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STANDARD		CORRELATING PAGES
Goodheart-Willcox Publisher Correlation of <i>MARKETING DYNAMICS</i> 4E ©2019 to Precision Exams Marketing II (402)		
Standard (1) STUDENTS WILL HAVE AN UNDERSTANDING OF FUNDAMENTAL MARKETING PRINCIPLES.		
Objective 1: Students will understand the 4 P's of marketing:		Pg. 11–12 Pg. 16, Check Your Understanding #2 Pg. 17, Review Your Knowledge #5–6 Pg. 19, Teamwork
1.	Product	Pg. 11–12, 190–229 Pg. 8, Build Your Vocabulary Pg. 16, Check Your Understanding #2 Pg. 17, Review Your Knowledge #5–6 Pg. 19, Teamwork
2.	Price	Pg. 11–12, 230–261 Pg. 16, Check Your Understanding #2; Build Your Vocabulary Pg. 17, Review Your Knowledge #5–6 Pg. 19, Teamwork
3.	Place	Pg. 11–12, 262–303 Pg. 16, Check Your Understanding #2; Build Your Vocabulary Pg. 17, Review Your Knowledge #5–6 Pg. 19, Teamwork
4.	Promotion	Pg. 11–12, 304–387 Pg. 16, Check Your Understanding #2; Build Your Vocabulary Pg. 17, Review Your Knowledge #5–6 Pg. 19, Teamwork
Objective 2: Understand the seven marketing functions:		Pg. 12–14 Pg. 17, Review Your Knowledge #7 Pg. 18, Communication Skills (Speaking)
1.	Marketing Planning	Pg. 12–14 Pg. 16, Build Your Vocabulary Pg. 17, Review Your Knowledge #7 Pg. 18, Communication Skills (Speaking)
2.	Marketing Information Management	Pg. 12–14 Pg. 17, Review Your Knowledge #7 Pg. 18, Communication Skills (Speaking)
3.	Pricing	Pg. 12–14 Pg. 16, Check Your Understanding #3; Build Your Vocabulary Pg. 18, Communication Skills (Speaking)
4.	Promotion	Pg. 12–14 Pg. 17, Review Your Knowledge #7 Pg. 18, Communication Skills (Speaking)
5.	Product/Service Management	Pg. 12–14 Pg. 17, Review Your Knowledge #7 Pg. 18, Communication Skills (Speaking)
6.	Channel Management	Pg. 12–14 Pg. 17, Review Your Knowledge #7 Pg. 18, Communication Skills (Speaking)
7.	Selling	Pg. 12–14



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		Pg. 17, Review Your Knowledge #7 Pg. 18, Communication Skills (Speaking)
	Objective 3: Students will understand market segmentation:	Pg. 149–155 Pg. 155, Check Your Understanding #2–4; Build Your Vocabulary Pg. 164, Review Your Knowledge #3; Apply Your Knowledge #3
1.	Target Market	Pg. 10, 25–26 Pg. 16, Build Your Vocabulary Pg. 26, Check Your Understanding #4 Pg. 162, Check Your Understanding #2-5; Build Your Vocabulary Pg. 164, Review Your Knowledge #2–4; Apply Your Knowledge #3
2.	Demographics	Pg. 150–152 Pg. 151, Figure 9-1 Generations Pg. 155, Check Your Understanding #2–4; Build Your Vocabulary Pg. 164, Review Your Knowledge #3–4; Apply Your Knowledge #2–3; Communication Skills (Writing) Pg. 165, Internet Research (Generational Cohorts, Targeting a Market); Teamwork
3.	Psychographics	Pg. 152–153 Pg. 155, Check Your Understanding #2-3; Build Your Vocabulary Pg. 164, Review Your Knowledge #3–4; Apply Your Knowledge #2–3; Communication Skills (Writing) Pg. 165, Internet Research (Targeting a Market); Teamwork
4.	Geographic	Pg. 150 Pg. 155, Check Your Understanding #2-3; Build Your Vocabulary Pg. 164, Review Your Knowledge #3–4; Apply Your Knowledge #2–3; Communication Skills (Writing) Pg. 165, Internet Research (Targeting a Market); Teamwork
5.	Behavioral segmentation.	Pg. 153–154 Pg. 155, Check Your Understanding #2–3; Build Your Vocabulary Pg. 164, Review Your Knowledge #3–4; Apply Your Knowledge #2–3; Communication Skills (Writing) Pg. 155, Internet Research (Targeting a Market); Teamwork
<b>Standard (2) STUDENTS WILL GAIN AN UNDERSTANDING OF MARKETING RESEARCH.</b>		
