



# MARKETING ESSENTIALS

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## CORRELATION TO ALABAMA COURSE OF STUDY

STANDARDS	PAGE REFERENCES
<b>Basic Marketing Concepts</b>	
<p>1. Interpret research results to analyze the purpose, definition, concepts, benefits, and strategies of marketing for their impact on individuals and businesses.</p> <ul style="list-style-type: none"> <li>• Categorizing target markets</li> <li>• Evaluating the marketing mix and segmentation and their contribution to successful marketing</li> <li>• Differentiating between marketing and merchandising</li> <li>• Differentiating between indirect and direct marketing</li> </ul>	<p><b>Student Edition:</b>                      14-16, 18-19, 27, 38-39, 363, 365, 485-488, 553-554, 743</p> <p><i>After You Read</i> 19 #2, 559 #3</p> <p><i>Figure</i> 17, 364, 487</p> <p><b>Teacher Wraparound Edition:</b>                      AG 38; CT 485; EA 363; SP 14; WS 15, 16</p>

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<p>2. Differentiate among laws and regulations associated with marketing.</p>	<p><b>Student Edition:</b>  84, 124-126, 128-132  <i>After You Read</i> 132 #2  <i>Case Study</i> 130  <i>Figure</i> 127</p> <p><b>Teacher Wraparound Edition:</b>  DC 84, 127, 128, 129; DS 125; RS 131</p>
<p>3. Explain differences among the business enterprises of sole-proprietorship, partnership, corporation, franchise, and licensing.</p>	<p><b>Student Edition:</b>  82-83, 644-645, 658-659, 706, 708-711, 730-731, 748  <i>After You Read</i> 711 #3  <i>Figure</i> 707  <i>Net Marketing</i> 324</p> <p><b>Teacher Wraparound Edition:</b>  C 711; DC 707, 709; EA 706; SP 706</p>
<p><b>Research</b></p>	
<p>4. Analyze methods of conducting market research to gain a competitive edge.</p>	<p><b>Student Edition:</b>  596-597, 599-603, 610, 612-617  <i>After You Read</i> 603 #1, 617 #3  <i>Figure</i> 597, 598, 611</p> <p><b>Teacher Wraparound Edition:</b>  A 602; C 603; DC 598, 600, 612; DS 597; PG 615</p>
<p><b>Economics</b></p>	
<p>5. Explain economic concepts, international trade, and the free enterprise system in a global economy.</p> <ul style="list-style-type: none"> <li>• Determining the interrelationship of business, government, and individuals</li> <li>• Evaluating the effect of cultural beliefs and values on economic goals and decisions</li> <li>• Determining the role e-commerce plays in the marketing of goods and services</li> <li>• Assessing the role of government in a free enterprise system</li> <li>• Analyzing the use of natural resources and recycling in economic systems</li> </ul>	<p><b>Student Edition:</b>  52-59, 85-86, 100-106, 108, 114, 129, 137  <i>After You Read</i> 59 #3  <i>Figure</i> 107, 207</p> <p><b>Teacher Wraparound Edition:</b>  A 107; C 108; DC 56; DS 53, 101; RS 137; SP 54</p>

