CORRELATION of **Florida Marketing Essentials** to *Marketing Dynamics, Fifth Edition, ©2024*

Standards/Objectives/Indicators	Textbook Pages
1.0 Demonstrate human relations skills necessary for success in marketing occupations. The student will be able to:	
1.01 Demonstrate the ability to collaborate effectively with team members or partnerships, leadership, and with peers from diverse sociocultural and socio-economic backgrounds, genders, disabilities and ages.	**Instruction:** p. 167-168, Ch 9, Teamwork Essentials, Collaboration **Application:** p. 169, Section 9.2 Review, Check Your Understanding #5 p. 171, Ch 9 Apply Your Knowledge, #10 All EOC Teamwork activities
1.02 Demonstrate interpersonal skills (e.g., courtesy, loyalty, being a team player, adaptability, empathy, etc.).	**Instruction:** p. 550-552, Section 28.1, Interpersonal Skills Basics p. 551, Ch 28, Figure 28-1, Soft Skills **Application:** p. 555, Section 28.1 Review, Check Your Understanding, #1 p. 567, Ch 28 Apply Your Knowledge, #1, 2 p. 568, Ch 28 Communication Skills-Writing
1.03 Demonstrate personality traits important to business (e.g., interest, enthusiasm, honesty, responsibility, flexibility, integrity, credibility, reliability, perseverance, etc.).	**Instruction:** p. 444, Ch 23, Career in Sales p. 509-512, Ch 26, Traits and Skills of Successful Entrepreneurs p. 510, Ch 26, Figure 26-2, Entrepreneurial Traits and Skills p. 550-552, Section 28.1, Interpersonal Skills Basics p. 551, Ch 28, Figure 28-1, Soft Skills **Application:** p. 521, Ch 26 Review Your Knowledge, #2 p. 521, Ch 26 Apply Your Knowledge, #2 p. 555, Section 28.1 Review, Check Your Understanding, #1 p. 567, Ch 28 Apply Your Knowledge, #1, 2
1.04 Demonstrate the ability to use creative problem solving, decision-making, and critical thinking strategies.	**Instruction:** p. 106, Ch 6, Economic Problem (systematic decision-making) p. 222-223, Ch 12, Consumer Decision-Making Process

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Standards/Objectives/Indicators	Textbook Pages
	p. 553, Ch 28, Problem Solving, Critical Thinking **Application:** p. 115, Ch 6 Apply Your Knowledge, #4 p. 155, Unit 3, PBL: Project Based Learning
1.05 Demonstrate self-management, initiative, multitasking, team management techniques and organizational skills. (Optionally, demonstrate the ability to utilize team management software.)	**Instruction:** p. 550-552, Ch 28, Interpersonal Skills Basics p. 552-554, Ch 28, Self-Management Skills p. 166-168, Ch 9, Project Management **Application:** p. 171, Ch 9 Apply Your Knowledge, #8 p. 567, Ch 28 Review Your Knowledge, #3 p. 567, Ch 28 Apply Your Knowledge, #3 p. 568, Ch 28 Communication Skills-Writing
1.06 Explain the concepts of self-knowledge, self-esteem, and self-image.	**Instruction:** p. 557, Ch 28, Conducting a Self-Assessment **Application:** p. 567, Ch 28 Review Your Knowledge, #8
1.07 Demonstrate professional behavior, etiquette and acceptance of feedback.	**Instruction:** p. 168-169, Ch 9, Conflict Resolution p. 470-471, Ch 24, Communication p. 550-552, Ch 28, Interpersonal Skills Basics **Application:** p. 172, Ch 9 Teamwork p. 567, Ch 28 Review Your Knowledge, #2 p. 568, Ch 8 Communication Skills-Writing
1.08 Demonstrate respect for the opinions, cultural diversity, customs, and individual differences of others.	**Instruction:** p. 147, Ch 8, Social Factors p. 555, Ch 28, Ethical Behavior **Application:** p. 151, Ch 8 Apply Your Knowledge, #8 p. 555, Section 28.1 Review, Check Your Understanding, #5 p. 567, Ch 28 Apply Your Knowledge, #5 p. 568, Ch 28 Internet Research (Respecting Diversity)
1.09 Set personal and career goals and develop a plan of action to achieve those goals, including searching and optionally, applying for jobs.	**Instruction:** p. 556-565, Section 28.2, Career Investigation and Planning

