



Goodheart-Willcox Publisher

18604 West Creek Drive • Tinley Park, IL 60477 • 800.323.0440 • www.g-w.com

Goodheart-Willcox Publisher Correlation of <i>Marketing Dynamics, 4e</i> to the Pennsylvania Sales, Distribution & Marketing Operations, General CIP 52.1801 Task Grid		
Secondary Competency Task List		Correlating Pages
100 INTERPRETING MARKETING AND BUSINESS FUNDAMENTALS		
101	Identify and explain seven functions of marketing.	Instruction: Functions of Marketing, pg 12-14 Application: Review Your Knowledge #7, pg 16
102	Identify and explain economic utilities.	Instruction: Economic Utility, pg 14-15 Application: Review Your Knowledge #8, pg 17
103	Identify and explain the components of the marketing mix.	Instruction: Marketing Mix, pg 11-12 Application: Review Your Knowledge #4, pg 16
105	Examine the role of business in society.	Instruction: Functions of Business, pg 39 Application: Check Your Understanding, #4, pg 42
106	Examine the global environment in which businesses operate.	Instruction: Global Environmental Scan, pg 115-116 Application: Review Your Knowledge #8, pg 120
108	Explain the concept of target marketing and market segmentation.	Instruction: Target Market, pg 25-26 Application: Review Your Knowledge #3, pg 33
200 PRICING AND RETAIL MATH		
201	Process sales documentation and employee records for a business.	Instruction: Sales Transactions, pg 377 Application: Review Your Knowledge, #6, pg 384
202	Calculate correct change for customer transaction.	Instruction: Cash Transaction, pg 378 Application: Review Your Knowledge, #6, pg 384
203	Calculate sales tax and discounts.	Instruction: Sales Transactions, pg 377; Sales Tax pg 585 Application: Review Your Knowledge, #6, pg 384
204	Perform an opening/closing reconciliation of a cash drawer.	Instruction: Cash Transaction, pg 378 Application: Review Your Knowledge, #6, pg 384
206	Calculate profit, markup and markdown.	Instruction: Influence of Costs on Price pg 246-242; Markup, pg 583; Gross Profit, pg 585; Markdown, pg 584 Application: Apply Your Math Skills, pg 246
207	Calculate prices for merchandise using pricing strategies.	Instruction: Influence of Costs on Price pg 246-242 Application: Apply Your Math Skills, pg 246
300 EXPLORING CAREER DEVELOPMENT OPPORTUNITIES		
301	Prepare a résumé for a specific job in Marketing or Business.	Instruction: Resume, pg 533-534 Application: Apply Your Knowledge, #3, 4, pg 550

302	Prepare a letter of application for a specific job in the field of Marketing or Business.	Instruction: Cover Message, pg 535-536 Application: Apply Your Knowledge, #5, pg 550
303	Complete a job application for a specific job in the field of Marketing or Business.	Instruction: Applying for Employment pg 537-538 Application: Internet Research, Job Application Form, pg 551
304	Prepare for a job interview in the field of Marketing and Business.	Instruction: Interviewing, pg 540-543 Application: Review Your Knowledge, #7 pg 543
305	Research career and educational opportunities in Marketing and Business.	Instruction: Finding Job Leads, pg 531 Application: Review Your Knowledge, #1,2 pg 543 All career features Exploring Marketing Careers throughout chapters
306	Demonstrate and practice networking skills.	Instruction: Networking, pg 531 Application: Apply Your Knowledge, #5, pg 550
400 TECHNOLOGY APPLICATIONS		
401	Prepare marketing documents using technology.	Instruction: Building the Marketing Plan, pg 568 Application: Building the Marketing Plan, pg 568
403	Create projects using multimedia sources and applications.	Instruction: Building the Marketing Plan, pg 568 Application: Building the Marketing Plan, pg 568
404	Research trends in marketing technology.	Instruction: Marketing Research Process, pg 138 Application: Internet Research pg 145
500 COMMUNICATIONS IN MARKETING		
502	Communicate effectively within the workplace.	Instruction: Communication in the Workplace, Ch 23 pg 422 Application: Communication Activities at end of all chapters
503	Demonstrate ability to read and comprehend written communications.	Instruction: Reading, pg 438 Application: Reading activities at end of all chapters
504	Create a variety of written business communications utilized in the workplace.	Instruction: Writing for Marketing Purposes, pg 430-434 Application: Apply Your Knowledge #9, pg 443
507	Prepare and deliver a marketing related presentation.	Instruction: Speaking, pg 434 Application: Apply Your Knowledge #4, pg 442
509	Interpret nonverbal communications.	Instruction: Nonverbal communication , pg 426 Application: Internet Research Nonverbal Communication pg 443
700 MARKETING INFORMATION MANAGEMENT AND MARKET PLANNING		
702	Identify and define methods of conducting marketing research.	Instruction: Marketing Research. Pg 128-135 Application: Review Your Knowledge #1-5, pg 143
703	Explain the use of technology in customer relationship management.	Instruction: Marketing Information System, pg 136-137 Application: Check Your Understanding #5, pg. 137
704	Compare primary and secondary marketing research data.	Instruction: Primary Data, pg. 129; Secondary Data, pg 133

