

B.E. Publishing

Correlation to *Principles of Marketing* to Texas Essential Knowledge and Skills (TEKS)

Course: Practicum in Marketing

<b>Subject</b>	<b>Chapter 130. Career and Technical Education, Subchapter N. Marketing</b>
<b>Course Title</b>	<b>§130.387 Practicum in Marketing (Two Credits)</b>
<b>(a) General Requirements.</b> This course is recommended for students in Grades 11 and 12. Recommended Prerequisite: Principles of Business, Marketing, and Finance.	
<b>(b) Introduction.</b>	
<p>(1) Career and technical education instruction provides content aligned with challenging academic standards and relevant technical knowledge and skills for students to further their education and succeed in current or emerging professions.</p> <p>(2) The Marketing Career Cluster focuses on planning, managing, and performing marketing activities to reach organizational objectives.</p> <p>(3) Practicum in Marketing is a series of dynamic activities that focus on the customer to generate a profitable exchange. Students will gain knowledge and skills that help them to be proficient in one or more of the marketing functional areas associated with distribution, financing, marketing information management, pricing, product planning, promotion, purchasing, risk management, and selling skills. Students will integrate skills from academic subjects, information technology, interpersonal communication, and management training to make responsible decisions. The practicum course is a paid or unpaid experience for students participating in a coherent sequence of career and technical courses in marketing.</p> <p>(4) Students are encouraged to participate in extended learning experiences such as career and technical student organizations and other leadership or extracurricular organizations.</p> <p>(5) Statements that contain the word "including" reference content that must be mastered, while those containing the phrase "such as" are intended as possible illustrative examples.</p>	

STANDARD		CORRELATING PAGES
(1) The student demonstrates professional standards/employability skills as required by business and industry. The student is expected to:		
(A)	communicate effectively with others using speaking, listening, and writing skills	
(i)	communicate effectively with others using speaking skills	Narrative: Ch. 17 p. 279 Communicating Effectively With Speaking, Listening, and Writing Skills Activity: Ch. 17 Listen and Speak
(ii)	communicate effectively with others using listening skills	Narrative: Ch. 17 p. 279 Communicating Effectively With Speaking, Listening, and Writing Skills Activity: Ch. 17 Test Your Knowledge #1
(iii)	communicate effectively with others using writing skills	Narrative: Ch. 17 p. 279 Communicating Effectively With Speaking, Listening, and Writing Skills Activity: Ch. 17 Read and Write
(B)	demonstrate collaboration skills through teamwork	
(i)	demonstrate collaboration skills through teamwork	Narrative: Ch. 16 p. 260 Interpersonal Skills With Coworkers and Managers Activity: Ch. 16 Listen and Speak
(C)	demonstrate professionalism by conducting oneself in a manner appropriate for the profession and workplace	
(i)	demonstrate professionalism by conducting oneself in a manner appropriate for the profession	Narrative: Ch. 16 p. 254 Professionalism Activity: Ch. 16 Test Your Knowledge #1
(ii)	demonstrate professionalism by conducting oneself in a manner appropriate for the workplace	Narrative: Ch. 16 p. 254 Professionalism Activity: Ch. 16 Test Your Knowledge #1
(D)	demonstrate a positive, productive work ethic by performing assigned tasks as directed	
(i)	demonstrate a positive, productive work ethic by performing assigned tasks as directed	Narrative: Ch. 16 p. 254 Professionalism Activity: Ch. 16 Test Your Knowledge #2
(ii)	demonstrate a productive work ethic by performing assigned tasks as directed	Narrative: Ch. 16 p. 254 Professionalism Activity: Ch. 16 Test Your Knowledge #2
(E)	demonstrate integrity by choosing the ethical course of action and complying with all applicable rules, laws, and regulations	
(i)	demonstrate integrity by choosing the ethical course of action	Narrative: Ch. 6 p. 107 Marketing Ethics Activity: Ch. 6 Read and Write, Ch. 6 Listen and Speak
(ii)	demonstrate integrity by complying with all applicable rules	Narrative: Ch. 16 p. 254 Professionalism Activity: Ch. 16 Test Your Knowledge #5
(iii)	demonstrate integrity by complying with all applicable law	Narrative: Ch. 16 p. 254 Professionalism Activity: Ch. 16 Test Your Knowledge #5

