #9; Apply Your Knowledge #8 Pg. 500 Teamwork Pg. 592 Communication Skills (Writing) Pg. 592 Teamwork</p>
<p><b>Standard 2: Students will define the marketing concept and what role identifying product types, consumer types, and market segmentations play.</b></p>	
<p><b>Objective 1:</b> Students will be able to categorize Product types and identify elements of the seven functions of Marketing</p>	
<p>1. Define, differentiate, and categorize Goods – Services – Ideas</p>	<p><b>Instruction:</b> Pg. 6-7 Marketing Is More Than an Advertisement Pg. 244-245 What Is a Product?</p> <p><b>Application:</b> pg. 8 Check Your Understanding #2 pg. 250 Check Your Understanding #1 pg. 261 Apply Your Knowledge #1</p>
<p>2. Identify examples of the seven functions of marketing.</p>	<p><b>Instruction:</b> pg. 12-13 Functions of Marketing</p> <p><b>Application:</b> Pg. 15 Check Your Understanding #3 Pg. 17 Review Your Knowledge #7; Apply Your Knowledge #8</p>
<p><b>Objective 2:</b> Students will distinguish the four methods of market segmentation</p>	
<p>1. Explain factors related to Demographic segmentation including gender, income, household status, ethnicity, and education</p>	<p><b>Instruction:</b> Pg. 42-45 Demographic Segmentation</p> <p><b>Application:</b> Pg. 47 Check Your Understanding #3, 4 Pg. 47 Build Your Vocabulary Pg. 55 Review Your Knowledge #4; Apply Your Knowledge #2, 3 Pg. 56 Internet Research, Teamwork</p>

Standards / Objectives / Indicators	G-W Content
<p>2. Contrast elements of each generation in generational Marketing</p>	<p><b>Instruction:</b> Pg. 42-43 Age Pg. 43 Figure 3-1</p> <p><b>Application:</b> Pg. 47 Check Your Understanding #4 Pg. 55 Apply Your Knowledge #3 Pg. 56 Internet Research (Generational Cohorts)</p>
<p>3. Summarize the difference between disposable and discretionary income</p>	<p><b>Instruction:</b> Pg. 43-44 Income</p> <p><b>Application:</b> Pg. 44 You Do the Math</p>
<p>4. Identify scenarios where Geographic segmentation would be effective</p>	<p><b>Instruction:</b> Pg. 42 Geographic Segmentation</p> <p><b>Application:</b> Pg. 47 Check Your Understanding #3 Pg. 55 Review Your Knowledge #3, 4; Apply Your Knowledge #2 Pg. 56 Internet Research (Targeting a Market); Teamwork</p>
<p>5. List factors or psychographic segmentation</p>	<p><b>Instruction:</b> Pg. 45 Psychographic Segmentation</p> <p><b>Application:</b> Pg. 47 Check Your Understanding #3 Pg. 55 Review Your Knowledge #3, 4; Apply Your Knowledge #2 Pg. 56 Internet Research (Targeting a Market); Teamwork</p>
<p>6. Relate and individual Behavior to consumer perceptions and shopping patterns</p>	<p><b>Instruction:</b> Pg. 45-46 Behavioral Segmentation</p> <p><b>Application:</b> Pg. 47 Check Your Understanding #3 Pg. 55 Review Your Knowledge #3, 4; Apply Your Knowledge #2 Pg. 56 Internet Research (Targeting a Market); Teamwork</p>