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	Application: p. 565, Section 28.2 Review, Check Your Understanding, #2 p. 567, Ch 28 Review Your Knowledge, #7 p. 567, Ch 28 Apply Your Knowledge, #7, 9, 10 p. 568, Ch 28 Communication Skills-Speaking p. 568, Ch 28 Internet Research (Career Plan)
1.10 Develop and demonstrate the human relations skills needed for successful entry and progress in the occupation selected by the student as a career objective.	**Instruction:** p. 550-555, Section 28.1, Interpersonal Skills **Application:** p. 555, Section 28.1 Review, Check Your Understanding, #1-5 p. 567, Ch 28 Review Your Knowledge, #1-6 p. 567, Ch 28 Apply Your Knowledge, #1-5 p. 568, Ch 28 Communication Skills-Writing
2.0 Demonstrate proficiency in applying communication and technology skills. The student will be able to:	
2.01 Identify and apply effective workplace communication skills (e.g., verbal, nonverbal, written, electronic, etc.).	**Instruction:** p. 470-473, Ch 24, Communication, Types of Communication **Application:** p. 475, Section 24.1 Review, Check Your Understanding, #1-3 p. 483, Ch 24 Review Your Knowledge, #1-3 p. 483, Ch 24 Apply Your Knowledge, #1-4 p. 484, Ch 24 Internet Research (Nonverbal Communication)
2.02 Demonstrate the ability to communicate effectively amongst all stakeholders (e.g., customers/clients, co-workers, supervisors, vendors, etc.) using appropriate grammar and terminology.	**Instruction:** p. 468-481, Ch 24, Marketing Communications **Application:** p. 475, Section 24.1 Review, Check Your Understanding, #1-5 p. 483, Ch 24 Review Your Knowledge, #1-10 p. 483, Ch 24 Apply Your Knowledge, #1-10
2.03 Discuss the importance of developing networking skills to expand business contacts and optionally, how to utilize various online networking platforms.	**Instruction:** p. 562, Ch 28, Networking p. 573-574, Ch 29, Networking **Application:** p. 590, Ch 29 Review Your Knowledge, #2

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	p. 591, Ch 29 Apply Your Knowledge, #2 p. 592, Ch 29 Communication Skills-Reading
2.04 Prepare and deliver a business-related presentation.	**Instruction:** p. 486-497, Ch 25, Marketing Pitch **Application:** p. 497, Section 25.2 Review, Check Your Understanding #1-5 p. 498, Ch 25 Review Your Knowledge, #1-10 p. 499, Ch 25 Apply Your Knowledge, #1-10 p. 500, Ch 25 Teamwork
2.05 Demonstrate active listening strategies that improve understanding and performance.	**Instruction:** p. 449, Ch 23, Determine Customer's Needs p. 473, Ch 24, Listening **Application:** p. 312, Ch 16 Communication Skills-Listening p. 356, Ch 18 Communication Skills-Listening p. 484, Ch 24 Communication Skills-Listening
2.06 Describe positive customer relations, including conflict and dispute resolution.	**Instruction:** p. 452-453, Ch 23, Follow Up After the Sale p. 456-459, Section 23.3, Customer Service **Application:** p. 461, Ch 23 Review Your Knowledge, #7-10 p. 461, Ch 23 Apply Your Knowledge, #7-10 p. 462, Ch 23 Communication Skills-Speaking
2.07 Interpret business policies to customers/clients.	**Instruction:** p. 458-459, Ch 23, Handling Customer Complaints **Application:** p. 462, Internet Research (Customer Service Policies)
2.08 Discuss the importance of providing clear directions, descriptions, and explanations.	**Instruction:** p. 468-481, Ch 24, Marketing Communications **Application:** p. 475, Section 24.1 Review, Check Your Understanding, #5 p. 481, Section 24.2 Review, Check Your Understanding, #1-5 p. 483, Ch 24 Review Your Knowledge, #2, 6, 7 p. 484, Ch 24 Communication Skills-Reading

