

## B.E. Publishing

### Correlation to *Principles of Marketing* to National Business Education Association Standards: Marketing

STANDARD	CORRELATING PAGES
<p><b>I. Foundations of Marketing</b> Achievement Standard: Recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business, and society.</p>	<p>Narrative: Ch. 1 p. 10 The Purpose of Marketing Activity: Ch. 1 Test Your Knowledge #8</p>
<p><b>II. Consumers and Their Behavior</b> Achievement Standard: Analyze the characteristics, motivations, and behaviors of consumers.</p>	<p>Narrative: Ch. 8 p. 143 Consumer Motivation Activity: Ch. 8 Build It</p>
<p><b>III. External Factors</b> Achievement Standard: Analyze the influence of external factors on marketing.</p>	<p>Narrative: Ch. 2 p. 19 Environmental Analysis, Ch. 2 p. 20 Marketing Strategy Activity: Ch. 2 Test Your Knowledge #2, Ch. 2 Listen and Speak, Ch. 2 Read and Write</p>
<p><b>IV. The Marketing Mix</b> Achievement Standard: Analyze the elements of the marketing mix, their interrelationships, and how they are used in the marketing process.</p>	<p>Narrative: Ch. 1 p. 11 Marketing Mix, All of Ch. 9, Ch. 11 p. 182 Price, Ch. 13 p. 206 How Place Contributes to Successful Marketing Ch. 14 p. 220 How Promotion Contributes to Successful Marketing Activity: Ch. 1 Test Your Knowledge #7, Ch. 9 Test Your Knowledge #5, Ch. 11 Read and Write, Ch. 13 Listen and Speak, Ch. 13 Test Your Knowledge #8</p>
<p><b>V. Marketing Research</b> Achievement Standard: Analyze the role of marketing research in decision making.</p>	<p>Narrative: Ch. 7 p. 116 The Role of Research in Marketing Activity: Ch. 7 Test Your Knowledge #3</p>
<p><b>VI. The Marketing Plan</b> Achievement Standard: Describe the elements, design, and purposes of a marketing plan.</p>	<p>Narrative: Ch. 2 p. 19 Elements of a Marketing Plan Activity: Ch. 2 Test Your Knowledge #5, Ch. 2 Listen and Speak</p>