Standards / Objectives / Indicators	G-W Content
<p>7. List potential data collection processes.</p>	<p><b>Instruction:</b> Pg. 197-203 Types of Marketing Research Data Pg. 206-209 Marketing Research Process</p> <p><b>Application:</b> Pg. 205 Check Your Understanding #2, 3 Pg. 205 Build Your Vocabulary Pg. 211 Check Your Understanding #1-3 Pg. 213 Review Your Knowledge #2, 3, 6-8; Apply Your Knowledge #2, 3, 6-8 Pg. 214 Communication Skills (Listening); Internet Research (Effective Surveys); Teamwork</p>
<p><b>Objective 3:</b> Students will evaluate and classify of potential consumers</p>	
<p>1. Define and identify target markets.</p>	<p><b>Instruction:</b> Pg. 9-10 Customer Satisfaction Pg. 40-41 Target Market Pg. 46-47 Customer Profile</p> <p><b>Application:</b> Pg. 15 Build Your Vocabulary Pg. 47 Check Your Understanding #2, 5 Pg. 55 Review Your Knowledge #2, 5; Apply Your Knowledge #2, 5 Pg. 56 Communication Skills (Writing); Internet Research (Targeting a Marketing); Teamwork</p>
<p>2. Explain the necessity of target markets in order to create a brand or product image</p>	<p><b>Instruction:</b> Pg. 40-41 Market Pg. 51 Product Positioning Pg, 261-272 Brand Identity</p> <p><b>Application:</b> Pg. 47 Check Your Understanding #2 Pg. 53 Check Your Understanding #4 Pg. 55 Review Your Knowledge #1; Apply Your Knowledge #9 Pg. 275 Check Your Understanding #1, 2 Pg. 277 Review Your Knowledge #1, 2, 3, 4 Pg. 278 Communication Skills (Writing); Internet Research (Branding Strategies)</p>

Standards / Objectives / Indicators	G-W Content
<p>3. Illustrate an example of Market share.</p>	<p><b>Instruction:</b> Pg. 52-53 Sales Analysis Pg. 53 Figure 3-5</p> <p><b>Application:</b> Pg. 53 Check Your Understanding #5 Pg. 55 Apply Your Knowledge #10 Pg. 55 Apply Your Math Skills</p>
<p>4. Evaluate competition in terms of market share and identifying your competitors.</p>	<p><b>Instruction:</b> Pg. 49-50 Competitive Analysis Pg. 52-53 Sales Analysis Pg. 53 Figure 3-5</p> <p><b>Application:</b> Pg. 53 Check Your Understanding #3, 5 Pg. 55 Review Your Knowledge #8; Apply Your Knowledge #8, 10 Pg. 55 Apply Your Math Skills</p>
<p>5. Define niche marketing.</p>	<p><b>Instruction:</b> Pg. 41-42 Market Segmentation</p> <p><b>Application:</b> Pg. 47 Build Your Vocabulary Pg. 56 Internet Research (Niche Marketing)</p>
<p>6. Determine and Justify scenarios in which Mass Marketing vs. Target marketing would be most appropriate.</p>	<p><b>Instruction:</b> Pg. 40-41 Market</p> <p><b>Application:</b> Pg. 47 Check Your Understanding #1, 2 Pg. 55 Review Your Knowledge #2; Apply Your Knowledge #1 Pg. 56 Communication Skills (Speaking); Internet Research (Targeting a Marketing)</p>
<p><b>Standard 3: Students will be able to explain each category of the marketing mix of the four P’s of marketing</b></p>	
<p><b>Objective 1:</b> Discovering the elements of the PRODUCT that support the marketing concept.</p>	
<p>1. Summarize the functions of Packaging.</p>	<p><b>Instruction:</b> pg. 249 Packaging pg. 267-268 Packaging</p> <p><b>Application:</b> Pg. 261 Apply Your Knowledge #4 Pg. 277 Apply Your Knowledge #2</p>