STANDARD		CORRELATING PAGES
	(iv) demonstrate integrity by complying with all applicable regulations	Narrative: Ch. 16 p. 254 Professionalism Activity: Ch. 16 Test Your Knowledge #5
(F)	demonstrate time-management skills such as prioritizing tasks, following schedules, and tending to goal-relevant activities in ways that use time wisely and optimize efficiency and results	
	(i) demonstrate time-management skills	Narrative: Ch. 16 p. 257 Time Management Principles Activity: Ch. 16 Test Your Knowledge #3
(G)	demonstrate leadership skills by participating in activities such as career and technical student organizations	
	(i) demonstrate leadership skills by participating in activities	Narrative: Ch. 22 p. 370 Acquiring Employability Skills Activity: Ch. 22 Test Your Knowledge #1
(2) The student knows the nature of business and shows its contribution to society. The student is expected to:		
(A)	distinguish ways that businesses contribute to society	
	(i) distinguish ways that businesses contribute to society	Narrative: Ch. 1 p. 8 Ways Businesses Contribute to Society Activity: Ch. 1 Test Your Knowledge #1
(B)	explain the importance of social responsibility	
	(i) explain the importance of social responsibility	Narrative: Ch. 6 p. 107 Social Responsibility Activity: Ch. 6 Test Your Knowledge #2
(C)	describe types of business activities	
	(i) describe types of business activities	Narrative: Ch. 1 p. 5 Business Activities Activity: Ch. 1 Test Your Knowledge #2
(D)	explain the organizational design of businesses	
	(i) explain the organizational design of businesses	Narrative: Ch. 3 p. 40 Business Organization Activity: Ch. 3 Test Your Knowledge #1
(E)	discuss the global environment in which businesses operate	
	(i) discuss the global environment in which businesses operate	Narrative: Ch. 5 p. 78 The Global Environment in Which Businesses Operate Activity: Ch. 5 Listen and Speak, Ch. 5 Test Your Knowledge #1
(F)	depict factors that affect the business environment and how businesses can respond	
	(i) depict factors that affect the business environment	Narrative: Ch. 5 p. 83 Factors that Affect the Business Environment Activity: Ch. 5 Create and Design, Ch. 5 Test Your Knowledge #2

STANDARD		CORRELATING PAGES
	(ii) depict how businesses can respond [to factors that affect the business environment]	Narrative: Ch. 5 p. 84 How Businesses Respond to Environmental Factors Activity: Ch. 5 Create and Design, Ch. 5 Test Your Knowledge #3
(3) The student demonstrates the importance of marketing and the functions of marketing. The student is expected to:		
(A)	explain the marketing concept	
	(i) explain the marketing concept	Narrative: Ch. 1 p. 10 Marketing Concept Activity: Ch. 1 Read and Write
(B)	describe each marketing function and how it relates to the marketing concept	
	(i) describe each marketing function	Narrative: Ch. 1 p. 13 Marketing Functions Activity: Ch. 1 Listen and Speak
	(ii) describe how [each marketing function] relates to the marketing concept	Narrative: Ch. 1 p. 13 Marketing Functions Activity: Ch. 1 Read and Write, Ch. 1 Listen and Speak
(4) The student analyzes the marketing mix, which involves a combination of the decisions about product, price, place, promotion, and people. The student is expected to:		
(A)	explain how each component of the marketing mix contributes to successful marketing	
	(i) explain how each component of the marketing mix contributes to successful marketing	Narrative: Ch. 9 p. 166 How Product Contributes to Successful Marketing, Ch. 12 p. 194 How Price Contributes to Successful Marketing, Ch. 13 p. 206 How Place Contributes to Successful Marketing, Ch. 14 p. 220 How Promotion Contributes to Successful Marketing Activity: Ch. 9 Build It, Ch. 12 Test Your Knowledge #1, Ch. 13 Listen and Speak, Ch. 14 Test Your Knowledge #1
(B)	illustrate the importance of marketing strategies in the marketing mix	
	(i) illustrate the importance of marketing strategies in the marketing mix	Narrative: Ch. 9 p. 161 Selecting Marketing Strategy, Ch. 12 p. 196 Pricing Tactics Activity: Ch. 9 Test Your Knowledge #1, Ch. 12 Test Your Knowledge #1
(5) The student knows the concepts and strategies used to determine target markets and market identification. The student is expected to:		
(A)	explain the importance of target markets	
	(i) explain the importance of target markets	Narrative: Ch. 8 p. 134 Importance of Target Markets Activity: Ch. 8 Test Your Knowledge #1

(B)	compare and contrast advantages and disadvantages of market segmentation and mass marketing	
	(i)	compare and contrast advantages and disadvantages of market segmentation and mass marketing Narrative: Ch. 8 p. 139 Advantages and Disadvantages to Market Segmentation, Ch. 8 p. 7 Advantages and Disadvantages of mass marketing Activity: Ch. 8 Test Your Knowledge #2
(C)	distinguish among geographic, demographic, psychographic, and behavioral segmentation	
	(i)	distinguish among geographic, demographic, psychographic, and behavioral segmentation Narrative: Ch. 8 p. 135 Market Segmentation Activity: Ch. 8 Build It
(D)	explain the nature of marketing planning	
	(i)	explain the nature of marketing planning Narrative: Ch. 2 p. 18 Creating a Marketing Plan Activity: Ch. 2 Test Your Knowledge #1, Ch. 2 Listen and Speak
(6) The student applies mathematical concepts in marketing. The student is expected to:		
(A)	execute calculations involving money, time, space, materials, and data	
	(i)	execute calculations involving money Narrative: Ch. 19 p. 318 Interpreting Financial Statements, Ch. 19 p. 315 Marketing Budget, Ch. 11 p. 183 Profit, Ch. 11 p. 189 Determining Break-Even Point Activity: Ch. 19 Test Your Knowledge #1
	(ii)	execute calculations involving time Narrative: Ch. 19 p. 315 Marketing Budget Activity: Ch. 19 Test Your Knowledge #1
	(iii)	execute calculations involving space Narrative: Ch. 19 p. 187 Operating Ratios, Ch. 19 p. 315 Marketing Budget Activity: Ch. 19 Test Your Knowledge #4
	(iv)	execute calculations involving materials Narrative: Ch. 19 p. 187 Operating Ratios, Ch. 19 p. 315 Marketing Budget Activity: Ch. 19 Test Your Knowledge #1
	(v)	execute calculations involving data Narrative: Ch. 19 p. 187 Operating Ratios, Ch. 19 p. 315 Marketing Budget, Ch. 11 p. 183 Profit, Ch. 11 p. 189 Determining Break-Even Point Activity: Ch. 19 Test Your Knowledge #5
(B)	interpret charts and graphs to make informed marketing decisions	
	(i)	interpret charts to make informed marketing decisions Narrative: Ch. 7 p. 124 Interpreting Marketing Data Activity: Ch. 7 Build It
	(ii)	interpret graphs to make informed marketing decisions Narrative: Ch. 7 p. 124 Interpreting Marketing Data Activity: Ch. 7 Build It