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2.09 Demonstrate the ability to locate, understand, and interpret information found in trade journals, manuals, graphs, schedules, charts, diagrams, and electronic media resources.	**Instruction:** p. 194-211, Ch 11, Marketing Research p. 478-481, Ch 24, Written Marketing Communications, Electronic Marketing Communications **Application:** p. 115, Ch 6 Apply Your Math Skills p. 236, Ch 12 Apply Your Math Skills p. 213, Ch 11 Review Your Knowledge, #8 p. 214, Ch 11 Communication Skills-Reading p. 214, Ch 11 Internet Research (Demographics) p. 481, Section 24.2 Review, Check Your Understanding #3, 5 p. 483, Ch 24 Review Your Knowledge, #8-10 p. 484, Ch 24 Communication Skills-Writing p. 484, Ch 24 Internet Research (Cultural Differences)
3.0 Demonstrate proficiency in applying math skills unique to marketing. The student will be able to:	
3.01 Perform addition, subtraction, multiplication, division, ratios, and percentage problems as related to the marketing industry.	**Instruction:** p. 52, Ch 3, Sales Analysis p. 121-122, Ch 7, Growth Rate of GDP p. 288, Ch 15, Maximize Profit p. 292, Ch 15, Influence of Costs on Price All You Do the Math features **Application:** p. 53, Section 3.2 Review, Check Your Understanding, #5 p. 55, Ch 3 Apply Your Math Skills p. 115, Ch 6 Apply Your Math Skills p. 133, Ch 7 Apply Your Math Skills p. 236, Ch 12 Apply Your Math Skills p. 288, Section 15.1 Review, Check Your Understanding, #5 p. 297, Ch 15 Apply Your Math Skills All You Do the Math features
3.02 Understand problem-solving techniques to sales-related transactions (i.e., cash, checks, debit cards, credit cards, discounts, layaway, credit on delivery (COD), returns, gift certificates, invoices, and automatic fee withdrawals).	**Instruction:** p. 304-305, Ch 16, Discount Pricing p. 308, Ch 16 You Do the Math feature p. 346, Ch 18, Pay the Invoice

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Standards/Objectives/Indicators	Textbook Pages
	p. 348, Ch 18, Managing Inventory (2nd para) p. 453-455, Ch 16, Sales Transactions **Application:** p. 305, Section 16.1 Review, Check Your Understanding, #5 p. 308, Ch 16 You Do the Math feature p. 311, Ch 16 Review Your Knowledge, #6 p. 311, Ch 16 Apply Your Knowledge, #7 p. 311, Ch 16 Apply Your Math Skills p. 356, Ch 18, Internet Research (Returns Management) p. 461, Ch 23 Apply Your Math Skills p. 462, Ch 23 Internet Research (Electronic Payments)
3.03 Interpret quantitative information from tables, charts, and graphs as related to the workplace.	**Instruction:** p. 52-53, Ch 3, Sales Analysis p. 67-69, Ch 4, Financial Statements p. 111-112, Ch 6, Supply and Demand p. 112, Ch 6, You Do the Math feature p. 289, Ch 15, Influence of Demand on Price **Application:** p. 112, Ch 6, You Do the Math feature p. 115, Ch 6 Apply Your Math Skills p. 236, Ch 12 Apply Your Math Skills p. 298, Ch 15 Communication Skills-Speaking
3.04 Demonstrate the ability to make change correctly.	**Instruction:** p. 454, Ch 23, You Do the Math feature **Application:** p. 454, Ch 23, You Do the Math feature
3.05 Calculate tax, gratuity, commission, and miscellaneous charges.	**Instruction:** p. 444, Ch 23, Career in Sales p. 453-454, Ch 23, Sales Transactions p. 308, Ch 16, You Do the Math feature **Application:** p. 308, Ch 16, You Do the Math Feature p. 455, Ch 23, Section 23.2, Check Your Understanding, #4 p. 461-462, Ch 23 Apply Your Math Skills