Standards / Objectives / Indicators	G-W Content
<p>2. Explore packaging strategies including Price bundling and mixed bundling.</p>	<p><b>Instruction:</b> Pg. 303 Bundling</p> <p><b>Application:</b> Pg. 305 Check Your Understanding #2 Pg. 311 Apply Your Knowledge #3</p>
<p>3. Compare elements of labels including descriptions, branding, and grades.</p>	<p><b>Instruction:</b> pg. 267-268 Packaging</p> <p><b>Application:</b> Pg. 270 Check Your Understanding #2 Pg. 277 Apply Your Knowledge #2 Pg. 278 Internet Research (History of Labeling)</p>
<p>4. Analyze elements of developing a new product.</p>	<p><b>Instruction:</b> Pg. 251-253 New Product Opportunities Pg. 253-257 New Product Development</p> <p><b>Application:</b> Pg. 259 Check Your Understanding #1-4 Pg. 261 Review Your Knowledge #6-8; Apply Your Knowledge #6-8 Pg. 262 Communication Skills (Writing); Internet Research; Teamwork Pg. 281 PBL: Project-Based Learning</p>
<p>5. Consider size or shape, naming, labeling, packaging, colors, quantities, etc.</p>	<p><b>Instruction:</b> Pg. 249 Packaging Pg. 255 Product Design Pg. 266-269 Elements of a Brand</p> <p><b>Application:</b> Pg. 261 Apply Your Knowledge #4 Pg. 270 Check Your Understanding #1, 2 Pg. 277 Review Your Knowledge #1; Apply Your Knowledge #1, 2, 3 Pg. 278 Teamwork</p>
<p>6. Predict the impact of Customer Service and warranties as an element of product success.</p>	<p><b>Instruction:</b> Pg. 247-248 Features Pg. 456-459 Section 23.3 Customer Service</p> <p><b>Application:</b> Pg. 250 Check Your Understanding #3 Pg. 459 Check Your Understanding #1-5 Pg. 461 Review Your Knowledge #7-10; Apply Your Knowledge #7-10 Pg. 462 Communication Skills (Speaking); Internet Research (Customer Service Policies)</p>

Standards / Objectives / Indicators	G-W Content
<p>7. Explore the benefits and risks of Brand extension.</p>	<p><b>Instruction:</b> Pg. 273 Brand Extension</p> <p><b>Application:</b> Pg. 275 Check Your Understanding #3 Pg. 277 Apply Your Knowledge #9 Pg. 278 Internet Research (Branding Strategies)</p>
<p>8. Contrast product Features with the product Benefits from a consumer perspective.</p>	<p><b>Instruction:</b> pg. 49 Price or Nonprice Competition Pg. 247 Features</p> <p><b>Application:</b> Pg. 53 Build Your Vocabulary Pg. 55 Apply Your Knowledge #6 Pg. 261 Apply Your Knowledge #3 Pg. 262 Internet Research (Product Elements)</p>
<p><b>Objective 2:</b> Examine the elements of the PLACE that support the marketing concept.</p>	
<p>1. Discuss Channels of distribution and possible channel members.</p>	<p><b>Instruction:</b> Pg. 320-326 Channels of Distribution</p> <p><b>Application:</b> Pg. 327 Check Your Understanding #1-4 Pg. 337 Review Your Knowledge # 1-4; Apply Your Knowledge # 1-5 Pg. 338 Communication Skills (Writing); Internet Research</p>
<p>2. Contrast pros and cons of Direct and Indirect distribution.</p>	<p><b>Instruction:</b> Pg. 323-326 Distribution Channels</p> <p><b>Application:</b> Pg. 327 Check Your Understanding #3 Pg. 337 Review Your Knowledge #3; Apply Your Knowledge #3, 4</p>
<p>3. Explain cost vs. control as it relates to distribution alternatives.</p>	<p><b>Instruction:</b> Pg. 328-331 Transportation Pg. 329 Figure 7-4</p> <p><b>Application:</b> Pg. 335 Check Your Understanding #1, 2 Pg. 337 Review Your Knowledge #6; Apply Your Knowledge #7</p>