(C)	use formulas and equations to determine price, profit, costs, and break-even point	
	(i)	use formulas to determine price Narrative: Ch. 11 p. 188 Calculating a Product's Price Activity: Ch. 11 Create and Design
	(ii)	use formulas to determine profit Narrative: Ch. 11 p. 188 Calculating a Product's Price Activity: Ch. 11 Create and Design
	(iii)	use formulas to determine costs Narrative: Ch. 11 p. 188 Calculating a Product's Price Activity: Ch. 11 Create and Design
	(iv)	use formulas to determine break-even point Narrative: Ch. 11 p. 188 Calculating a Product's Price Activity: Ch. 11 Test Your Knowledge #2
	(v)	use equations to determine price Narrative: Ch. 11 p. 188 Calculating a Product's Price Activity: Ch. 11 Create and Design
	(vi)	use equations to determine profit Narrative: Ch. 11 p. 188 Calculating a Product's Price Activity: Ch. 11 Create and Design
	(vii)	use equations to determine costs Narrative: Ch. 11 p. 188 Calculating a Product's Price Activity: Ch. 11 Create and Design
	(viii)	use equations to determine break-even point Narrative: Ch. 11 p. 188 Calculating a Product's Price Activity: Ch. 11 Test Your Knowledge #2
(D)	perform mathematical operations	
	(i)	perform mathematical operations Narrative: Ch. 11 p. 188 Calculating a Product's Price Activity: Ch. 11 Create and Design
(E)	predict reasonable estimations	
	(i)	predict reasonable estimations Narrative: Ch. 11 p. 188 Calculating a Product's Price Activity: Ch. 11 Test Your Knowledge #1
(F)	create mathematical models from real-life situations	
	(i)	create mathematical models from real-life situations Narrative: Ch. 11 p. 188 Calculating a Product's Price Activity: Ch. 11 Create and Design
(G)	determine rate of change mathematically	
	(i)	determine rate of change mathematically Narrative: Ch. 11 p. 182 Marketing Tips Activity: Ch. 11 Test Your Knowledge #3

(7) The student knows how to use self-development techniques and interpersonal skills to accomplish marketing objectives. The student is expected to:		
(A)	identify and practice effective interpersonal and teambuilding skills involving situations with coworkers, managers, and customers	
(i)	identify effective interpersonal skills involving situations with coworkers	Narrative: Ch. 16 p. 256 Respect, Ch. 16 p. 260 Interpersonal Skills With Coworkers and Managers Activity: Ch. 16 Create and Design
(ii)	identify effective interpersonal skills involving situations with managers	Narrative: Ch. 16 p. 256 Respect, Ch. 16 p. 260 Interpersonal Skills With Coworkers and Managers Activity: Ch. 16 Create and Design
(iii)	identify effective interpersonal skills involving situations with customers	Narrative: Ch. 16 p. 256 Respect, Ch. 16 p. 258 Interpersonal Skills With Customers Activity: Ch. 16 Create and Design
(iv)	identify effective team-building skills involving situations with coworkers	Narrative: Ch. 16 p. 260 Interpersonal Skills With Coworkers and Managers Activity: Ch. 16 Create and Design
(v)	identify effective team-building skills involving situations with managers	Narrative: Ch. 16 p. 260 Interpersonal Skills With Coworkers and Managers Activity: Ch. 16 Create and Design
(vi)	identify effective team-building skills involving situations with customers	Narrative: Ch. 16 p. 258 Interpersonal Skills With Customers Activity: Ch. 16 Create and Design
(vii)	practice effective interpersonal skills involving situations with coworkers	Narrative: Ch. 16 p. 256 Respect, Ch. 16 p. 260 Interpersonal Skills With Coworkers and Managers Activity: Ch. 16 Create and Design
(viii)	practice effective interpersonal skills involving situations with managers	Narrative: Ch. 16 p. 256 Respect, Ch. 16 p. 260 Interpersonal Skills With Coworkers and Managers Activity: Ch. 16 Create and Design
(ix)	practice effective interpersonal skills involving situations with customers	Narrative: Ch. 16 p. 256 Respect, Ch. 16 p. 258 Interpersonal Skills With Customers Activity: Ch. 16 Create and Design
(x)	practice effective team-building skills involving situations with coworkers	Narrative: Ch. 16 p. 260 Interpersonal Skills With Coworkers and Managers Activity: Ch. 16 Create and Design
(xi)	practice effective team-building skills involving situations with managers	Narrative: Ch. 16 p. 160 Interpersonal Skills With Coworkers and Managers Activity: Ch. 16 Create and Design
(xii)	practice effective team-building skills involving situations with customers	Narrative: Ch. 16 p. 258 Interpersonal Skills With Customers Activity: Ch. 16 Create and Design

