

Glencoe/McGraw-Hill

Marketing Essentials ©2002

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correlated to

**South Carolina
Marketing Competencies**

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OBJECTIVES	PAGE REFERENCES
A. SAFETY	
The student will be able to:	
1. Identify good work attitudes that affect safety on the job.	The opportunity to address this objective is available. See the following: PE: 49, 627–629 TWE: 49, 627–629
2. Identify major causes of office-related accidents.	The opportunity to address this objective is available. See the following: PE: 49, 627–629 TWE: 49, 627–629
3. Demonstrate knowledge of an emergency plan.	The opportunity to address this objective is available. See the following: PE: 625–626, 629 TWE: 625–626, 629
4. Describe the threat of viruses to a computer network, methods of avoiding attacks, and options in dealing with a virus attack.	PE: 634 TWE: 634
5. Identify potential abuse and unethical uses of computers and networks with regard to the course competencies.	PE: 634 TWE: 634
B. STUDENT ORGANIZATIONS	
The student will be able to:	
1. Explain how related student organizations are integral parts of career and technology courses.	PE: 698, 702, 704, 708 TWE: 698, 702, 704, 708
2. Explain the goals and objectives of related student organizations.	PE: 698, 702, 704, 708 TWE: 698, 702, 704, 708

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OBJECTIVES	PAGE REFERENCES
3. List opportunities available to students through participation in related student organization conferences and other activities.	PE: 698, 702, 704, 708 TWE: 698, 702, 704, 708
4. Explain how participation in career and technology education student organizations can promote lifelong responsibility for community service and professional development.	PE: 698, 702, 704, 708 TWE: 698, 702, 704, 708
C. BUSINESS AND MARKETING FUNDAMENTALS	
The student will be able to:	
1. Explain market and examine the seven functions.	PE: 2, 3, 4, 5, 6, 211, 212, 213, 214, 215, 227, 228, 229, 230, 231, 232, 233, 375, 376, 378, 379, 380, 381, 382 TWE: 2, 3, 4, 5, 6, 211, 212, 213, 214, 215, 227, 228, 229, 230, 231, 232, 233, 375, 376, 378, 379, 380, 381, 382
2. Explain marketing and its importance to the economy.	PE: 2, 3, 4, 5, 6, 7, 8, 9, 10, 18, 19 TWE: 2, 3, 4, 5, 6, 7, 8, 9, 10, 18, 19
3. Explain the marketing functions and their related activities.	PE: 5, 6, 18, 19, 211, 212, 213, 214, 215, 227, 228, 229, 230, 231, 232, 233, 275, 376, 377, 378, 379, 380, 381, 382 TWE: 5, 6, 18, 19, 211, 212, 213, 214, 215, 227, 228, 229, 230, 231, 232, 233, 275, 376, 377, 378, 379, 380, 381, 382
4. Explain the concept of market, market identification and marketing strategies.	PE: 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37 TWE: 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37
5. Describe the types of business ownership.	PE: 612, 613, 614, 615, 616, 617, 618, 619, 620, 621 TWE: 612, 613, 614, 615, 616, 617, 618, 619, 620, 621

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OBJECTIVES	PAGE REFERENCES
D. ECONOMIC FUNDAMENTALS	
The student will be able to:	
1. Define important economic terms.	PE: 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 59, 60, 61 TWE: 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 59, 60, 61
2. Discuss economic resources.	PE: 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75 TWE: 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75
3. Define scarcity.	PE: 60 TWE: 60
4. Discuss factors of production.	PE: 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75 TWE: 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75
5. Discuss basic economic questions.	PE: 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75 TWE: 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75
6. Define supply, demand, and equilibrium.	PE: 52, 53, 54, 56, 456, 457 TWE: 52, 53, 54, 56, 456, 457
7. Explain supply and demand theory.	PE: 52, 53, 54, 56, 456, 457 TWE: 52, 53, 54, 56, 456, 457

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OBJECTIVES	PAGE REFERENCES
8. Explain factors affecting supply and demand.	PE: 50, 52, 53, 54, 56, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 467, 468, 469, 470 TWE: 50, 52, 53, 54, 56, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 467, 468, 469, 470
9. Define free enterprise system.	PE: 41, 62 TWE: 41, 62
10. Explain characteristics of a free enterprise system.	PE: 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59 TWE: 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59
11. Explain the role of government in a free enterprise system.	PE: 48, 49, 50, 60 TWE: 48, 49, 50, 60
12. Identify and compare types of economic systems.	PE: 59, 60, 61, 62, 63, 64 TWE: 59, 60, 61, 62, 63, 64
13. Define the phases of the business cycle.	PE: 68, 69, 72, 74, 75 TWE: 68, 69, 72, 74, 75

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E. DISTRIBUTION	
The student will be able to:	
1. Examine channels of distribution used for consumer and industrial products.	PE: 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391 TWE: 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391
2. Explain the nature and scope of physical distribution.	PE: 392, 393, 394, 395, 396, 397, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 408, 409 TWE: 392, 393, 394, 395, 396, 397, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 408, 409
3. Describe the process used for handling merchandise and providing efficient inventory control.	PE: 428, 429, 430, 431, 432, 433, 434, 435, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445 TWE: 428, 429, 430, 431, 432, 433, 434, 435, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445
F. SELLING	
The student will be able to:	
1. Describe the purpose and importance of selling.	PE: 211, 212, 213, 214, 215, 224, 225 TWE: 211, 212, 213, 214, 215, 224, 225
2. Define buying motives.	PE: 214, 224, 225 TWE: 214, 224, 225
3. List sources of product information in selling.	PE: 216, 222 TWE: 216, 222