		Application: Review Your Knowledge #2, pg 143
705	Use marketing research data to make recommendations and decisions.	Instruction: Analyze the Data, pg 140 Application: Review Your Knowledge #1, pg 143
800 BUSINESS MANAGEMENT AND ADMINISTRATION		
801	Compare the different forms of business ownership.	Instruction: Forms of Business Ownership, pg 453-455 Application: Check Your Understanding, #3, pg 456
802	Research safety concerns in the marketing and business industry.	Instruction: Accidents, pg 474-475; Safety inspections pg 199; consumer protection pg 46-48; Employment and Labor Law, pg 45 Application: Check Your Understanding #2, pg 48
803	Analyze the nature of risk management.	Instruction: Nature of Risk, pg 468-470 Application: Review Your Knowledge #1, pg 477
805	Explain the nature of business ethics.	Instruction: Business Ethics, pg 54-56 Application: Review Your Knowledge #1, pg 63
900 SELLING GOODS AND SERVICES		
901	Identify the steps of a sale.	Instruction: Sales Process, pg 370-376 Application: Review Your Knowledge #5, pg 384
902	Demonstrate greeting and approaching a customer.	Instruction: Approach the Customer, pg 371 Application: Check Your Understanding, #3, pg 379
903	Create probing questions to determine customer needs.	Instruction: Determine the Customer's Needs, pg. 372 Application: Review Your Knowledge #5, pg 384
904	Demonstrate feature-benefit selling.	Instruction: feature-benefit selling, pg 369 Application: Apply Your Knowledge #7, pg 384
905	Demonstrate suggestion selling.	Instruction: suggestion selling, pg 376 Application: Review Your Knowledge #5, pg 384
906	Close a customer sale.	Instruction: Close the Sale, pg 375 Application: Review Your Knowledge #5, pg 384
907	Perform a sales presentation for a good or service.	Instruction: Present the Product, pg 373-374 Application: Teamwork, pg 385
911	Follow and interpret sales policies to customers.	Instruction: Selling Policies, pg 368 Application: Internet Research Selling Policies, pg 385
912	Demonstrate methods of handling sales objections.	Instruction: Handle Objections, pg 374 Application: Review Your Knowledge #5, pg 384
1000 ADVERTISING AND PROMOTING GOODS AND SERVICES		
1001	Explain the importance of promotion and how it serves consumers.	Instruction: Marketing Promotion, pg 308 Application: Review Your Knowledge, #3, pg 322
1002	Design projects that utilize principles of visual merchandising.	Instruction: Chapter 18 Visual Merchandising, pg 346-358 Application: Teamwork, pg 361
1003	Identify the different types of advertising media.	Instruction: Print Media, pg 327-328 Application: Review Your Knowledge, #4, pg 341

