



CORRELATION COURSE REQUIREMENTS

COURSE TITLE: Marketing Essentials

COURSE NUMBER: 8827110

SUBMISSION TITLE: Marketing Essentials © 2002

PUBLISHER: Glencoe

INTENDED OUTCOMES & SSS/BENCHMARKS (Number and outcome)	PAGE(S) OR LOCATION(S) WHERE TAUGHT	I/M*
01.0 DEMONSTRATE EMPLOYABILITY SKILLS --The student will be able to:		
01.01 Identify and utilize resources used in a job search (e.g., networking, newspaper, Internet).	SE: 707, 708, 709, 710, 711, 713, 728, 729, 730, 731 TWE: 707, 708, 709, 710, 711, 713, 728, 729, 730, 731	I
01.02 Discuss importance of drug tests and criminal background checks in identifying possible employment options.	The opportunity to address this objective is available. See the following: SE: 91, 94, 722, 723-725, 726 TWE: 91, 94, 722, 723-725, 726	M
01.03 Identify steps in the job application process including arranging for references and proper documentation (e.g., green card).	SE: 710, 711, 712, 713, 714, 715, 716-717, 718-719, 720, 721 TWE: 710, 711, 712, 713, 714, 715, 716-717, 718-719, 720, 721	I

INTENDED OUTCOMES & SSS/BENCHMARKS (Number and outcome)	PAGE(S) OR LOCATION(S) WHERE TAUGHT	I/M*
01.04 Identify procedures and documents required when applying for a job (e.g., application, W-4, I-9).	SE: 715, 716-717 TWE: 715, 716-717	I
01.05 Prepare a resume (electronic and written), letter of application, follow-up letter, acceptance/rejection letter, letter of resignation, and letter of recommendation.	SE: 714, 718-719, 720, 721, 726, 729, 730-731 TWE: 714, 718-719, 720, 721, 726, 729, 730-731	I
01.06 Identify and demonstrate appropriate dress and grooming for employment.	SE: 722, 726, 728 TWE: 722, 726, 728	I
01.07 Identify and demonstrate effective interviewing skills (e.g., behavioral).	SE: 723, 724, 725, 726, 728, 731 TWE: 723, 724, 725, 726, 728, 731	I
01.08 Describe methods for handling illegal interview and application questions.	The opportunity to address this objective is available. See the following: SE: 724, 725, 726, 729 TWE: 724, 725, 726, 729	I
01.09 Discuss state and federal labor laws regulating the workplace (e.g., Child Labor Law, sexual harassment, EEOC, ADA, FMLA, OSHA).	SE: 91, 92, 93, 94 TWE: 91, 92, 93, 94	I
01.10 Identify positive work attitudes and behaviors such as honesty, compassion, respect, responsibility, fairness, trustworthiness, and caring.	SE: 86, 87, 88, 89, 91, 94 TWE: 86, 87, 88, 89, 91, 94	I
01.11 Identify ways to work cooperatively in a business situation with diverse populations and the physically challenged.	SE: 91, 92, 93, 94, 96, 97 TWE: 91, 92, 93, 94, 96, 97	I

INTENDED OUTCOMES & SSS/BENCHMARKS (Number and outcome)	PAGE(S) OR LOCATION(S) WHERE TAUGHT	I/M*
01.12 Describe importance of producing quality work and meeting performance standards.	This objective falls outside the scope of Glencoe/McGraw-Hill Marketing Essentials	N/A
01.13 Identify personal and business ethics (e.g., preventing theft, pilfering, and unauthorized discounting).	SE: 627, 628, 629, 630, 631, 632, 633, 636, 637, 644 TWE: 627, 628, 629, 630, 631, 632, 633, 636, 637, 644	I
01.14 Demonstrate orderly and systematic behavior by creating and maintaining a monthly planner.	The opportunity to address this objective is available. See the following: SE: 180, 183, 194 TWE: 180, 183, 194	M
01.15 Identify qualities typically required for promotion (e.g., productivity, dependability, responsibility).	SE: 177, 178, 179, 180, 712 TWE: 177, 178, 179, 180, 712	I
01.16 Identify how to prepare for job separation and reemployment.	The opportunity to address this objective is available. See the following: SE: 707, 708, 709, 728 TWE: 707, 708, 709, 728	I
01.17 Create and maintain a portfolio of documents for job placement (e.g., resume, letters of recommendation, awards, evidence of participation in school/community/volunteer activities, employer evaluations).	SE: 710, 714, 718-719, 720, 721, 728, 729, 730-731 TWE: 710, 714, 718-719, 720, 721, 728, 729, 730-731	M