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4. Demonstrate the selling process including: the approach, determining needs, presenting products, overcoming objections, closing the sale, suggestion selling, reassurance, and follow-up.	PE: 234, 235, 236, 237, 238, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260 TWE: 234, 235, 236, 237, 238, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260
5. Explain what is meant by a sales quota.	PE: 305, 306 TWE: 305, 306
6. Open, maintain, and close the cash register.	PE: 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 292, 293 TWE: 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 292, 293
7. Calculate tax, discounts, and miscellaneous charges for purchases.	PE: 279, 280, 283, 285, 286, 287, 293 TWE: 279, 280, 283, 285, 286, 287, 293
8. Make change.	PE: 276 TWE: 276
9. Complete sales checks and charge sale transactions.	PE: 277, 278, 281, 282, 283, 284, 288, 289, 290 TWE: 277, 278, 281, 282, 283, 284, 288, 289, 290
10. Explain appropriate ways to handle difficult customers.	PE: 182, 249, 268, 271 TWE: 182, 249, 268, 271
11. List steps to handle customer/client complaints.	PE: 237, 292, 310, 311, 314, 315, 316 TWE: 237, 292, 310, 311, 314, 315, 316

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12. Identify on-line shopping techniques for sales and purchasing.	PE: 215, 225, 237, 245, 260, 267, 342, 422, 423, 424, 426, 427 TWE: 215, 225, 237, 245, 260, 267, 342, 422, 423, 424, 426, 427
G. PROMOTION	
The student will be able to:	
1. Explain the use of brands and trademarks.	PE: 567, 568, 569, 570, 571, 572, 573, 582, 583 TWE: 567, 568, 569, 570, 571, 572, 573, 582, 583
2. Explain the types of media used in advertising.	PE: 336, 337, 338, 339, 340, 341, 342, 343, 352, 353 TWE: 336, 337, 338, 339, 340, 341, 342, 343, 352, 353
3. Explain cooperative advertising promotional materials.	PE: 349, 350, 352, 353 TWE: 349, 350, 352, 353
4. Concept and purpose of visual merchandising.	PE: 308, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333 TWE: 308, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333
5. Describe types of display arrangements.	PE: 322, 323, 324, 325, 330, 332, 333 TWE: 322, 323, 324, 325, 330, 332, 333
6. Design and construct a special purpose display utilizing the appropriate color background, fixtures, props, mannequins, and signs.	PE: 323 TWE: 323

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7. Discuss types of promotions.	PE: 299, 300, 301, 302, 305, 306, 307, 308, 309, 316, 317 TWE: 299, 300, 301, 302, 305, 306, 307, 308, 309, 316, 317
8. Discuss promotional mix.	PE: 299, 302, 303, 304, 316, 317 TWE: 299, 302, 303, 304, 316, 317
9. Explain publicity and public relations.	PE: 301, 302, 310, 311, 312, 313, 314, 315, 316, 317 TWE: 301, 302, 310, 311, 312, 313, 314, 315, 316, 317
10. Write a news release.	The opportunity to address this objective is available. See the following: PE: 312, 313, 316 TWE: 312, 313, 316
H. COMMUNICATION AND INTERPERSONAL SKILLS	
The student will be able to:	
1. Discuss the effects of verbal and nonverbal communication in market.	PE: 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155 TWE: 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155
2. Identify interpersonal skills needed to develop good customer relations.	PE: 139, 140, 141, 142, 177, 178, 179, 180, 181, 182, 188, 189, 310, 311 TWE: 139, 140, 141, 142, 177, 178, 179, 180, 181, 182, 188, 189, 310, 311

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3. Identify interpersonal skills needed for teamwork.	PE: 139, 140, 141, 142, 183, 184, 185, 186, 187, 188, 189, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205 TWE: 139, 140, 141, 142, 183, 184, 185, 186, 187, 188, 189, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205
4. Identify various types of technology used to facilitate market communication.	PE: 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175 TWE: 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175
5. Identify the difference between personal and professional goals.	PE: 687, 688, 689, 690, 691, 692, 693, 694, 695, 698, 699, 700, 701, 702, 704, 705 TWE: 687, 688, 689, 690, 691, 692, 693, 694, 695, 698, 699, 700, 701, 702, 704, 705
I. PROFESSIONAL DEVELOPMENT	
The student will be able to:	
1. Identify resources that can contribute to career decision making.	PE: 687, 688, 689, 690, 691, 692, 693, 694, 695, 697, 698, 699, 700, 701 TWE: 687, 688, 689, 690, 691, 692, 693, 694, 695, 697, 698, 699, 700, 701
2. Identify the skills needed for a job.	PE: 690, 693, 694, 695, 696, 697, 698, 704, 705, 730, 731 TWE: 690, 693, 694, 695, 696, 697, 698, 704, 705, 730, 731
3. Identify personal and professional goals.	PE: 687, 688, 689, 690, 691, 692, 693, 694, 695, 698, 699, 700, 701, 702, 704, 705 TWE: 687, 688, 689, 690, 691, 692, 693, 694, 695, 698, 699, 700, 701, 702, 704, 705

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4. Identify career trends and opportunities in marketing.	PE: 11, 12, 13, 14, 15, 16, 17, 18, 19, 33, 95, 153, 187, 203, 253, 315, 407, 481, 563, 599, 693 TWE: 11, 12, 13, 14, 15, 16, 17, 18, 19, 33, 95, 153, 187, 203, 253, 315, 407, 481, 563, 599, 693
5. Prepare a resume.	PE: 710, 720, 721, 729, 730, 731 TWE: 710, 720, 721, 729, 730, 731
6. Prepare a cover letter to accompany a resume.	PE: 721, 729, 730, 731 TWE: 721, 729, 730, 731

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Atlantic Southeast Region
6510 Jimmy Carter Boulevard
Norcross, GA 30071
770/613-0281
800/731-2365