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<b>Sales and Promotions</b>	
<p>6. Explain the concepts and techniques of selling.</p> <ul style="list-style-type: none"> <li>• Analyzing customer buying decisions for factors that influence them</li> <li>• Demonstrating the selling process and techniques used in marketing and management</li> <li>• Performing calculations for completing sales transactions</li> </ul>	<p><b>Student Edition:</b> 260-264, 278-282, 314-319, 334-335, 337-340 <i>After You Read</i> 264 #3, 282 #1, 319 #3 <i>Figure</i> 336</p> <p><b>Teacher Wraparound Edition:</b> AG 263; C 282; DC 338; DS 261, 279, 315; EA 335</p>
<p>7. Analyze promotional and merchandising tools and types of promotions in marketing and management to optimize revenue.</p> <ul style="list-style-type: none"> <li>• Distinguishing between institutional and promotional advertising media</li> <li>• Combining elements of advertising and merchandising for developing display</li> </ul>	<p><b>Student Edition:</b> 362-363, 365, 367-368, 382-385, 387, 401-403, 405-408 <i>After You Read</i> 368 #2, 387 #2 <i>Figure</i> 364, 366, 386, 404</p> <p><b>Teacher Wraparound Edition:</b> A 367; C 387; CT 406; DC 365; DS 363, 383, 401</p>
<b>Merchandising</b>	
<p>8. Use cost analysis to evaluate methods for purchasing and distributing merchandise.</p> <ul style="list-style-type: none"> <li>• Comparing methods of stock handling and inventory control</li> <li>• Explaining the process of ordering and receiving</li> <li>• Determining the most efficient channels of distribution</li> </ul>	<p><b>Student Edition:</b> 323-324, 444-449, 452-453, 502-504, 506-507, 508-515 <i>After You Read</i> 507 #1 <i>Figure</i> 450, 451, 466, 467, 505</p> <p><b>Teacher Wraparound Edition:</b> C 453, 507; CT 504; DC 450; DS 445, 509; SP 510</p>
<p>9. Critique factors affecting pricing decisions.</p> <ul style="list-style-type: none"> <li>• Evaluating branding, packaging, labeling, and pricing strategies</li> </ul>	<p><b>Student Edition:</b> 552-556, 558-559, 654-659, 660-661, 663-667 <i>After You Read</i> 559 #1, 659 #2, 667 #2 <i>Figure</i> 557, 662</p> <p><b>Teacher Wraparound Edition:</b> A 558; DC 656, 663; DS 553, 655, 661; EA 658; SP 554</p>

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<b>Career Opportunities</b>	
<p>10. Determine career and entrepreneurial opportunities, responsibilities, and educational and credentialing requirements in marketing.</p> <ul style="list-style-type: none"> <li>Demonstrating the employment process, including job source research; résumé preparation; letters of application, acceptance, refusal, and resignation; application form completion; and mock interviews</li> </ul>	<p><b>Student Edition:</b> 786-791, 793-794, 796, 797-799, 806-810, 811-814, 816-821</p> <p><i>After You Read</i> 799 #2, 810 #2, 821 #2</p> <p><i>Figure</i> 792, 795, 815</p> <p><i>Net Marketing</i> 790</p> <p><b>Teacher Wraparound Edition:</b> DC 791, 813; DS 787, 807, 812; EA 796; OA 788; SP 808, 814</p>
<b>Communication and Interpersonal Skills</b>	
<p>11. Demonstrate interpersonal skills and the ability to work cooperatively as needed in the workplace with team members, supervisors, and customers from diverse cultural backgrounds using creative problem-solving, decision-making, and critical-thinking strategies.</p>	<p><b>Student Edition:</b> 226-227, 238, 243-244, 263-264</p> <p><i>After You Read</i> 229 #3</p> <p><i>Figure</i> 228</p> <p><b>Teacher Wraparound Edition:</b> AG 263; C 229; DC 228; DS 226; SP 244</p>
<p>12. Demonstrate effective written communication skills for the workplace by creating a variety of business communications for the workplace using correct grammar and terminology.</p>	<p><b>Student Edition:</b> 187-190</p> <p><i>After You Read</i> 191 #2</p> <p><i>Review Facts and Ideas</i> 193 #7, #8</p> <p><b>Teacher Wraparound Edition:</b> C 191; DC 188; DS 187; SP 189; WS 188</p>
<p>13. Demonstrate effective oral presentation skills using research materials and media to sustain listeners' attention and interest.</p> <ul style="list-style-type: none"> <li>Preparing support materials to accompany presentations</li> <li>Demonstrating the ability to speak effectively to customers, clients, coworkers, and supervisors using appropriate grammar and terminology</li> </ul>	<p><b>Student Edition:</b> 185-187</p> <p><i>Build Real-World Skills</i> 194 #12, 478 #13</p> <p><i>The DECA Connection</i> 291, 311, 379, 519, 585, 627</p> <p><b>Teacher Wraparound Edition:</b> C 190</p>

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<p>14. Demonstrate the ability to write clear directions, descriptions, and explanations as used in the workplace.</p> <ul style="list-style-type: none"> <li>• Explaining steps of a new product development as it relates to the product life cycles</li> <li>• Explaining the types and purposes of consumer and business credit</li> </ul>	<p><b>Student Edition:</b>  636-637, 639-640, 683-685, 686  <i>After You Read</i> 867 #2-#3  <i>Figure</i> 638</p> <p><b>Teacher Wraparound Edition:</b>  A 640; DC 686; DS 683; SP 637, 684</p>