(B)	develop short- and long-term personal goals	
	(i)	develop short-term personal goals Narrative: Ch. 21 p. 8 Crafting a Career Plan Activity: Ch. 21 Create and Design
	(ii)	develop long-term personal goals Narrative: Ch. 21 p. 361 Crafting a Career Plan Activity: Ch. 21 Create and Design
(C)	identify and use time-management principles	
	(i)	identify time-management principles Narrative: Ch. 16 p. 257 Time Management Principles, Ch. 22 p. 2 Time Management Activity: Ch. 16 Test Your Knowledge #3
	(ii)	use time-management principles Narrative: Ch. 16 p. 4 Time Management Principles, Ch. 22 p. 369 Time Management Activity: Ch. 16 Test Your Knowledge #3
(D)	participate in leadership and career development activities	
	(i)	participate in leadership activities Narrative: Ch. 22 p. 370 Acquiring Employability Skills Activity: Ch. 22 Test Your Knowledge #2
	(ii)	participate in career development activities Narrative: Ch. 22 p. 370 Acquiring Employability Skills Activity: Ch. 22 Test Your Knowledge #1
(8) The student applies information technology as an effective marketing tool. The student is expected to:		
(A)	identify social media trends in marketing	
	(i)	identify social media trends in marketing Narrative: Ch. 18 p. 303 Social Media Trends in Marketing Activity: Ch. 18 Read and Write, Ch. 18 Test Your Knowledge #1
(B)	identify ways that technology impacts business	
	(i)	identify ways that technology impacts business Narrative: Ch. 18 p. 296 Technology Impacts Activity: Ch. 18 Test Your Knowledge #2
(C)	apply web-search skills	
	(i)	apply web-search skills Narrative: Ch. 7 p. 120 Primary and Secondary Research, Ch. 21 p. 365 Apply Web Search Skills Activity: Ch. 7 Listen and Speak, Ch. 7 Build It, Ch. 21 Listen and Speak
(D)	demonstrate word-processing skills	
	(i)	demonstrate word-processing skills Narrative: Ch. 22 p. 376 Cover Letter Activity: Ch. 22 Test Your Knowledge #3



(E)	use database applications	
	(i)	use database applications Narrative: Ch. 7 p. 120 Primary and Secondary Research Activity: Ch. 7 Build It
(F)	execute spreadsheet applications	
	(i)	execute spreadsheet applications Narrative: Ch. 7 p. 124 Interpreting Marketing Data Activity: Ch. 7 Build It
(9) The student recognizes that careers are ever changing and require continual self-assessment, research, and preparation to develop and implement responsible decisions. The student is expected to:		
(A)	develop a working portfolio containing components such as resume, cover letter, thank you letter, references, letter of recommendation, and work samples	
	(i)	develop a working portfolio containing components Narrative: Ch. 22 p. 378 Portfolio and Demonstration Activity: Ch. 22 Test Your Knowledge #4
(B)	analyze personal social media accounts for potential employability	
	(i)	analyze personal social media accounts for potential employability Narrative: Ch. 22 p. 370 Personal Social Media Accounts Activity: Ch. 22 Read and Write
(C)	demonstrate interview skills	
	(i)	demonstrate interview skills Narrative: Ch. 22 p. 379 Interview Process Activity: Ch. 22 Listen and Speak
(10) The student knows the importance of emerging trends and technologies in marketing. The student is expected to:		
(A)	discuss trends affecting marketing	
	(i)	discuss trends affecting marketing Narrative: Ch. 7 p. 129 Marketing Trends Activity: Ch. 7 Listen and Speak
(B)	research emerging technologies in marketing	
	(i)	research emerging technologies in marketing Narrative: Ch. 7 p. 129 Marketing Trends Activity: Ch. 7 Listen and Speak
(11) The student knows the impact and value of diversity. The student is expected to:		
(A)	explain how diversity affects marketing	
	(i)	explain how diversity affects marketing Narrative: Ch. 8 p. 145 Diversity and Marketing Activity: Ch. 8 Listen and Speak

