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Goodheart-Willcox Publisher Correlation of <i>MARKETING DYNAMICS</i> 4E ©2019 to A*S*K Certification Exam Fundamental Marketing Concepts		
PERFORMANCE INDICATORS		CORRELATING PAGES
Channel Management (CM)		
Acquire foundational knowledge of channel management to understand its role in marketing.		
CM:001	Explain the nature and scope of channel management (CS) LAP-CM-002	Pg. 13, 278–280
CM:002	Explain the relationship between customer service and channel management (CS)	Pg. 366–367, 380–382
CM:003	Explain the nature of channels of distribution (CS) LAP-CM-001	Pg. 266–272
CM:004	Describe the use of technology in the channel management function (CS)	Pg. 266–272, 274–280
CM:005	Explain legal considerations in channel management (SP)	Pg. 280
CM:006	Describe ethical considerations in channel management (SP)	Pg. 411–413, 555–558
Manage channel activities to minimize costs and to determine distribution strategies.		
CM:007	Coordinate channel management with other marketing activities (SP)	Pg. 13, 279–280
CM:008	Explain the nature of channel-member relationships (SP)	Pg. 266–273
CM:021	Explain the nature of affinity partner relationships (SP)	Pg. 224
Marketing-Information Management (IM)		
Acquire foundational knowledge of marketing-information management to understand its nature and scope.		
IM:012	Describe the need for marketing data (CS) LAP-IM-012	Pg. 128–136
IM:184	Identify data monitored for marketing decision making (SP) LAP-IM-011	Pg. 129–135
IM:001	Explain the nature and scope of the marketing information management function (SP) LAP-IM-002	Pg. 13, 128–141
IM:025	Explain the role of ethics in marketing-information management (SP)	Pg. 54–57, 411–413, 555–558
IM:183	Describe the use of technology in the marketing-information management function (SP)	Pg. 129, 135–137, 140
IM:419	Describe the regulation of marketing-information management (SP)	Pg. 45
Understand marketing-research activities to show command of their nature and scope.		
IM:010	Explain the nature of marketing research (SP) LAP-IM-005	Pg. 13, 128–141
IM:282	Discuss the nature of marketing research problems/issues (SP) LAP-IM-013	Pg. 130–133, 135, 141 Special Feature: Math, Pg. 139
Understand marketing-research design considerations to evaluate their appropriateness for the research problem/issue.		
IM:284	Describe methods used to design marketing research studies (i.e., descriptive, exploratory, and causal) (SP) LAP-IM-014	Pg. 129–136, 139–140
IM:281	Describe options businesses use to obtain marketing-research data (i.e., primary and secondary research) (SP) LAP-IM-015	Pg. 129–135, 138–141



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IM:285	Discuss the nature of sampling plans (i.e., who, how many, how chosen) (SP) LAP-IM-016	Pg. 318
Understand data-collection methods to evaluate their appropriateness for the research problem/issue.		
IM:289	Describe data-collection methods (e.g., observations, mail, diaries, telephone, Internet, discussion groups, interviews, scanners, tracking tools) (SP)	Pg. 129–135, 372–373, 381
IM:418	Explain characteristics of effective data-collection instruments (SP)	Pg. 129, 131–135
Interpret marketing information to test hypotheses and/or to resolve issues.		
IM:062	Explain techniques for processing marketing data (SP)	Pg. 129, 140–141
IM:469	Monitor/measure customer “buzz” (SP)	Pg. 203–204, 310
IM:191	Explain the use of descriptive statistics in marketing decision making (SP)	Special Feature: Math, Pg. 319
Evaluate marketing research procedures and findings to assess their credibility.		