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3.06 Demonstrate the ability to collect, organize, and interpret data; predict outcomes relative to opening and closing procedures for a point-of-sale (POS) terminal.	**Instruction:** p. 350, Ch 18, Computerized Inventory-Control System p. 454, Ch 23, Cash Transaction p. 563, Ch 28, You Do the Math feature **Application:** p. 563, Ch 28, You Do the Math feature
3.07 Collect and analyze sales information to determine stock turnover and stock-to-sales ratio.	**Instruction:** p. 352-353, Ch 18, Turnover Rate **Application:** p. 355, Ch 18 Apply Your Math Skills
3.08 Apply standard industry formulas to determine markup and markdown on merchandise.	**Instruction:** p. 292-393, Ch 15, Influence of Costs on Price p. 304-305, Ch 16, Discount Pricing **Application:** p. 297-298, Ch 15 Apply Your Math Skills p. 311, Ch 16 Apply Your Math Skills
3.09 Understand the difference between income (credit) and expense (debit). (Optional)	**Instruction:** p. 67, Ch 4, Finance (1st para) p. 113, Ch 6, Profit Motive **Application:** p. 79, Ch 4 Apply Your Knowledge, #4 p. 113, Section 6.2 Review, Check Your Understanding, #5
4.0 Identify economic principles in business. The student will be able to:	
4.01 Explain the concepts of economics and determine economic activities and the types of economic indicators used to measure the economy.	**Instruction:** p. 102-106, Section 6.1, Introduction to Economics **Application:** p. 107, Section 6.1 Review, Check Your Understanding, #1-2 p. 114, Ch 6 Review Your Knowledge, #1-4
4.02 Explain the concept of economic goods and services.	**Instruction:** p. 6, Ch 1, Marketing Is More Than an Advertisement **Application:** p. 8, Section 1.1 Review, Check Your Understanding, #2
4.03 Explain the concept of economic resources and the scarcity of resources.	**Instruction:**

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Standards/Objectives/Indicators	Textbook Pages
	p. 103-105, Ch 6, Factors of Production p. 105-106, Ch 6, Economic Problem **Application:** p. 107, Section 6.1 Review, Check Your Understanding, #2, 3, 4 p. 114, Ch 6 Review Your Knowledge, #2, 4 p. 116, Ch 6 Internet Research (Factors of Production; Scarcity)
4.04 Explain the concept of utility (i.e., form, place, time, possession and information).	**Instruction:** p. 13-14, Ch 1, Economic Utility **Application:** p. 17, Ch 1 Review Your Knowledge, #8
4.05 Understand the concept of "supply and demand".	**Instruction:** p. 111-113, Ch 6, Supply and Demand **Application:** p. 113, Section 6.2 Review, Check Your Understanding, #4 p. 114, Ch 6 Review Your Knowledge, #10 p. 115, Ch 6 Apply Your Knowledge, #8
4.06 Understand the differences between major types of economic systems.	**Instruction:** p. 108-111, Ch 6, Economic Systems **Application:** p. 114, Ch 6 Review Your Knowledge, #6-8 p. 116, Ch 6 Internet Research (Economic Systems)
4.07 Explain the relationship between government and business.	**Instruction:** p. 129-131, Ch 7, Role of Government in the US Economy **Application:** p. 131, Section 7.2 Review, Check Your Understanding, #3-5 p. 133, Ch 7 Review Your Knowledge, #7-9 p. 133, Ch 7 Apply Your Knowledge, #9, 10 p. 134, Ch 7 Internet Research (Role of Government in the Free-Enterprise System) p. 134, Ch 7 Teamwork
4.08 Explain the concept of free enterprise and business ownership.	**Instruction:** p. 109-111, Ch 6, Market Economy **Application:**

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Standards/Objectives/Indicators	Textbook Pages
	p. 113, Section 6.2 Review, Check Your Understanding, #2 p. 114, Ch 6 Review Your Knowledge, #7, 8, 9 p. 116, Ch 6 Teamwork
4.09 Explain the concept of price and its role in profit motive.	**Instruction:** p. 113, Ch 6, Profit Motive p. 286-288, Section 15.1, Importance of Price p. 289-295, Section 15.2, Price Influencers **Application:** p. 288, Section 15.1 Review, Check Your Understanding, #1-4 p. 297, Ch 15 Review Your Knowledge, #2, 3 p. 297, Ch 15 Apply Your Knowledge, #3, 4
4.10 Explain the concept of risk.	**Instruction:** p. 174-185, Ch 10, Risk Management **Application:** p. 180, Section 10.1 Review, Check Your Understanding, #1-5 p. 185, Section 10.2 Review, Check Your Understanding, #1, 2 p. 187, Ch 10 Review Your Knowledge, #2, 3, 6
4.11 Explain the concept of competition and recognize the government regulations monitoring competition, including monopolies.	**Instruction:** p. 128-129, Ch 7, Market Structure p. 130-131, Ch 7, Promote Competition **Application:** p. 131, Section 7.2 Review, Check Your Understanding, #1, 2, 5 p. 133, Ch 7 Review Your Knowledge, 6, 9
4.12 Understand the concept of productivity and the factors of production needed to produce goods and services.	**Instruction:** p. 103-105, Ch 6, Factors of Production p. 124, Ch 7, Productivity **Application:** p. 107, Section 6.1 Review, Check Your Understanding, #2 p. 114, Ch 6 Review Your Knowledge, #2
4.13 Identify components of the Gross National Product (GNP) and the Gross Domestic Product (GDP).	**Instruction:** p. 120-122, Ch 7, Gross Domestic Product p. 126, Ch 7, GDP