(B)	probe the impact of multiculturalism and multigenerationalism on marketing activities	
	(i)	probe the impact of multiculturalism on marketing activities Narrative: Ch. 8 p. 145 Diversity and Marketing Activity: Ch. 8 Listen and Speak
	(ii)	probe the impact of multigenerationalism on marketing activities Narrative: Ch. 8 p. 145 Diversity and Marketing Activity: Ch. 8 Listen and Speak
(12) The student knows that marketing begins with a working knowledge of economic concepts. The student is expected to:		
(A)	discuss characteristics of economic goods and services	
	(i)	discuss characteristics of economic goods Narrative: Ch. 4 p. 52 The Relationship Between Marketing and Economics, Ch. 4 p. 2 Understanding Economics Activity: Ch. 4 Test Your Knowledge #1
	(ii)	discuss characteristics of economic services Narrative: Ch. 4 p. 52 The Relationship Between Marketing and Economics, Ch. 4 p. 2 Understanding Economics Activity: Ch. 4 Test Your Knowledge #1
(B)	identify economic needs and wants	
	(i)	identify economic needs Narrative: Ch. 1 p. 8 Ways Businesses Contribute to Society Activity: Ch. 1 Test Your Knowledge #10
	(ii)	identify economic wants Narrative: Ch. 1 p. 8 Ways Businesses Contribute to Society Activity: Ch. 1 Test Your Knowledge #10
(C)	explain the concept of utility and cite examples of types of utility	
	(i)	explain the concept of utility Narrative: Ch. 4 p. 54 Understanding Economics Activity: Ch. 4 Listen and Speak, Ch. 4 Test Your Knowledge #7
	(ii)	cite examples of types of utility Narrative: Ch. 4 p. 54 Understanding Economics Activity: Ch. 4 Listen and Speak
(D)	describe the function of prices in markets	
	(i)	describe the function of prices in markets Narrative: Ch. 4 p. 55 The Function of Prices in Markets Activity: Ch. 4 Listen and Speak
(E)	clarify how the interaction of supply and demand affects price	
	(i)	clarify how the interaction of supply and demand affects price Narrative: Ch. 4 p. 59 Principles of Supply and Demand Activity: Ch. 4 Listen and Speak, Ch. 4 Test Your Knowledge #6

(13) The student knows that private enterprise is based on independent decisions by businesses and limited government involvement. The student is expected to:		
(A)	determine characteristics of a private enterprise system	
	(i) determine characteristics of a private enterprise system	Narrative: Ch. 3 p. 30 Enterprise Systems Activity: Ch. 3 Test Your Knowledge #2
(B)	explain the advantages and disadvantages of private enterprise	
	(i) explain the advantages of private enterprise	Narrative: Ch. 3 p. 30 Enterprise Systems Activity: Ch. 3 Test Your Knowledge #2
	(ii) explain the disadvantages of private enterprise	Narrative: Ch. 3 p. 30 Enterprise Systems Activity: Ch. 3 Test Your Knowledge #4
(C)	identify examples of competitive business situations such as price or nonprice competition	
	(i) identify examples of competitive business situations	Narrative: Ch. 4 p. 55 The Function of Prices in Markets, Ch. 4 p. 61 Competition Activity: Ch. 4 Test Your Knowledge #2
(14) The student knows that economic factors such as gross domestic product, standard of living, consumer price index, and unemployment figures help influence a company's marketing strategies. The student is expected to:		
(A)	identify economic measurements used to analyze an economy	
	(i) identify economic measurements used to analyze an economy	Narrative: Ch. 4 p. 62 Measuring Economic Activity Activity: Ch. 4 Listen and Speak, Ch. 4 Test Your Knowledge #5
(B)	research how economic measures are used in a market economy	
	(i) research how economic measures are used in a market economy	Narrative: Ch. 4 p. 62 Measuring Economic Activity Activity: Ch. 4 Listen and Speak
(C)	describe the concept of price stability as an economic measure	
	(i) describe the concept of price stability as an economic measure	Narrative: Ch. 4 p. 62 Measuring Economic Activity Activity: Ch. 4 Listen and Speak, Ch. 4 Test Your Knowledge #8
(D)	interpret the measure of consumer spending as an economic indicator	
	(i) interpret the measure of consumer spending as an economic indicator	Narrative: Ch. 4 p. 62 Measuring Economic Activity Activity: Ch. 4 Listen and Speak

(E)	examine the impact of a nation's unemployment rates	
	(i)	examine the impact of a nation's unemployment rates Narrative: Ch. 4 p. 62 Measuring Economic Activity Activity: Ch. 4 Listen and Speak
(F)	describe the economic impact of inflation on business	
	(i)	describe the economic impact of inflation on business Narrative: Ch. 4 p. 62 Measuring Economic Activity Activity: Ch. 4 Listen and Speak
(15) The student knows that changes in the economy include prosperity, recession, depression, and recovery and are collectively referred to as the business cycle. The student is expected to:		
(A)	explain the concept of business cycles	
	(i)	explain the concept of business cycles Narrative: Ch. 4 p. 68 Business Cycles Activity: Ch. 4 Test Your Knowledge #3
(B)	describe the impact that phases of a business cycle have on the economy	
	(i)	describe the impact that phases of a business cycle have on the economy Narrative: Ch. 4 p. 68 Business Cycles Activity: Ch. 4 Listen and Speak
(16) The student knows that distribution systems facilitate the movement of products. The student is expected to:		
(A)	understand channels of distribution	
	(i)	understand channels of distribution Narrative: Ch. 13 p. 215 Distribution Channels Activity: Ch. 13 Read and Write, Ch. 13 Build It, Ch. 13 Test Your Knowledge #1
(B)	identify physical distribution activities	
	(i)	identify physical distribution activities Narrative: Ch. 13 p. 215 Distribution Channels Activity: Ch. 13 Listen and Speak, Ch. 13 Test Your Knowledge #2
(C)	examine costs associated with distribution	
	(i)	examine costs associated with distribution Narrative: Ch. 13 p. 213 Transportation Activity: Ch. 13 Read and Write, Ch. 13 Test Your Knowledge #3
(17) The student knows that marketers use investment and financial services to achieve goals and objectives. The student is expected to:		
(A)	illustrate types of financial services	
	(i)	illustrate types of financial services Narrative: Ch. 19 p. 324 Financial Services Activity: Ch. 19 Test Your Knowledge #2