INTENDED OUTCOMES & SSS/BENCHMARKS (Number and outcome)	PAGE(S) OR LOCATION(S) WHERE TAUGHT	I/M*
01.18 Identify and practice stress management and relaxation techniques.	This objective falls outside the scope of Glencoe/McGraw-Hill Marketing Essentials	N/A
01.19 Discuss importance of practicing positive customer service skills.	SE: 182, 233, 443, 497, 310-311 TWE: 182, 233, 443, 497, 310-311	I
02.0 <u>MARKETING OCCUPATIONS</u>--The student will be able to:		
02.01 Demonstrate ability to work cooperatively with team members, supervisors, and customers from diverse cultural backgrounds.	SE: 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 188, 189 TWE: 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 188, 189	I
02.02 Define and discuss issues involving gender equity, disability, and age.	SE: 24, 25, 26, 27, 28-29 TWE: 24, 25, 26, 27, 28-29	I
02.03 Demonstrate interpersonal skills (e.g., courtesy, loyalty, being a team player).	SE: 177, 178, 179, 180, 182, 196, 197, 198, 200 TWE: 177, 178, 179, 180, 182, 196, 197, 198, 200	I
02.04 Identify and define friendliness, adaptability, empathy, and politeness as relates to business.	SE: 177-178, 180, 182 TWE: 177-178, 180, 182	I

INTENDED OUTCOMES & SSS/BENCHMARKS (Number and outcome)	PAGE(S) OR LOCATION(S) WHERE TAUGHT	I/M*
02.05 Explain concepts of integrity, credibility, reliability, and perseverance.	The opportunity to address this objective is available. See the following: SE: 178, 179, 180, 182, 188, 189, 198, 204 TWE: 178, 179, 180, 182, 188, 189, 198, 204	M
02.06 Demonstrate personality traits important to business (e.g., interest, enthusiasm, honesty, responsibility, flexibility).	SE: 177, 178, 179, 180, 181, 182, 188, 189 TWE: 177, 178, 179, 180, 181, 182, 188, 189	I
02.07 Maintain professional personal appearance and attitude.	SE: 179, 182, 188 TWE: 179, 182, 188	I
02.08 Demonstrate ability to use creative problem solving, decision-making, and critical thinking strategies.	SE: 178, 180, 182, 188 TWE: 178, 180, 182, 188	I
02.09 Demonstrate self-management, initiative, and multi-tasking.	SE: 178, 180, 188, 193, 204 TWE: 178, 180, 188, 193, 204	I
02.10 Explain concepts of self-understanding, self-esteem, and self-image.	SE: 179, 180 TWE: 179, 180	I
02.11 Demonstrate professional behavior and etiquette.	SE: 177, 178, 179, 180, 182, 186, 188 TWE: 177, 178, 179, 180, 182, 186, 188	I

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02.12 Demonstrate respect for the opinions, customs, and individual differences of others.	SE: 177-178, 180, 182, 198 TWE: 177-178, 180, 182, 198	I
02.13 Set personal and career goals and develop a plan of action to achieve those goals.	SE: 180, 699, 700, 701, 702, 704, 705 TWE: 180, 699, 700, 701, 702, 704, 705	I
02.14 Identify areas where personal and professional change and adjustment may be necessary.	SE: 687, 688, 689, 691, 692, 693, 694 TWE: 687, 688, 689, 691, 692, 693, 694	I
02.15 Demonstrate ability to offer and accept feedback.	SE: 140 TWE: 140	I
02.16 Identify and practice stress management and relaxation techniques.	This objective falls outside the scope of Glencoe/McGraw-Hill Marketing Essentials	N/A
02.17 Maintain confidentiality of business matters.	The opportunity to address this objective is available. See the following: SE: 89, 146-147, 151 TWE: 89, 146-147, 151	M
02.18 Support and follow company policies and procedures (e.g., attendance, tardiness, returns).	SE: 178, 197, 198 TWE: 178, 197, 198	I