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	Application: p. 127, Section 7.1 Review, Check Your Understanding, #2 p. 133, Ch 7 Review Your Knowledge, #1 p. 133, Ch 7 Apply Your Knowledge, #2 p. 134, Ch 7 Internet Research (Economic Indicators)
5.0 Identify marketing and business fundamentals. The student will be able to:	
5.01 Define marketing and its benefits.	**Instruction:** p. 6, Section 1.1, Marketing Defined p. 14-15, Ch 1, Benefits of Marketing **Application:** p. 8, Section 1.1 Review, Check Your Understanding, #1 p. 8, Section 1.1 Review, Build Your Vocabulary, p. 17, Ch 1 Review Your Knowledge, #1, 9 p. 17, Ch 1 Apply Your Knowledge, #1 p. 18, Ch 1, Internet Research (Definition of Marketing)
5.02 Explain the purpose and scope of marketing in a free enterprise system.	**Instruction:** p. 9-11, Ch 1, Marketing Concept p. 14-15, Ch 1, Improves the Economy p. 111-113, Ch 6, Market Forces **Application:** p. 15, Section 1.2 Review, Check Your Understanding, #1, 5 p. 113, Section 6.2 Review, Check Your Understanding, #3 p. 114, Ch 6 Review Your Knowledge, #9 p. 115, Ch 6 Apply Your Knowledge, #9, 10
5.03 Identify and explain each marketing function.	**Instruction:** p. 12-13, Ch 1, Functions of Marketing **Application:** p. 17, Ch 1 Review Your Knowledge, #7
5.04 Explain how each component of the marketing mix contributes to marketing.	**Instruction:** p. 11-12, Ch 1, Marketing Mix p. 31-32, Ch 2, Marketing Mix **Application:** p. 17, Ch 1 Review Your Knowledge, #5

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	p. 17, Ch 1 Apply Your Knowledge, #6, 7 p. 33, Section 2.2 Review, Check Your Understanding, #4
5.05 Compare and contrast consumer and industrial markets.	**Instruction:** p. 218-224, Section 12.1, B2C Customers p. 225-229, Section 12.2, B2B Customers **Application:** p. 235, Ch 12 Review Your Knowledge, #2, 3, 5, 7
5.06 Explain the relationship of marketing to business and the economy (e.g., SWOT analysis – strength, weakness, opportunity and threat).	**Instruction:** p. 14-15, Ch 1, Improves the Economy p. 23-27, Ch 2, Situation Analysis **Application:** p. 15, Section 1.2 Review, Check Your Understanding, #5 p. 28, Section 2.1 Review, Check Your Understanding, #4, 5
5.07 Describe how marketers use consumer research and knowledge of the market to sell products.	**Instruction:** p. 196-197, Ch 11, Marketing Research p. 204-205, Ch 11, Marketing-Information System (MkIS) p. 208, Ch 11, Draw Conclusions and Make Recommendations **Application:** p. 205, Section 11.1 Review, Check Your Understanding, #1, 5 p. 213, Ch 11 Review Your Knowledge, #1, 5, 8 p. 213, Ch 11 Apply Your Knowledge, #5
5.08 Discuss major fields of business activity (e.g., manufacturing, wholesaling, retailing, services, cottage industries, urban street sales, e-Commerce, etc.).	**Instruction:** p. 225, Ch 12, Segmenting the B2B Market p. 320-323, Ch 17, Place **Application:** p. 229, Section 12.2 Review, Check Your Understanding, #1 p. 235, Ch 12 Apply Your Knowledge, #6 p. 337, Ch 17 Review Your Knowledge, #2 p. 338, Ch 17 Communication Skills-Reading
5.09 Explain marketing strategies and marketing concepts.	**Instruction:** p. 9-11, Ch 1, Marketing Concept