(B)	explain the purpose of a credit contract	
	(i)	explain the purpose of a credit contract Narrative: Ch. 19 p. 324 Financial Services Activity: Ch. 19 Test Your Knowledge #3
(18) The student knows the concept of pricing and strategies used in determining and adjusting price. The student is expected to:		
(A)	state goals of pricing	
	(i)	state goals of pricing Narrative: Ch. 11 p. 183 Goals of Pricing Activity: Ch. 11 Read and Write, Ch. 11 Listen and Speak
(B)	identify factors affecting pricing	
	(i)	identify factors affecting pricing Narrative: Ch. 11 p. 184 Factors Affecting Pricing Activity: Ch. 11 Read and Write
(C)	explain how pricing affects product, place, and promotion decisions	
	(i)	explain how pricing affects product decisions Narrative: Ch. 11 p. 182 Price Activity: Ch. 11 Read and Write
	(ii)	explain how pricing affects place decisions Narrative: Ch. 11 p. 182 Price Activity: Ch. 11 Read and Write
	(iii)	explain how pricing affects promotion decisions Narrative: Ch. 11 p. 182 Price Activity: Ch. 11 Read and Write
(D)	compare and contrast pricing policies	
	(i)	compare and contrast pricing policies Narrative: Ch. 12 p. 194 Pricing Policies Activity: Ch. 12 Build It, Ch. 12 Test Your Knowledge #3
(E)	calculate a product's price	
	(i)	calculate a product's price Narrative: Ch. 11 p. 188 Calculating a Product's Price Activity: Ch. 11 Create and Design
(F)	describe the role of business ethics in pricing	
	(i)	describe the role of business ethics in pricing Narrative: Ch. 12 p. 202 Business Ethics and Legal Considerations in Pricing Activity: Ch. 12 Listen and Speak, Ch. 12 Test Your Knowledge #2
(G)	analyze legal considerations for pricing	
	(i)	analyze legal considerations for pricing Narrative: Ch. 12 p. 202 Business Ethics and Legal Considerations in Pricing Activity: Ch. 12 Listen and Speak

(19) The student understands the promotional concepts and strategies needed to communicate information about products, services, images, and ideas to achieve a desired outcome. The student is expected to:		
(A)	explain the communication processes as used in promotional activities	
	(i) explain the communication processes as used in promotional activities	Narrative: Ch. 14 p. 220 Communication Process Activity: Ch. 14 Listen and Speak
(B)	evaluate types of promotion	
	(i) evaluate types of promotion	Narrative: Ch. 14 p. 225 Sales Promotions Activity: Ch. 14 Build It
(C)	understand the concept of promotional mix	
	(i) understand the concept of promotional mix	Narrative: Ch. 14 p. 222 Promotional Mix Activity: Ch. 14 Build It
(D)	define the role of promotion as a marketing function	
	(i) define the role of promotion as a marketing function	Narrative: Ch. 1 p. 13 Marketing Functions, Ch. 14 p. 220 How Promotion Contributes to Successful Marketing Activity: Ch. 1 Test Your Knowledge #3, Ch. 14 Test Your Knowledge #2
(E)	describe the use of business ethics in promotion	
	(i) describe the use of business ethics in promotion	Narrative: Ch. 14 p. 235 Business Ethics in Promotion Activity: Ch. 14 Read and Write
(F)	explore the regulation of promotion	
	(i) explore the regulation of promotion	Narrative: Ch. 14 p. 235 Business Ethics in Promotion Activity: Ch. 14 Read and Write
(G)	explain the nature of direct marketing channels	
	(i) explain the nature of direct marketing channels	Narrative: Ch. 14 p. 223 Direct Marketing Activity: Ch. 14 Test Your Knowledge #3
(H)	model communication channels used in sales promotion	
	(i) model communication channels used in sales promotion	Narrative: Ch. 14 p. 220 Communication Process, Ch. 14 p. 228 Types of Advertising Media Activity: Ch. 14 Listen and Speak
(I)	describe communication channels used in public relations activities	
	(i) describe communication channels used in public relations activities	Narrative: Ch. 14 p. 224 Public Relations Activity: Ch. 14 Test Your Knowledge #4