IM:292	Identify sources of error in a research project (e.g., response errors, interviewer errors, non-response errors, sample design) (SP)	Pg. 130–131, 141 Special Feature: Math, Pg. 139
IM:293	Evaluate questionnaire design (e.g., types of questions, question wording, routing, sequencing, length, layout) (SP)	Pg. 132, 141
IM:428	Assess appropriateness of marketing research for the problem/issue (e.g., research methods, sources of information, timeliness of information, etc.) (SP)	Pg. 129–135, 141
Marketing (MK)		
Understand marketing’s role and function in business to facilitate economic exchanges with customers.		
MK:001	Explain marketing and its importance in a global economy (CS) LAP-MK-004	Pg. 6, 41, 80–81, 115–119
MK:002	Describe marketing functions and related activities (CS) LAP-MK-001	Pg. 12–14
Acquire foundational knowledge of customer/client/business behavior to understand what motivates decision-making.		
MK:014	Explain factors that influence customer/client/business buying behavior (SP) LAP-MK-006	Pg. 153–154, 168–174, 177–179, 181, 317–320 Special Feature: Green, Pg. 373
MK:015	Discuss actions employees can take to achieve the company’s desired results (SP) LAP-MK-002	Pg. 366–367
MK:019	Demonstrate connections between company actions and results (e.g., influencing consumer buying behavior, gaining market share, etc.) (SP) LAP-MK-003	Pg. 161–162, 170–171, 235–237
Market Planning (MP)		
Develop marketing strategies to guide marketing tactics.		
MP:001	Explain the concept of marketing strategies (CS) LAP-MP-002	Pg. 29–31
Select target market appropriate for product/business to obtain the best return on marketing investment (ROMI).		
MP:003	Explain the concept of market and market identification (CS) LAP-MP-003	Pg. 148–162
Employ marketing-information to plan marketing activities.		
MP:006	Explain the nature of marketing planning (SP)	Pg. 22–32, 393
MP:007	Explain the nature of marketing plans (SP) LAP-MP-001	Pg. 22–32, 393



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MP:008	Explain the role of situation analysis in the marketing planning process (SP)	Pg. 24–25
MP:013	Explain the nature of sales forecasts (SP)	Pg. 396–397, 487–488
Professional Development (PD)		
Understand responsibilities in marketing to demonstrate ethical/legal behavior.		
PD:137	Explain the need for professional and ethical standards in marketing (SP)	Pg. 43–48, 54–58, 406, 408, 411–413, 555–558 Special Features: Employability, Pg. 25, 43, 60, 133, 150, 219, 313; Ethics, Pg. 10, 46, 75, 110, 152, 195, 241, 267, 312, 358, 397, 438, 476, 506, 557; Media, Pg. 532
Participate in career planning to enhance job-success potential.		
PD:024	Explain employment opportunities in marketing (CS) LAP-PD-021	Pg. 7, 200, 502–514 Special Feature: Careers, Pg. 10, 47, 79, 115, 149, 199, 235, 278, 316, 355, 397, 427, 474, 518, 561
Pricing (PI)		
Develop a foundational knowledge of pricing to understand its role in marketing.		
PI:001	Explain the nature and scope of the pricing function (SP) LAP-PI-002	Pg. 12–13, 118, 234–243
PI:015	Describe the role of business ethics in pricing (SP)	Pg. 57–58
PI:016	Explain the use of technology in the pricing function (SP)	Pg. 487–488
PI:017	Explain legal considerations for pricing (SP)	Pg. 254–256
PI:002	Explain factors affecting pricing decisions (SP) LAP-PI-003	Pg. 234, 238–243
Product/Service Management (PM)		
Acquire a foundational knowledge of product/service management to understand its nature and scope.		
PM:001	Explain the nature and scope of the product/service management function (SP) LAP-PM-017	Pg. 12, 14, 199–200, 209
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PM:039	Describe the use of technology in the product/service management function (SP)	Pg. 287, 295–297
PM:040	Explain business ethics in product/service management (SP)	Pg. 54–58 Special Feature: Ethics, Pg. 10
Generate product ideas to contribute to ongoing business success.		