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Standards/Objectives/Indicators	Textbook Pages
	p. 31-32, Ch 2, Marketing Strategies **Application:** p. 15, Section 1.2 Review, Check Your Understanding, #1 p. 17, Ch 1 Review Your Knowledge, #4 p. 33, Section 2.2 Review, Check Your Understanding, #4 p. 35, Ch 2 Review Your Knowledge, #9
5.10 Differentiate between mass marketing and market segmentation.	**Instruction:** p. 40, Ch 3, Mass Market p. 41-46, Ch 3, Market Segmentation **Application:** p. 47, Section 3.1 Review, Check Your Understanding, #3 p. 55, Ch 3 Review Your Knowledge, #2, 3 p. 55, Ch 3 Apply Your Knowledge, #1 p. 56, Ch 3 Internet Research (Targeting a Market)
5.11 Explain the importance and techniques of offering the right merchandising blend.	**Instruction:** p. 422-435, Ch 22, Visual Merchandising and Display **Application:** p. 428, Section 22.1 Review, Check Your Understanding, #1-5 p. 435, Section 22.2 Review Check Your Understanding, #1-5 p. 437, Ch 22 Review Your Knowledge, #1-10 p. 438, Ch 22 Internet Research
5.12 Explain the nature and evolution of channel management (distribution).	**Instruction:** p. 320-326, Section 17.1, Channels of Distribution p. 332-334, Ch 17, Supply Chain **Application:** p. 335, Section 17.2 Review, Check Your Understanding, #4 p. 337, Ch 17 Review Your Knowledge, #3, 4, 8
5.13 Explain the elements that allow development of a marketing plan (e.g., research, advertising, public relations, direct and indirect marketing, promotions, merchandising, branding, feedback, revision, channel management, etc.).	**Instruction:** p. 20-33, Ch 2, Marketing Plan **Application:** p. 28, Section 2.1 Review, Check Your Understanding, #3-5

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Standards/Objectives/Indicators	Textbook Pages
	p. 33, Section 2.2 Review, Check Your Understanding, #1-5 p. 35, Ch 2 Review Your Knowledge, #6-10 p. 36, Ch 2 Communication Skills-Reading
5.14 Explain the "4 P's" of marketing: price, place, promotion, and product.	**Instruction:** p. 11-12, Ch 1, Marketing Mix p. 31-32, Ch 2, Marketing Mix **Application:** p. 17, Ch 1 Review Your Knowledge, #5, 6 p. 33, Section 2.2 Review, Check Your Understanding, #4 p. 35, Ch 2 Apply Your Knowledge, #9
5.15 Define and analyze a target market as it applies to product development, promotion and channel management (distribution).	**Instruction:** p. 10, Ch 1, Customer Satisfaction p. 40-41, Ch 3, Target Market p. 332, Ch 17, Target Market p. 370, Ch 19, Target Market **Application:** p. 15, Section 1.2 Review, Build Your Vocabulary p. 47, Section 3.1 Review, Check Your Understanding, #2
5.16 Discuss the roles e-Commerce and social networking play in the marketing of goods and services.	**Instruction:** p. 323, Ch 17, Retailers p. 402-417, Ch 21, Social Media Marketing **Application:** p. 338, Ch 17 Internet Research (Store Location) p. 411, Section 21.1 Review, Check Your Understanding, #1, 4 p. 417, Section 21.2 Review, Check Your Understanding, #3 p. 419, Ch 21 Review Your Knowledge, #1
5.17 Understand network marketing (multilevel marketing) and how it differs from a pyramid scheme. (Optional)	**Instruction:** p. 322-323, Ch 17, Retailers (nonstore retailer) **Application:** p. 327, Section 17.1 Review, Check Your Understanding, #2
5.18 Identify the role of federal regulatory agencies [i.e., Food and Drug Administration (FDA),	**Instruction:** p. 71-75, Section 4.2, Laws and Regulations