1004	Create a promotional mix.	Instruction: Promotional Mix, pg 313-314 Application: Apply Your Knowledge, #4, pg 322
1005	Identify the major elements of a print advertisement.	Instruction: Elements of an Advertisement. Pg 336 Application: Check Your Understanding, #5, pg 340
1008	Write advertising slogans.	Instruction: Tagline, pg 218 Application: Apply Your Knowledge, #1, pg 227
1009	Differentiate between promotional advertising and institutional advertising.	Instruction: Marketing Promotion, pg 308; Promotional Strategies, pg 309 Application: Check Your Understanding, #1, pg 314
1011	Distinguish between advertising and publicity.	Instruction: Public Relations (PR) pg 319 Application: Check Your Understanding, #4, pg 320
1014	Create a promotional project.	Instruction: Promotional Plan Application: Apply Your Knowledge, #1-10, pg 322; Promotional Strategies, pg 386
1100 PROVIDING PERSONALIZED CUSTOMER SERVICE		
1101	Describe the benefits of customer service.	Instruction: Customer Satisfaction, pg 20; Customer Service Skills, pg 366; Customer Support Team, pg 381 Application: Internet Research Customer Service, pg 385 All Employability Skills features throughout chapters
1103	Demonstrate the use of effective face-to-face communication with customers.	Instruction: Personal Selling, pg 320; Ch 23 Communication Basics Application: Apply Your Knowledge, #9, pg 443
1104	Develop a rapport with customers.	Instruction: Customer Satisfaction, pg 20; Ch 23 Communication Basics Application: Apply Your Knowledge, #9, pg 443
1105	Solve customer problems.	Instruction: Handling Customer Complaints, pg 381 Application: Apply Your Knowledge, #9, pg 443; #10, pg 384
1107	Handle difficult customers.	Instruction: Handling Customer Complaints pg 381 Application: Apply Your Knowledge, #9, pg 443; #10, pg 384
1110	Exhibit positive customer relations.	Instruction: Customer Satisfaction, pg 20; Handling Customer Complaints, pg 381 Application: Apply Your Knowledge, #9, pg 443; #10, pg 384
1111	Develop a customer service policy statement.	Instruction: Customer Satisfaction, pg 20; Customer Service Skills, pg 366; Customer Support Team, pg 381 Application: Internet Research Customer Service, pg 385
1200 CHANNEL MANAGEMENT		

1201	Identify and explain the channels of distribution.	Instruction: Chapter 15 Channels of Distribution, pg 266-283 Application: Review Your Knowledge, #3, pg 282
1202	Distinguish and select channel of distribution for a product.	Instruction: Distribution Channels pg 269-270 Application: Review Your Knowledge, #3, pg 282
1203	Describe types of inventory control.	Instruction: Inventory Control Systems, pg 295 Application: Review Your Knowledge, #6, pg 301
1204	Receive and inspect merchandise.	Instruction: Receive the Order pg. 290 Application: Review Your Knowledge, #4, pg 300
1205	Identify the purpose and importance of purchasing procedures.	Instruction: Purchasing Process, pg 287=288 Application: Review Your Knowledge, #2, pg 300
1400 ECONOMICS		
1402	Describe economic goods and services.	Instruction: Provide Public Goods and Services, pg 101 Application: Review Your Knowledge, #7, pg 103
1403	Examine economic resources.	Instruction: Factors of Production, pg 73=74 Application: Check Your Understanding, #2, pg. 77
1404	Identify and discuss supply and demand factors in pricing.	Instruction: Supply and Demand, pg 82 Application: Check Your Understanding, #3, pg. 84
1407	Compare types of economic systems.	Instruction: Economic Systems, pg 78-81 Application: Internet Research, Economic Systems, pg 87
1500 PRODUCT/SERVICE MANAGEMENT		
1501	Identify the difference between national and private brands.	Instruction: National Brands, pg 219; Private Label Brands, pg 219 Application:
1502	Explain the nature of product/service branding.	Instruction: Branding Strategies, pg 223 Application: Check Your Understanding, #1,2, pg 225
1503	Identify the elements of branding and packaging.	Instruction: Elements of a Brand, pg 216 Application: Check Your Understanding, #1, pg 330
1504	Develop strategies to position a product/business.	Instruction: Product Positioning, pg 160 Application: Review Your Knowledge, #9, pg 164