(20) The student knows that advertising is the paid form of nonpersonal communication about an identified sponsor's products. The student is expected to:		
(A)	illustrate types of advertising media	
	(i)	illustrate types of advertising media Narrative: Ch. 14 p. 228 Types of Advertising Media Activity: Ch. 14 Test Your Knowledge #5
(B)	differentiate between product and institutional advertising	
	(i)	differentiate between product and institutional advertising Narrative: Ch. 14 p. 222 Product and Institutional Advertising Activity: Ch. 14 Listen and Speak
(C)	identify and evaluate elements of an advertisement	
	(i)	identify elements of an advertisement Narrative: Ch. 14 p. 232 Elements of an Advertisement Activity: Ch. 14 Listen and Speak
	(ii)	evaluate elements of an advertisement Narrative: Ch. 14 p. 232 Elements of an Advertisement Activity: Ch. 14 Listen and Speak
(21) The student knows that business risk is the possibility of loss or failure. The student is expected to:		
(A)	categorize business risks	
	(i)	categorize business risks Narrative: Ch. 20 p. 335 Categorizing Business Risks Activity: Ch. 20 Listen and Speak, Ch. 20 Test Your Knowledge #1
(B)	interpret how various types of risks impact business activities	
	(i)	interpret how various types of risks impact business activities Narrative: Ch. 20 p. 335 Categorizing Business Risks Activity: Ch. 20 Listen and Speak
(22) The student knows that marketers responsible for risk management follow a process to decide the best strategy to deal with each risk. The student is expected to:		
(A)	evaluate security precautions	
	(i)	evaluate security precautions Narrative: Ch. 20 p. 342 Safety and Security in the Workplace Activity: Ch. 20 Test Your Knowledge #2
(B)	demonstrate knowledge of safety precautions in the workplace	
	(i)	demonstrate knowledge of safety precautions in the workplace Narrative: Ch. 20 p. 342 Safety and Security in the Workplace Activity: Ch. 20 Test Your Knowledge #3

(23) The student knows what influences customers before they make a purchase. The student is expected to:		
(A)	differentiate between a feature and a benefit	
	(i)	differentiate between a feature and a benefit Narrative: Ch. 8 p. 144 Features and Benefits Activity: Ch. 8 Test Your Knowledge #3
(B)	compare and contrast between consumer and organizational buying behavior	
	(i)	compare and contrast between consumer and organizational buying behavior Narrative: Ch. 8 p. 143 Consumer Motivation Activity: Ch. 8 Test Your Knowledge #4
(C)	determine customer needs and wants	
	(i)	determine customer needs Narrative: Ch. 8 p. 143 Consumer Motivation Activity: Ch. 8 Listen and Speak
	(ii)	determine customer wants Narrative: Ch. 8 p. 143 Consumer Motivation Activity: Ch. 8 Listen and Speak
(D)	classify buying motives	
	(i)	classify buying motives Narrative: Ch. 8 p. 143 Consumer Motivation Activity: Ch. 8 Build It
(E)	analyze how customers and organizations apply the decision-making process	
	(i)	analyze how customers apply the decision-making process Narrative: Ch. 8 p. 143 Consumer Motivation Activity: Ch. 8 Test Your Knowledge #4
	(ii)	analyze how organizations apply the decision-making process Narrative: Ch. 8 p. 143 Consumer Motivation Activity: Ch. 8 Test Your Knowledge #4
(24) The student knows how marketers use the selling		
(A)	locate product information	
	(i)	locate product information Narrative: Ch. 15 p. 243 Preparing for a Sale Activity: Ch. 15 Listen and Speak, Ch. 15 Test Your Knowledge #3
(B)	illustrate the sale process	
	(i)	illustrate the sale process Narrative: Ch. 15 p. 244 The Sales Process Activity: Ch. 15 Create and Design, Ch. 15 Test Your Knowledge #2



(25) The student understands the techniques and strategies used to foster positive, ongoing relationships with customers to enhance company image. The student is expected to:		
(A)	explain the nature of positive customer relations	
	(i) explain the nature of positive customer relations	Narrative: Ch. 15 p. 238 The Nature of Positive Customer Relations Activity: Ch. 15 Test Your Knowledge #1
(B)	describe a customer service mindset	
	(i) describe a customer service mindset	Narrative: Ch. 15 p. 240 Customer Relationship Management, Ch. 16 p. 258 Interpersonal Skills With Customers Activity: Ch. 15 Read and Write, Ch. 15 Test Your Knowledge #4, Ch. 16 Test Your Knowledge #6
(C)	explain the management role in customer relations	
	(i) explain the management role in customer relations	Narrative: Ch. 15 p. 240 Customer Relationship Management Activity: Ch. 15 Read and Write, Ch. 15 Test Your Knowledge #5
(D)	identify a company brand promise	
	(i) identify a company brand promise	Narrative: Ch. 10 p. 172 Branding Activity: Ch. 10 Test Your Knowledge #8
(E)	explore ways of reinforcing company image through employee performance	
	(i) explore ways of reinforcing company image through employee performance	Narrative: Ch. 15 p. 240 Customer Relationship Management Activity: Ch. 15 Read and Write, Ch. 15 Test Your Knowledge #6
(F)	describe the use of technology in customer relationship management	
	(i) describe the use of technology in customer relationship management	Narrative: Ch. 15 p. 240 Customer Relationship Management Activity: Ch. 15 Read and Write, Ch. 15 Test Your Knowledge #7
(26) The student understands a business's responsibility to know and abide by workplace laws, trade regulations, and ethical behavior that affect business operations. The student is expected to:		
(A)	apply ethics to demonstrate trustworthiness	
	(i) apply ethics to demonstrate trustworthiness	Narrative: Ch. 6 p. 105 Ethical, Moral, and Legal Decision-making in Marketing Activity: Ch. 6 Read and Write
(B)	explain the nature of business ethics	
	(i) explain the nature of business ethics	Narrative: Ch. 6 p. 105 The Nature of Business Ethics Activity: Ch. 6 Read and Write, Ch. 6 Create and Design