INTENDED OUTCOMES & SSS/BENCHMARKS (Number and outcome)	PAGE(S) OR LOCATION(S) WHERE TAUGHT	I/M*
02.19 Develop and demonstrate human relations skills needed for successful entry and progress in occupation selected by the student as a career objective.	SE: 692, 693, 694, 695, 700, 701, 702, 704, 705, 710-711, 718-719, 720, 721 TWE: 692, 693, 694, 695, 700, 701, 702, 704, 705, 710-711, 718-719, 720, 721	I
03.0 DEMONSTRATE PROFICIENCY IN APPLYING COMMUNICATION AND TECHNOLOGY SKILLS--The student will be able to:		
03.01 Identify and apply effective workplace communication skills (e.g., verbal, nonverbal, written, electronic).	SE: 139, 140, 141, 142, 143, 144, 145, 146-147, 148, 149, 151, 152, 154, 155 TWE: 139, 140, 141, 142, 143, 144, 145, 146-147, 148, 149, 151, 152, 154, 155	I
03.02 Describe effective staff communication and its uses (e.g., inter-personal, departmental, inter-departmental, company).	SE: 144, 145, 148, 149, 150, 151, 152 TWE: 144, 145, 148, 149, 150, 151, 152	I
03.03 Demonstrate ability to read and comprehend written communications.	SE: 142, 143, 148, 149, 150, 151, 152 TWE: 142, 143, 148, 149, 150, 151, 152	I
03.04 Identify a variety of forms of written business communications utilized in the workplace.	SE: 148, 149, 150, 151, 152 TWE: 148, 149, 150, 151, 152	I
03.05 Prepare a business letter, memorandum, fax, and e-mail.	SE: 152, 154, 155 TWE: 152, 154, 155	I

INTENDED OUTCOMES & SSS/BENCHMARKS (Number and outcome)	PAGE(S) OR LOCATION(S) WHERE TAUGHT	I/M*
03.06 Demonstrate ability to speak effectively to customers/ clients, co-workers, supervisors, and vendors using appropriate grammar and terminology.	SE: 144, 145, 146-147, 148-149, 150, 151-152 TWE: 144, 145, 146-147, 148-149, 150, 151-152	I
03.07 Discuss importance of developing networking skills to expand business contacts.	SE: 181, 707, 708, 713 TWE: 181, 707, 708, 713	I
03.08 Prepare and deliver a business-related presentation.	SE: 165, 208, 224, 225 TWE: 165, 208, 224, 225	I
03.09 Demonstrate active listening strategies that improve understanding and performance.	SE: 140, 141, 142, 235, 236 TWE: 140, 141, 142, 235, 236	I
03.10 Describe positive customer relations.	SE: 310, 311, 316 TWE: 310, 311, 316	I
03.11 Demonstrate conflict and dispute resolution techniques.	The opportunity to address this objective is available. See the following: SE: 234, 235-236, 237, 238 TWE: 234, 235-236, 237, 238	M
03.12 Identify means of nonverbal communication.	SE: 139, 177, 235 TWE: 139, 177, 235	I

INTENDED OUTCOMES & SSS/BENCHMARKS (Number and outcome)	PAGE(S) OR LOCATION(S) WHERE TAUGHT	I/M*
03.13 Demonstrate effective telephone and e-mail techniques and etiquette/netiquette in a business situation.	SE: 140, 141, 142, 148, 151, 631 TWE: 140, 141, 142, 148, 151, 631	I
03.14 Discuss methods of resolving customer complaints.	SE: 310, 311 TWE: 310, 311	I
03.15 Interpret business policies to customers/clients.	The opportunity to address this objective is available. See the following: SE: 234, 235-236, 237, 238 TWE: 234, 235-236, 237, 238	M
03.16 Discuss importance of providing clear directions, descriptions, and explanations.	SE: 576, 577, 578, 579, 580, 582 TWE: 576, 577, 578, 579, 580, 582	I
03.17 Demonstrate ability to locate, understand, interpret information found in trade journals, manuals, graphs, schedules, charts, diagrams, and Internet resources.	SE: 523, 524, 525, 526, 627, 528, 529, 530, 531, 532 TWE: 523, 524, 525, 526, 627, 528, 529, 530, 531, 532	I
03.18 Identify types of technology/equipment used in the workplace.	SE: 10, 157-161, 166, 168, 282, 538, 560 TWE: 10, 157-161, 166, 168, 282, 538, 560	I
03.19 Define hypertext, URL, links, Internet Service Provider (ISP), bulletin board service (BBS), electronic storefront, e-mail, newsgroups, flames.	SE: 165-166, 169, 170, 735, 736 TWE: 165-166, 169, 170, 735, 736	I