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Consumer Product Safety Commission (CPSC), Environmental Protection Agency (EPA), Securities and Exchange Commission (SEC), Federal Trade Commission (FTC), Occupational Safety and Health Administration (OSHA)].	p. 86, Ch 5, Marketing Information p. 91, Ch 5, Green Marketing **Application:** p. 77, Section 4.2 Review, Check Your Understanding, #1, 2 p. 79, Ch 4 Review Your Knowledge, #6, 7, 9 p. 88, Section 5.1 Review, Check Your Understanding, #4 p. 91, Section 5.2 Review, Check Your Understanding, #4
5.19 Identify the advantages and disadvantages of different types of business ownership (e.g., private corporation, sole proprietorship, partnership, limited liability corporation (LLC) shareholder corporation, etc.).	**Instruction:** p. 516-519, Ch 26, Forms of Business Ownership **Application:** p. 521, Ch 26 Review Your Knowledge, #7 p. 521, Ch 26 Apply Your Knowledge, #9
6.0 Identify effective selling techniques and procedures. The student will be able to:	
6.01 Explain the purpose, principles, and importance of selling and how it relates to the marketing concept.	**Instruction:** p. 442-444, Section 23.1, Role of Sales p. 445-453, Section 23.2, Selling p. 488-489, Ch 25, Elements of a Marketing Pitch **Application:** p. 461, Ch 23 Review Your Knowledge, #1, 4 p. 493, Section 25.1, Check Your Understanding, #1
6.02 Identify qualities of a professional sales associate and the responsibilities of sales management.	**Instruction:** p. 76, Exploring Marketing Careers feature (Sales Manager) p. 443-444, Ch 23, Career in Sales **Application:** p. 461, Ch 23 Review Your Knowledge, #2
6.03 Identify an effective sales presentation for a target market (e.g., include steps of a sale, consumer buying motives, approaches through greeting, merchandise, and service, proper time to approach a customer to open sale, feature-benefit analysis, building and closing the sale, suggestion and substitution selling, etc.).	**Instruction:** p. 447-452, Ch 23, Sales Process p. 494-497, Section 25.2, Delivering a Marketing Pitch **Application:** p. 455, Section 23.2 Review, Check Your Understanding, #1-3 p. 461, Ch 23 Review Your Knowledge, #3, 4 p. 461, Ch 23 Apply Your Knowledge, #3 p. 462, Ch 23 Communication Skills-Writing, Listening

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	p. 462, Ch 23, Teamwork p. 497, Section 25.2 Review, Check Your Understanding, #1, 4, 5 p. 498, Ch 25 Review Your Knowledge, #1, 4, 7, 8
6.04 Understand different customer types and analyze how customers make buying decisions.	**Instruction:** p. 218-224, Section 12.1, B2C Customers p. 225-229, Section 12.2, B2B Customers **Application:** p. 224, Section 12.1 Review, Check Your Understanding, #1, 3, 5 p. 229, section 12.2 Review, Check Your Understanding, #1, 2, 4 p. 235, Ch 12 Review Your Knowledge, #2, 3, 5, 7
6.05 Discuss the importance of meeting specialized sales needs and describe legal and ethical sales issues.	**Instruction:** p. 41, Ch 3, Market Segmentation (niche market) p. 71-77, Section 4.2, Laws and Regulations p. 84-88, Section 5.1, Ethics **Application:** p. 56, Ch 3, Internet Research (Niche Marketing) p. 77, Section 4.2 Review, Check Your Understanding, #4 p. 79, Ch 4 Review Your Knowledge, #6-9 p. 79, Ch 4 Apply Your Knowledge, #8 p. 80, Internet Research (Lemon Laws) p. 88, Section 5.1 Review, Check Your Understanding, #4, 5 p. 92, Ch 5 Review Your Knowledge, #1, 3, 4, 5 p. 94, Ch 5 Internet Research (American Marketing Association; FTC Advertising Guidelines)
6.06 Describe the importance of analyzing sales trends and the use of current technologies.	**Instruction:** p. 30-31, Ch 2, Sales Analysis p. 52-53, Ch 3, Sales Analysis p. 165, Ch 9, Financial Planning p. 203-204, Ch 11, Trend Research p. 204-205, Ch 11, Marketing Information System (MkIS) p. 208, Ch 11, Analyze the Data (data mining) p. 350-351, Ch 18, Computerized Inventory-Control System

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	p. 454, Ch 23, Cash Transaction **Application:** p. 33, Section 2.2 Review, Check Your Understanding, 32 p. 35, Ch 2 Review Your Knowledge, #8 p. 213, Ch 11 Review Your Knowledge, #4 p. 213, Ch 11 Review Your Knowledge, #5, 7
6.07 Analyze the use of websites, social media, email, and customer loyalty programs to establish and maintain a customer database.	p. 420, Ch 21 Communication Skills-Reading p. 459, Section 23.3 Review, Check Your Understanding, #1

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