Standards / Objectives / Indicators	G-W Content
<p>4. Evaluate the impact of a store’s physical location.</p>	<p><b>Instruction:</b> Pg. 322-323 Retailers</p> <p><b>Application:</b> pg. 327 Check Your Understanding #1, 2 pg. 337 Apply Your Knowledge #2 Pg. 338 Internet Research (Store Location)</p>
<p>5. Prioritize or recommend store locations for various business types.</p>	<p><b>Instruction:</b> Pg. 322-323 Retailers</p> <p><b>Application:</b> pg. 327 Check Your Understanding #2 pg. 337 Apply Your Knowledge #2 Pg. 338 Internet Research (Store Location)</p>
<p><b>Objective 3:</b> Recall elements of the PRICE that support the marketing concept.</p>	
<p>1. Define the three Pricing Orientations. (Cost, Competition, Demand).</p>	<p><b>Instruction:</b> Pg. 289-291 Influence of Demand on Price Pg. 292-293 Influence of Costs on Price Pg. 293 Influence of Competition on Price</p> <p><b>Application:</b> Pg. 295 Check Your Understanding #1-4 Pg. 297-298 Review Your Knowledge #4-8; Apply Your Knowledge #6-9; Apply Your Math Skills Pg. 298 Communication Skills (Speaking); Internet Research (Competitive Pricing); Teamwork</p>
<p>2. Assess the possible Goals of Pricing (profit, market share, prestige)</p>	<p><b>Instruction:</b> Pg. 286-288 Pricing Objectives</p> <p><b>Application:</b> Pg. 288 Check Your Understanding #3-5 Pg. 297 Review Your Knowledge #2, 3; Apply Your Knowledge #3-5</p>
<p>3. Examine considerations of pricing.</p>	<p><b>Instruction:</b> Pg. 87 Pricing; Figure 5-2 Pg. 286 Pricing Function</p> <p><b>Application:</b> Pg. 92 Apply Your Knowledge #4 Pg. 288 Check Your Understanding #1, 2 Pg. 297 Review Your Knowledge #1; Apply Your Knowledge #1, 2 Pg. 315 PBL: Project-Based Learning</p>

Standards / Objectives / Indicators	G-W Content
<p>4. List multiple forms of pricing.</p>	<p><b>Instruction:</b> Pg. 302-305 Section 16.1 Pricing Strategies</p> <p><b>Application:</b> pg. 305 Check Your Understanding #1-5 pg. 311 Review Your Knowledge #1-6; Apply Your Knowledge #1-7 pg. 312 Communication Skills; Internet Research</p>
<p>5. Classify products by their price elasticity.</p>	<p><b>Instruction:</b> Pg. 289-291 Influence of Demand on Price</p> <p><b>Application:</b> Pg. 295 Check Your Understanding #1 Pg. 297 Review Your Knowledge # 4-6; Apply Your Knowledge #6-8</p>
<p>6. Demonstrate how a pricing strategy supports a product’s image.</p>	<p><b>Instruction:</b> Pg. 294 Customer Perception Pg. 303-304 Psychological Pricing</p> <p><b>Application:</b> Pg. 297 Review Your Knowledge #9; Apply Your Knowledge #10 Pg. 298 Internet Research (Customer Perception Theory) pg. 305 Check Your Understanding #3, 4 pg. 311 Review Your Knowledge #4, 5; Apply Your Knowledge #4 Pg. 312 Communication Skills (Writing)</p>
<p>7. Explore legal considerations including predatory pricing, Bait and switch, and MSRP</p>	<p><b>Instruction:</b> Pg. 306-309 Section 16.2 Governmental Influence on Pricing</p> <p><b>Application:</b> Pg. 309 Check Your Understanding #1-5 Pg. 311 Review Your Knowledge #7-10; Apply Your Knowledge #8-10 Pg. 312 Communication Skills (Reading; Internet Research (Price Controls); Teamwork</p>

Standards / Objectives / Indicators	G-W Content
<p><b>8.</b> Evaluate Various Pricing Strategies—loss leaders, captive products, options and up selling, etc.</p>	<p><b>Instruction:</b> Pg. 302-305 Section 16-1 Pricing Strategies Pg. 306-308 Governmental Pricing Regulations Pg. 452, Close the Sale</p> <p><b>Application:</b> pg. 305 Check Your Understanding #1-5 pg. 309 Check Your Understanding #1-3 pg. 311 Review Your Knowledge #1-9; Apply Your Knowledge #1-9 pg. 312 Internet Research (Pricing Strategies) Pg. 462 Teamwork</p>
<p><b>Objective 4:</b> Explore elements of the PROMOTION that support the marketing concept.</p>	
<p><b>1.</b> Define the term promotion.</p>	<p><b>Instruction:</b> Pg. 11-12, 13 Promotion Pg. 364 Marketing Promotion</p> <p><b>Application:</b> Pg. 15 Check Your Understanding #2 Pg. 15 Build Your Vocabulary Pg. 17 Apply Your Knowledge #6, 7 Pg. 18 Teamwork Pg. 371 Check Your Understanding #1 Pg. 379 Review Your Knowledge #1; Apply Your Knowledge #1 Pg. 380 Teamwork</p>
<p><b>2.</b> Discuss the impact Slogans and Logos have on a product.</p>	<p><b>Instruction:</b> Pg. 266-267 Graphic Design Elements Pg. 268 Tagline Pg. 367 Integrated Marketing Communications (IMC)</p> <p><b>Application:</b> Pg. 277 Apply Your Knowledge #1, 3</p>