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04.0 DEMONSTRATE PROFICIENCY IN APPLYING MATH SKILLS UNIQUE TO MARKETING --The student will be able to:		
04.01 Perform addition, subtraction, multiplication, division, ratios, and percentage problems as related to industry.	SE: 122, 123-124, 125, 126, 127, 128, 129-130, 134, 136 TWE: 122, 123-124, 125, 126, 127, 128, 129-130, 134, 136	I
04.02 Apply problem solving techniques to sales related transactions including cash, checks, debit cards, credit cards, discounts, layaway, C. O. D., returns, gift certificates, and automatic fee withdrawals.	SE: 273, 274, 275, 276, 277, 278, 279, 280, 281, 283, 284, 285 TWE: 273, 274, 275, 276, 277, 278, 279, 280, 281, 283, 284, 285	I
04.03 Interpret quantitative information from tables, charts, and graphs as related to the workplace.	SE: 130, 131, 132, 134, 136, 137 TWE: 130, 131, 132, 134, 136, 137	I
04.04 Demonstrate ability to make change correctly.	SE: 273, 276, 292, 293 TWE: 273, 276, 292, 293	I
04.05 Calculate tax, gratuity, commission, and miscellaneous charges.	SE: 276, 280, 283, 285, 286, 287, 292, 293 TWE: 276, 280, 283, 285, 286, 287, 292, 293	I
04.06 Demonstrate ability to collect, organize, and interpret data, and predict outcomes relative to opening and closing procedures for a sales terminal.	SE: 274, 276-277, 278 TWE: 274, 276-277, 278	I
04.07 Collect and analyze sales information to determine stock turnover and stock-sales ratio.	SE: 438, 439-440, 442 TWE: 438, 439-440, 442	I

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04.08 Apply standard industry formula to determine markup and markdown on merchandise.	SE: 485, 486, 487, 488, 489, 490, 491, 498, 499 TWE: 485, 486, 487, 488, 489, 490, 491, 498, 499	I
04.09 Apply mathematical concepts to completing purchase orders, invoices, packing slips, and shipping and handling charges.	SE: 286, 288, 289, 290, 292, 293 TWE: 286, 288, 289, 290, 292, 293	I
04.10 Analyze standard industry formulas relative to discount date and due date to determine the amount of payment on an invoice.	SE: 475-476, 477, 492, 493, 495, 496, 498, 499 TWE: 475-476, 477, 492, 493, 495, 496, 498, 499	I
04.11 Identify components of a break-even analysis.	SE: 456 TWE: 456	I
04.12 Compute and analyze a break-even point.	SE: 462, 464 TWE: 462, 464	I
04.13 Operate 10-key keypad.	The opportunity to address this objective is available. See the following: SE: 126, 127 TWE: 126, 127	M

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04.14 Read and interpret a lease agreement.	The opportunity to address this objective is available. See the following: SE: 644, 661-663, 676 TWE: 644, 661-663, 676	M
04.15 Read and interpret a contract for purchase of real estate.	The opportunity to address this objective is available. See the following: SE: 153, 644, 661-663, 676 TWE: 153, 644, 661-663, 676	M
04.16 Read and complete an application for a bank loan.	The opportunity to address this objective is available. See the following: SE: 652-653 TWE: 652-653	M
04.17 Calculate the areas of surface and complete an accurate estimate of the costs of materials for covering those surfaces, including applicable taxes.	The opportunity to address this objective is available. See the following: SE: 574, 575, 576-577 TWE: 574, 575, 576-577	M
04.18 Use ratios, proportions, and scales to calculate distance on a map and calculate the square footage of rooms in a building using a scaled plan.	This objective falls outside the scope of Glencoe/McGraw-Hill Marketing Essentials	N/A

