

## B.E. Publishing

### Correlation to *Social Media Marketing* to National Business Education Association Standards: Marketing

STANDARD	CORRELATING PAGES
<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.	Narrative: Ch. 1 p. 4 Social Media Marketing Activity: Ch. 1 Test Your Knowledge #4
<b>II. Consumers and Their Behavior</b> Achievement Standard: Analyze the characteristics, motivations, and behaviors of consumers.	Narrative: Ch. 6 p. 96 Consumer Motivation Activity: Ch. 6 Test Your Knowledge #4
<b>III. External Factors</b> Achievement Standard: Analyze the influence of external factors on marketing.	Narrative: Ch. 4 p. 62 Market Research Activity: Ch. 4 Test Your Knowledge #8
<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.	Narrative: Ch. 1 p. 7 Marketing Mix, All of Ch. 2 Activity: Ch. 1 Test Your Knowledge #7, Ch. 2 Test Your Knowledge #2
<b>V. Marketing Research</b> Achievement Standard: Analyze the role of marketing research in decision making.	Narrative: Ch. 5 p. 72 The Role of Social Media in Marketing Research Activity: Ch. 5 Read and Write, Ch. 5 Listen and Speak
<b>VI. The Marketing Plan</b> Achievement Standard: Describe the elements, design, and purposes of a marketing plan.	Narrative: Ch. 4 p. 58 Elements of a SMM Plan Activity: Ch. 4 Test Your Knowledge #2