Standards / Objectives / Indicators	G-W Content
<p>3. Explore various types of promotion.</p>	<p><b>Instruction:</b>                      Pg. 148 Promotion                      Pg. 364-365 Marketing Promotion                      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><b>Application:</b>                      Pg. 149 Check Your Understanding #4, 5                      Pg. 151 Review Your Knowledge #10; Apply Your Knowledge #10                      Pg. 371 Check Your Understanding #1, 3, 4                      Pg. 377 Check Your Understanding #1-5                      Pg. 379 Review Your Knowledge #3, 4, 6-10; Apply Your Knowledge #1, 3, 4, 6-10                      Pg 380 Internet Research; Teamwork</p>
<p>4. Discover consumer promotions (e.g., coupons, point of purchase, loyalty programs, production placement, tie-ins, samples, etc.).</p>	<p><b>Instruction:</b>                      pg. 372-373 Advertising                      pg. 373-375 Sales Promotion                      pg. 427 Point-of-Purchase Display</p> <p><b>Application:</b>                      Pg. 377 Check your Understanding #1, 3                      Pg. 379 Review Your Knowledge #6, 8; Apply Your Knowledge #6, 8                      Pg. 380 Teamwork                      Pg. 428 Check Your Understanding #5                      Pg. 438 Communication Skills (Listening)</p>
<p>5. Demonstrate how incorporating multiple strategies together can reinforce each other and the product in a promotional mix.</p>	<p><b>Instruction:</b>                      Pg. 366-367 Promotional Strategies                      Pg. 412-413 Social Media Marketing Ecosystem                      Pg. 478-481 Electronic Marketing Communications</p> <p><b>Application:</b>                      Pg. 371 Check Your Understanding #3                      Pg. 379 Review Your Knowledge #3                      Pg. 380 Teamwork                      Pg. 419 Review Your Knowledge #6; Apply Your Knowledge #7                      Pg. 483 Review Your Knowledge #9</p>

Standards / Objectives / Indicators	G-W Content
<p>6. Explore cost, production, and effectiveness of Print, Broadcast, and Online promotions.</p>	<p><b>Instruction:</b> Pg. 369-371 Promotional Plan Pg. 385-386 Types of Traditional Advertising Media Pg. 387-388 Types of new Advertising Media Pg. 388-391 Media Selection</p> <p><b>Application:</b> Pg. 371 Check Your Understanding #5 Pg. 379 Review Your Knowledge #5; Apply Your Knowledge #5 Pg. 391 Check Your Understanding #3, 4, 5 Pg. 399 Review Your Knowledge #3, 4, 5; Apply Your Knowledge #3-6; Apply Your Math Skills Pg. 400 Internet Research (Promotional Schedules)</p>
<p>7. Construct a promotion for a product or business.</p>	<p><b>Instruction:</b> Pg. 369-371 Promotional Plan Pg. 392-394 Developing an Advertising Campaign Pg. 476-478 Writing for Marketing Purposes Pg. 478-481 Electronic Marketing Communications</p> <p><b>Application:</b> Pg. 371 Check Your Understanding #5 Pg. 379 Review Your Knowledge #5; Apply Your Knowledge #4, 7 Pg. 380 Internet Research (Press Release) Pg. 399 Review Your Knowledge #6, 7 Pg. 400 Teamwork Pg. 483 Review Your Knowledge #6, 7, 9, 10; Apply Your Knowledge #7, 9, 10 Pg. 465 PBL: Project-Based Learning</p>
<p><b>Standard 4. Students will be able to identify key personal traits, interpersonal skills, and elements of teamwork that facilitate job success and ethical action in the workplace.</b></p>	
<p><b>Objective 1:</b> Examine interpersonal skills necessary to build good relationships.</p>	
<p>1. Identify interpersonal skills:</p>	
<p>1. Self-esteem and self-awareness</p>	<p>Pg. 557 Conducting a Self-Assessment Pg. 565 Build Your Vocabulary Pg. 564 Review Your Knowledge #8</p>
<p>1. Positive attitude</p>	<p><b>Instruction:</b> Pg. 551 Positive Attitude</p> <p><b>Application:</b> Pg. 555 Check Your Understanding #1 Pg. 567 Apply Your Knowledge #2 Pg. 568 Communication Skills (Reading)</p>