	Objective 1: Students will understand the purpose of primary research.	Pg. 129–133 Pg. 137, Check Your Understanding #2; Build Your Vocabulary Pg. 143, Review Your Knowledge #2–3 Pg. 144, Apply Your Knowledge #4–5 Pg. 145, Teamwork
	Objective 2: Students will understand methods to collect primary data: survey, observation, focus groups, experimental.	Pg. 129–133 Pg. 137, Check Your Understanding #2; Build Your Vocabulary Pg. 143, Review Your Knowledge #2–3



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		Pg. 144, Apply Your Knowledge #4–5 Pg. 145, Teamwork
	Objective 3: Students will understand the purpose of secondary research.	Pg. 133–136 Pg. 137, Check Your Understanding #2; Build Your Vocabulary Pg. 143, Review Your Knowledge #2, 4 Pg. 144, Apply Your Knowledge #3 Pg. 145, Internet Research (Effective Surveys)
	Objective 4: Students will understand methods to collect secondary data: internal company data, internet sources, federal and state government sources, and trade organizations.	Pg. 133–136 Pg. 137, Check Your Understanding #2; Build Your Vocabulary Pg. 143, Review Your Knowledge #2, 4 Pg. 144, Apply Your Knowledge #3 Pg. 145, Internet Research (Effective Surveys)
	Objective 5: Students will understand the marketing research process.	Pg. 138–142 Pg. 142, Check Your Understanding #1-5; Build Your Vocabulary Pg. 143, Review Your Knowledge #7–10 Pg. 144, Apply Your Knowledge 3–5, 8–10
1.	Defining the problem	Pg. 138–139 Pg. 143, Review Your Knowledge #7
2.	Obtaining data	Pg. 139–140 Pg. 143, Review Your Knowledge #7
3.	Analyzing data	Pg. 140 Pg. 143, Review Your Knowledge #7
4.	Recognizing solutions/strategy	Pg. 140–141 Pg. 143, Review Your Knowledge #7
5.	Implement solution/strategy	Pg. 141 Pg. 143, Review Your Knowledge #7
	Objective 6 Students will understand methods to analyze and present research data: charts, graphs, and percentages.	Pg. 140 Pg. 142, Check Your Understanding #3; Build Your Vocabulary: table, graph, chart
<b>Standard (3) STUDENTS WILL UNDERSTAND THE COMPONENTS OF A MARKETING CAMPAIGN.</b>		
	Objective 1: Students will identify target market in preparation for a marketing plan.	Pg. 10, 25–26 Pg. 16, Build Your Vocabulary Pg. 26, Check Your Understanding #4 Pg. 33, Review Your Knowledge #3 Pg. 66–67, Building the Marketing Plan: Identify Your Company Pg. 189, Building the Marketing Plan: Determine the Target Market
	Objective 2: Students will compare and contrast promotional strategies from the promotional mix.	Pg. 315–320 Pg. 320, Check Your Understanding #1–5; Build Your Vocabulary Pg. 322, Review Your Knowledge #4–10; Apply Your Knowledge #4–10 Pg. 323, Communication Skills (Writing, Speaking)
1.	Advertising	Pg. 315–316 Pg. 322, Review Your Knowledge #4
2.	Public relations	Pg. 319–320



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		Pg. 322, Review Your Knowledge #4
3.	Personal selling	Pg. 320 Pg. 322, Review Your Knowledge #4
4.	Sales promotion	Pg. 317–319 Pg. 322, Review Your Knowledge #4
Objective 3: Students will research to understand promotion schedules.		Pg. 312–314, 314 (Implementation), 333 Pg. 322, Apply Your Knowledge #1 Pg. 323, Internet Research (Ineffective Promotion) Pg. 333, Build Your Vocabulary (lead time)
Objective 4: Students will understand marketing budgets.		Pg. 334–335 Pg. 342, Apply Your Math Skills, all Pg. 386–387, Building the Marketing Plan
1.	Students will understand how various media rates are set including: cost per, frequency, lead time, reach, prime time and impression.	Pg. 333 Pg. 333, Check Your Understanding #5; Build Your Vocabulary