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05.0 IDENTIFY ECONOMIC PRINCIPLES --The student will be able to:		
05.01 Explain concept of economics and economic activities.	SE: 39, 41-42, 45, 46-47, 48, 49, 50, 52, 53, 54, 59, 60, 61, 62, 64, 65-66, 67, 68, 70-72 TWE: 39, 41-42, 45, 46-47, 48, 49, 50, 52, 53, 54, 59, 60, 61, 62, 64, 65-66, 67, 68, 70-72	I
05.02 Explain concept of economic goods and services.	SE: 3, 18, 19, 83-84 TWE: 3, 18, 19, 83-84	I
05.03 Explain concept of economic resources.	SE: 7, 8, 9, 10, 18, 19 TWE: 7, 8, 9, 10, 18, 19	I
05.04 Explain concept of utility (form, place, time, possession, information).	SE: 7, 10, 18 TWE: 7, 10, 18	I
05.05 Explain concept of "supply and demand."	SE: 52, 53, 54, 456, 457, 464 TWE: 52, 53, 54, 456, 457, 464	I
05.06 Explain concept of price.	SE: 451, 452, 453, 454, 459, 460, 461, 462, 464, 465 TWE: 451, 452, 453, 454, 459, 460, 461, 462, 464, 465	I
05.07 Identify, compare, and contrast major types of economic systems.	SE: 59, 60, 61, 62, 63, 64 TWE: 59, 60, 61, 62, 63, 64	I

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05.08 Explain relationship between government and business.	SE: 48, 49, 50, 51, 60, 61, 62, 63, 64, 70, 74 TWE: 48, 49, 50, 51, 60, 61, 62, 63, 64, 70, 74	I
05.09 Explain concept of private enterprise and business ownership.	SE: 59, 62, 607, 608, 609, 610, 611 TWE: 59, 62, 607, 608, 609, 610, 611	I
05.10 Explain role of profit motive.	SE: 46, 47 TWE: 46, 47	I
05.11 Explain concept of risk.	SE: 45-46, 623, 624 TWE: 45-46, 623, 624	I
05.12 Explain concept of competition.	SE: 42, 43, 44, 45 TWE: 42, 43, 44, 45	I
05.13 Explain concept of productivity.	SE: 65, 66 TWE: 65, 66	I
05.14 Identify components of gross national product (GNP) and gross domestic product (GDP).	SE: 66, 67, 72, 74, 75 TWE: 66, 67, 72, 74, 75	I
05.15 Explain function of the Federal Reserve Board.	SE: 50, 56 TWE: 50, 56	I

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06.0 IDENTIFY MARKETING AND BUSINESS FUNDAMENTALS --The student will be able to:		
06.01 Define marketing and its role.	SE: 3, 7, 8, 9, 10, 18 TWE: 3, 7, 8, 9, 10, 18	I
06.02 Explain purpose of marketing in the free enterprise system.	SE: 5-6, 7, 8, 9, 10 TWE: 5-6, 7, 8, 9, 10	I
06.03 Identify and explain the four foundations of marketing.	SE: 4 TWE: 4	I
06.04 Identify and explain differences between indirect and direct marketing.	The opportunity to address this objective is available. See the following: SE: 23 TWE: 23	M
06.05 Identify and explain the functions of and differences between marketing and merchandising.	The opportunity to address this objective is available. See the following: SE: 319 TWE: 319	M
06.06 Explain relationship of marketing to business and the economy (e.g., SWOT analysis--strength, weakness, opportunity, threat).	SE: 7, 8, 9, 10 TWE: 7, 8, 9, 10	I