Standards / Objectives / Indicators	G-W Content
2. Initiative and responsibility	<p><b>Instruction:</b> Pg. 550-551 Professionalism</p> <p><b>Application:</b> Pg. 555 Check Your Understanding #1 Pg. 567 Review Your Knowledge #2 Pg. 568 Communication Skills (Reading)</p>
3. Self-control	<p><b>Instruction:</b> Pg. 168 Conflict Resolution Pg. 553-554 Stress Management</p> <p><b>Application:</b> Pg. 172 Teamwork pg. 567 Review Your Knowledge #5; Apply Your Knowledge #4 Pg. 568 Communication Skills (Reading)</p>
4. Creativity	<p><b>Instruction:</b> Pg. 558 Personality Pg. 559 Research a Marketing Career</p> <p><b>Application:</b> pg. 567 Apply Your Knowledge #8 Pg. 568 Communication Skills (Reading)</p>
5. Time management	<p><b>Instruction:</b> Pg. 162-163 Lead Pg. 552-553 Time Management</p> <p><b>Application:</b> pg. 163 Check Your Understanding #4 pg. 555 Check Your Understanding #3 pg. 567 Review Your Knowledge #4; Apply Your Knowledge #3 Pg. 568 Communication Skills (Reading)</p>
6. Stress management	<p><b>Instruction:</b> Pg. 553-554 Stress Management</p> <p><b>Application:</b> pg. 567 Review Your Knowledge #5; Apply Your Knowledge #4 Pg. 568 Communication Skills (Reading)</p>



Standards / Objectives / Indicators	G-W Content
7. Assertiveness	<p><b>Instruction:</b> Pg. 162-163 Lead Pg. 551 Respectfulness</p> <p><b>Application:</b> pg. 163 Check Your Understanding #4 pg. 567 Apply Your Knowledge #5 Pg. 568 Communication Skills (Reading)</p>
8. Flexibility	<p><b>Instruction:</b> Pg. 162-163 Lead Pg. 551 Positive Attitude</p> <p><b>Application:</b> pg. 163 Check Your Understanding #4 Pg. 567 Apply Your Knowledge #2 Pg. 568 Communication Skills (Reading)</p>
2. Examine how interpersonal skills build good business relationships.	<p><b>Instruction:</b> Pg. 550-555 Section 28.1: Interpersonal Skills</p> <p><b>Application:</b> Pg. 555 Check Your Understanding #1-5 Pg. 567 Review Your Knowledge #1-6; Apply Your Knowledge #1-5 Pg. 568 Communication Skills (Reading); Internet Research (Respecting Diversity)</p>
<b>Objective 2:</b> Analyze basic values and moral principles that guide behavior or individual groups	
1. Define ethics	<p><b>Instruction:</b> Pg. 84-85 Business Ethics Pg. 555 Ethical Behavior</p> <p><b>Application:</b> Pg. 88 Check Your Understanding #1-3 Pg. 88 Build Your Vocabulary Pg. 92 Review Your Knowledge # 1, 2; Apply Your Knowledge #1, 2 Pg. 93 Communication Skills (Writing); Internet Research (Workplace Bullying); Teamwork Pg. 555 Check Your Understanding #5 Pg. 567 Review Your Knowledge #6; Apply Your Knowledge #5</p>