(C)	describe legal issues affecting businesses	
	(i)	describe legal issues affecting businesses Narrative: Ch. 6 p. 94 Legal Issues Affecting Business and Marketing Activity: Ch. 6 Test Your Knowledge #1
(D)	defend the nature of human resources regulations	
	(i)	defend the nature of human resources regulations Narrative: Ch. 6 p. 101 Workplace Regulations and Statutes Activity: Ch. 6 Test Your Knowledge #3
(E)	explain the nature of workplace regulations such as Occupational Safety and Health Administration and statutes such as the Americans with Disabilities Act	
	(i)	explain the nature of workplace regulations Narrative: Ch. 6 p. 101 Workplace Regulations and Statutes Activity: Ch. 6 Test Your Knowledge #4
	(ii)	explain the nature of workplace statutes Narrative: Ch. 6 p. 101 Workplace Regulations and Statutes Activity: Ch. 6 Test Your Knowledge #4
(F)	discuss employment relationships	
	(i)	discuss employment relationships Narrative: Ch. 6 p. 107 Marketing Ethics Activity: Ch. 6 Listen and Speak, Ch. 6 Test Your Knowledge #5
(G)	illustrate the nature of trade regulations	
	(i)	illustrate the nature of trade regulations Narrative: Ch. 6 p. 99 Trade Policies, Laws, and Regulations Activity: Ch. 6 Test Your Knowledge #6
(H)	describe the impact of antitrust legislation	
	(i)	describe the impact of antitrust legislation Narrative: Ch. 6 p. 94 Antitrust Laws Activity: Ch. 6 Test Your Knowledge #7
(27) The student applies ethical reasoning to a variety of workplace situations in order to make ethical decisions. The student is expected to:		
(A)	evaluate alternative responses to workplace situations based on personal or professional ethical responsibilities	
	(i)	evaluate alternative responses to workplace situations based on personal or professional ethical responsibilities Narrative: Ch. 6 p. 105 Ethical, Moral, and Legal Decision-making in Marketing Activity: Ch. 6 Listen and Speak
(B)	identify personal and long-term workplace consequences of unethical or illegal behaviors	
	(i)	identify personal workplace consequences of unethical or illegal behaviors Narrative: Ch. 6 p. 105 Ethical, Moral, and Legal Decision-making in Marketing Activity: Ch. 6 Create and Design

	(ii)	identify long-term workplace consequences of unethical or illegal behaviors	Narrative: Ch. 6 p. 105 Ethical, Moral, and Legal Decision-making in Marketing Activity: Ch. 6 Create and Design
(C)	investigate the most appropriate response to workplace situations based on legal and ethical considerations		
	(i)	investigate the most appropriate response to workplace situations based on legal considerations	Narrative: Ch. 6 p. 105 Ethical, Moral, and Legal Decision-making in Marketing Activity: Ch. 6 Create and Design, Ch. 6 Listen and Speak
	(ii)	investigate the most appropriate response to workplace situations based on ethical considerations	Narrative: Ch. 6 p. 105 Ethical, Moral, and Legal Decision-making in Marketing Activity: Ch. 6 Create and Design, Ch. 6 Listen and Speak
(D)	demonstrate responsible behavior, honesty, integrity, and ethical work habits		
	(i)	demonstrate responsible behavior	Narrative: Ch. 6 p. 105 Ethical, Moral, and Legal Decision-making in Marketing, Ch. 6 p. 107 Marketing Ethics Activity: Ch. 6 Test Your Knowledge #8
	(ii)	demonstrate honesty	Narrative: Ch. 6 p. 107 Marketing Ethics, Ch. 16 p. 258 Interpersonal Skills With Customers Activity: Ch. 6 Read and Write, Ch. 6 Create and Design, Ch. 16 Test Your Knowledge #4
	(iii)	demonstrate integrity	Narrative: Ch. 6 p. 107 Marketing Ethics Activity: Ch. 6 Read and Write, Ch. 6 Create and Design, Ch. 6 Listen and Speak
	(iv)	demonstrate ethical work habits	Narrative: Ch. 6 p. 107 Marketing Ethics Activity: Ch. 6 Create and Design