2.	Students will understand the rationale for selecting different types of promotion.	Pg. 331–333 Pg. 334, Figure 18-3 Pros and Cons of Advertising Media Pg. 333, Check Your Understanding #5; Build Your Vocabulary Pg. 342, Review Your Knowledge #1–5
Objective 5: Students will understand how to coordinate group members.		Pg. 568–569, Building the Marketing Plan
1.	Students will learn how to divide group responsibilities.	Pg. 568–569, Building the Marketing Plan
Performance Objective Students will create a marketing plan.		Pg. 20–35 Building the Marketing Plan (all)
1.	Students will identify target market and create plan accordingly to that target market.	Pg. 25–26 Pg. 26, Check Your Understanding #4 Pg. 33, Review Your Knowledge #3 Pg. 188–189, Building the Marketing Plan, Unit 3 (all) Pg. 189, Unit Activity 3-7 Global Environmental Scan
2.	Students will select promotional strategies from the promotional mix: advertising, public relations, personal selling, and sales promotion.	Pg. 309–311, 315–320 Pg. 320, Check Your Understanding #1–5; Build Your Vocabulary Pg. 322, Review Your Knowledge #4–10 Pg. 322, Apply Your Knowledge #2–10 Pg. 323, Communication Skills (Writing, Speaking) Building the Marketing Plan, Unit 3 (all) Pg. 386–387, Building the Marketing Plan; Unit Activity 7-1 Promotional Plan; Unit Activity 7-2 Promotional Mix
3.	Students will create a promotion schedule.	Pg. 314 (Implementation) Pg. 322, Apply Your Knowledge #1 Pg. 188–189, Building the Marketing Plan, Unit 3 (all) Pg. 386–387, Building the Marketing Plan; Unit Activity 7-5 Timeline
4.	Students will determine a marketing budget.	Pg. 313 Pg. 188–189, Building the Marketing Plan, Unit 3 Pg. 386–387, Building the Marketing Plan; Unit Activity 7-3 Budget



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Standard (4) STUDENTS WILL LEARN HOW TO ORGANIZE AND PROMOTE A MARKETING PITCH.		
Objective 1: Students will learn components to delivering a presentation including: attention-getting introduction, main points, and call to action.		Pg. 568–569, Building the Marketing Plan
1.	Students will learn how to respond to questions.	Pg. 374–375 Pg. 568–569, Building the Marketing Plan
2.	Students will learn how to persuade the audience to take action.	Pg. 375–376 Pg. 568–569, Building the Marketing Plan
Objective 2: Students will learn how to select the appropriate visual aids for their presentation.		Pg. 367, 374 Pg. 568–569, Building the Marketing Plan
Objective 3: Students will understand how to coordinate group members.		Pg. 568–569, Building the Marketing Plan
1.	Students will learn how to divide group responsibilities.	Pg. 568–569, Building the Marketing Plan
Performance Objective Students will organize and promote a marketing pitch.		Pg. 568–569, Building the Marketing Plan
1.	Students will deliver a presentation to include: attention-getting introduction, main points, and call to action.	Pg. 568–569, Building the Marketing Plan
a.	Students will appropriately respond to questions.	Pg. 374–375 Pg. 568–569, Building the Marketing Plan
b.	Students will learn how to persuade the audience to take action.	Pg. 374–375 Pg. 568–569, Building the Marketing Plan
2.	Students will use the appropriate visual aids for their presentation.	Pg. 367, 374 Pg. 568–569, Building the Marketing Plan
Performance Objective Students will demonstrate the ability to work with others.		Pg. 416 Teamwork activities, all (appears in every chapter)