Standards / Objectives / Indicators	G-W Content
<p>2. Examine ethical behavior between coworkers and clients</p>	<p><b>Instruction:</b> Pg. 84-85 Business Ethics pg. 249-250 Product/Service Management Pg. 475 Communication Ethics Pg. 555 Ethical Behavior</p> <p><b>Application:</b> Pg. 88 Check Your Understanding #1-3 Pg. 92 Review Your Knowledge # 1, 2; Apply Your Knowledge #1, 2 Pg. 261 Review Your Knowledge #5; Apply Your Knowledge #5 Pg. 483 Review Your Knowledge #5; Apply Your Knowledge #6 Pg. 555 Check Your Understanding #5 Pg. 567 Review Your Knowledge #6; Apply Your Knowledge #5</p>
<p>3. Demonstrate practical ethical behavior in the workplace.</p>	<p><b>Instruction:</b> Pg. 84-85 Business Ethics Pg. 475 Communication Ethics Pg. 555 Ethical Behavior</p> <p><b>Application:</b> Pg. 88 Check Your Understanding #1-3 Pg. 92 Review Your Knowledge # 1, 2; Apply Your Knowledge #1, 2 Pg. 97 PBL: Project-Based Learning Pg. 483 Review Your Knowledge #5; Apply Your Knowledge #6 Pg. 555 Check Your Understanding #5 Pg. 567 Review Your Knowledge #6; Apply Your Knowledge #5 Pg. 10, 85, 129, 141, 165, 218, 259, 292, 321, 368, 410, 473, 537, 555 Marketing Ethics</p>
<p><b>Objective 3:</b> Understand how to manage conflict in the workplace.</p>	
<p>1. Examine the negotiation process.</p>	<p><b>Instruction:</b> Pg. 168-169 Conflict Resolution</p> <p><b>Application:</b> Pg. 171 Review Your Knowledge #10 Pg. 172 Internet Research (Negotiation); Teamwork</p>

Standards / Objectives / Indicators	G-W Content
<p>2. Manage conflicts by using appropriate negotiation skills</p>	<p><b>Instruction:</b> Pg. 168-169 Conflict Resolution</p> <p><b>Application:</b> Pg. 171 Review Your Knowledge #10 Pg. 172 Internet Research (Negotiation); Teamwork Pg. 191 PBL: Project-Based Learning</p>
<p>3. Demonstrate effective speaking and listening skills in the negotiation process.</p>	<p><b>Instruction:</b> Pg. 168-169 Conflict Resolution</p> <p><b>Application:</b> Pg. 171 Review Your Knowledge #10 Pg. 172 Internet Research (Negotiation); Teamwork Pg. 191 PBL: Project-Based Learning</p>
<p><b>Objective 4:</b> Understand how to use interpersonal skills to handle customer complaints, and work with a team.</p>	
<p>1. Understand a company’s policies and procedures in responding to customers.</p>	<p><b>Instruction:</b> Pg. 456-459 Section 23.3 Customer Service</p> <p><b>Application:</b> Pg. 459 Check Your Understanding #3-5 Pg. 461 Review Your Knowledge #9, 10; Apply Your Knowledge #8, 9 Pg. 462 Internet Research (Customer Service Policies)</p>
<p>2. Demonstrate how to respond promptly and intelligently to customer concerns.</p>	<p><b>Instruction:</b> Pg. 456-459 Section 23.3 Customer Service</p> <p><b>Application:</b> Pg. 461 Apply Your Knowledge, #7, 8, 10 Pg 462 Communication Skills (Speaking)</p>
<p>3. Examine the critical components of successful teamwork</p>	<p><b>Instruction:</b> Pg. 167-169 Teamwork Essentials Pg. 168 Figure 9-4</p> <p><b>Application:</b> Pg. 169 Check Your Understanding #5 Pg. 171 Apply Your Knowledge #10 Pg. 191 PBL: Project-Based Learning</p>