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PM:127	Identify methods/techniques to generate a product idea (SP) LAP-PM-011	Pg. 203–204
PM:128	Generate product ideas (SP)	Pg. 203–204, 212–213
Apply quality assurances to enhance product/service offerings.		
PM:019	Describe the uses of grades and standards in marketing (CS) LAP-PM-008	Pg. 217
PM:020	Explain warranties and guarantees (CS) LAP-PM-004	Pg. 197–198
PM:017	Identify consumer protection provisions of appropriate agencies (SP) LAP-PM-007	Pg. 46–48



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Employ product-mix strategies to meet customer expectations.		
PM:003	Explain the concept of product mix (SP) LAP-PM-003	Pg. 196–197
PM:041	Describe the nature of product bundling (SP)	Pg. 250–251
Position company to acquire desired business image.		
PM:206	Explain the nature of corporate branding (SP)	Pg. 216–225
PM:207	Describe factors used by businesses to position corporate brands (SP)	Pg. 31, 160
PM:277	Identify customer touch points (SP)	Pg. 203
Position products/services to acquire desired business image.		
PM:042	Describe factors used by marketers to position products/services (SP) LAP-PM-019	Pg. 31, 160
PM:021	Explain the nature of product/service branding (SP) LAP-PM-006	Pg. 216–225
PM:276	Describe the role of customer voice in branding (SP)	Pg. 203, 219
Promotion (PR)		
Acquire a foundational knowledge of promotion to understand its nature and scope.		
PR:001	Explain the role of promotion as a marketing function (CS) LAP-PR-002	Pg. 12, 14, 118–119, 308–320
PR:002	Explain the types of promotion (CS) LAP-PR-004	Pg. 315–320
PR:003	Identify the elements of the promotional mix (SP) LAP-PR-001	Pg. 12, 14, 30, 309–311
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PR:101	Describe the regulation of promotion (SP)	Pg. 43–45, 118–119 Special Feature: Ethics, Pg. 312
Understand promotional channels used to communicate with targeted audiences.		
PR:007	Explain types of advertising media (SP) LAP-PR-003	Pg. 315–316, 327–331
PR:247	Describe word-of-mouth channels used to communicate with targeted audiences (SP)	Pg. 310, 424–425
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PR:250	Explain communications channels used in public-relations activities (SP)	Pg. 319–320, 424–425
Understand the use of an advertisement's components to communicate with targeted audiences.		
PR:014	Explain the components of advertisements (SP)	Pg. 336–339
PR:251	Explain the importance of coordinating elements in advertisements (SP)	Pg. 338
Understand the use of public-relations activities to communicate with targeted audiences.		
PR:252	Identify types of public-relations activities (SP)	Pg. 319–320
PR:253	Discuss internal and external audiences for public-relations activities (SP)	Pg. 319–320



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Selling (SE)		
Acquire a foundational knowledge of selling to understand its nature and scope.		
SE:017	Explain the nature and scope of the selling function (CS) LAP-SE-117	Pg. 12, 14, 370–377
SE:076	Explain the role of customer service as a component of selling relationships (CS) LAP-SE-130	Pg. 14, 178–179, 365–367, 380–382
SE:828	Explain key factors in building a clientele (SP) LAP-SE-115	Pg. 178–179, 195–196
SE:932	Explain company selling policies (CS) LAP-SE-121	Pg. 368
SE:106	Explain legal and ethical considerations in selling (SP) LAP-SE-129	Pg. 54–58, 411–413, 555–558 Special Feature: Ethics, Pg. 312, 358
SE:107	Describe the use of technology in the selling function (SP)	Pg. 367, 386–387
SE:108	Describe the nature of selling regulations (SP)	Pg. 46–48, 254–256, 368
Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer.		
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SE:109	Analyze product information to identify product features and benefits (SP) LAP-SE-113	Pg. 157, 197–198, 222
Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.		
SE:048	Explain the selling process (CS) LAP-SE-126	Pg. 14, 370–377
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