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06.07 Explain importance and methods of conducting market research (e.g., sampling, surveys, focus groups, etc.).	SE: 4, 505, 506, 507, 509, 510, 511, 512, 513, 514, 515, 516, 517, 518, 520, 521 TWE: 4, 505, 506, 507, 509, 510, 511, 512, 513, 514, 515, 516, 517, 518, 520, 521	I
06.08 Discuss major fields of business activity (extractive, subcontracting, manufacturing, wholesaling, retailing, services, cottage industries, urban street sales).	SE: 81, 82, 83, 84, 85, 96, 97 TWE: 81, 82, 83, 84, 85, 96, 97	I
06.09 Identify, explain, compare, and contrast the different types of business ownership (sole-proprietorship, partnership, corporation, franchise, licensing).	SE: 82, 83, 84, 85, 96, 97 TWE: 82, 83, 84, 85, 96, 97	I
06.10 Explain concept of marketing strategies.	SE: 21, 22, 23, 35 TWE: 21, 22, 23, 35	I
06.11 Explain concept of market segmentation and demographics.	SE: 24, 25, 26, 27-29, 34 TWE: 24, 25, 26, 27-29, 34	I
06.12 Explain importance and techniques of offering the right merchandising blend.	SE: 22, 23, 232-233 TWE: 22, 23, 232-233	I
06.13 Explain nature of channels of distribution.	SE: 375, 376, 377, 378, 379, 380 TWE: 375, 376, 377, 378, 379, 380	I
06.14 Explain elements that allow development of a marketing plan (e.g., research, advertising, public relations, direct and indirect marketing, promotions, merchandising, distribution, etc.).	SE: 647, 658, 659, 650, 654, 656, 657 TWE: 647, 658, 659, 650, 654, 656, 657	I

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06.15 Explain factors affecting pricing decisions.	SE: 455, 456, 457, 458, 459, 461, 462, 464, 465 TWE: 455, 456, 457, 458, 459, 461, 462, 464, 465	I
06.16 Differentiate among the three basic categories of consumer goods (convenience, shopping, and specialty).	The opportunity to address this objective is available. See the following: SE: 3, 5, 7, 8, 9, 10 TWE: 3, 5, 7, 8, 9, 10	M
06.17 Discuss role e-commerce will play in the marketing of goods and services.	SE: 55, 84, 170, 171, 173, 442 TWE: 55, 84, 170, 171, 173, 442	I
06.18 Explain network marketing (multilevel marketing) and how it differs from a pyramid scheme.	The opportunity to address this objective is available. See the following: SE: 21, 22, 23, 25 TWE: 21, 22, 23, 25	M
06.19 Discuss the role of federal regulatory agencies [e.g., Food and Drug Administration (FDA), Consumer Product Safety Commission (CPSC), Environmental Protection Agency (EPA), Securities and Exchange Commission (SEC), Federal Trade Commission (FTC), Occupational Safety and Health Administration (OSHA)].	SE: 49, 50, 86, 87, 91, 105, 462, 518, 580, 590 TWE: 49, 50, 86, 87, 91, 105, 462, 518, 580, 590	I
07.0 IDENTIFY EFFECTIVE SELLING TECHNIQUES AND PROCEDURES--The student will be able to:		
07.01 Explain purpose, principles, and importance of selling.	SE: 3, 6, 212, 300 TWE: 3, 6, 212, 300	I

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07.02 Identify qualities of a professional sales associate.	SE: 223, 249, 250, 254, 269, 463 TWE: 223, 249, 250, 254, 269, 463	I
07.03 Identify an effective sales presentation for a target market, including 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; and suggestion and substitution selling.	SE: 36-37, 76-77, 114-115, 206-207, 294-295, 370-371, 446-447, 500-502, 542-543, 602-603, 682-683 TWE: 36-37, 76-77, 114-115, 206-207, 294-295, 370-371, 446-447, 500-502, 542-543, 602-603, 682-683	I
07.04 Handle different customer types, such as the casual looker, the decided customer, the undecided customer, and the difficult customer.	SE: 227-228, 229, 231, 232, 233, 240, 241 TWE: 227-228, 229, 231, 232, 233, 240, 241	I
07.05 Discuss importance of meeting specialized sales needs.	SE: 234, 235, 236, 237, 238, 240, 241 TWE: 234, 235, 236, 237, 238, 240, 241	I
07.06 Demonstrate completing the sales transaction, including method of payment and counting back change; the proper way to fold, wrap, and bag merchandise after sale; and thanking the customer and inviting them to return.	SE: 275, 279, 280, 281, 283, 292, 293 TWE: 275, 279, 280, 281, 283, 292, 293	I

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07.07 Discuss reasons for maintaining a client file.	The opportunity to address this objective is available. See the following: SE: 355 TWE: 355	M

I = Taught Indepth

M = Mentioned only