

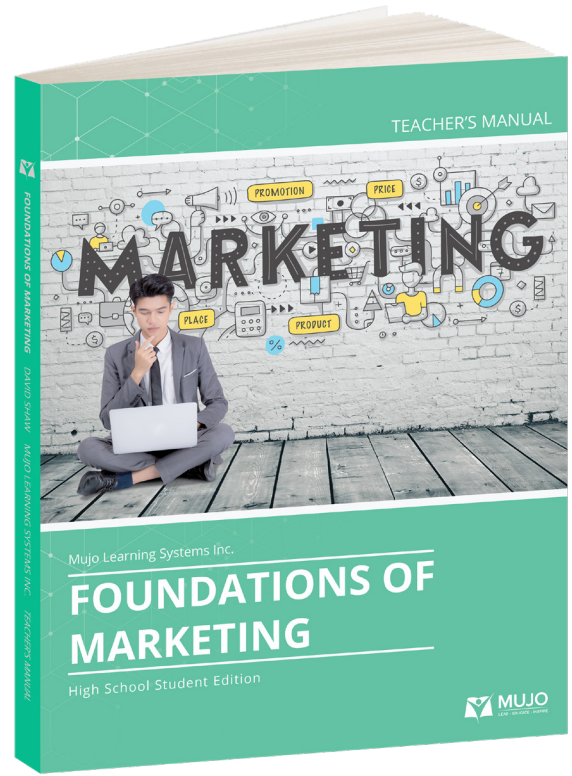
# 2024 South Carolina Instructional Materials Call for Bids: Standards Correlation Document

**Company Name:** Mujo Learning Systems  
**Book Title:** *Foundations of Marketing*  
**Author:** David Shaw & Alex Strauss

**Course Title:** Marketing  
**Course Code:** 5421  
**Hours:** 120

**COURSE DESCRIPTION:** The Marketing course introduces students to the world of marketing. Students will learn about marketing fundamentals, economics, and the Marketing functions of price planning and strategies, promotion, selling, and product distribution. Creativity, problem-solving, research, teamwork, communication, and critical thinking skills are stressed. A coherent, comprehensive marketing plan will be the cumulative project which will demonstrate skills marketing students learned in the course. This is the fundamental course in all the Marketing programs and should be taken before specialized marketing courses.

**OBJECTIVE:** Given the necessary equipment, materials, and instruction, students, on completion of the prescribed course of study, will be able to successfully accomplish the following core competencies.



## South Carolina Standards

## Mujo Learning Systems Alignment

### A. Safety:

Proficient professionals know the academic subject matter, including safety as required for proficiency within their area. They will use this knowledge as needed in their role. The following accountability criteria are considered essential for students in any program of study.

1. Review school safety policies and procedures.
2. Review classroom safety rules and procedures.
3. Review safety procedures floor using equipment in the classroom.
4. Identify major causes of work-related accidents in office environments.
5. Demonstrate safety skills in an office/work environment.

**Teacher Supplement Required** according to individual school & district rules/regulations

**B. Student Organizations:**

Proficient professionals know the academic subject matter, including professional development, required for proficiency within their area. They will use this knowledge as needed in their role. The following accountability criteria are considered essential for students in any program of study.

1. Identify the purpose and goals of a Career and Technology Student Organization (CTSO).
2. Explain how CTSOs are integral parts of specific clusters, majors, and/or courses.
3. Explain the benefits and responsibilities of being a member of a CTSO.
4. List leadership opportunities that are available to students through participation in CTSO conferences, competitions, community service, philanthropy, and other activities.
5. Explain how participation in CTSOs can promote lifelong benefits in other professional and civic organizations.

**Teacher Supplement Required** according to CTSO available in individual school/district

**C. Technology Knowledge:**

Proficient professionals know the academic subject matter, including the ethical use of technology as needed in their role. The following accountability criteria are considered essential for students in any program of study.

1. Demonstrate proficiency and skills associated with the use of technologies that are common to a specific occupation.
2. Identify proper etiquette when using e-mail, social media, and other technologies for communication purposes.
3. Identify potential abuse and unethical uses of laptops, tablets, computers, and/or networks.
4. Explain the consequences of social, illegal, and unethical uses of technology (e.g., piracy; illegal downloading; cyberbullying; licensing infringement; inappropriate uses of software, illegal downloading; cyberbullying; licensing infringement; inappropriate uses of software, hardware, and mobile devices in the work environment).
5. Discuss legal issues and the terms of use related to copyright laws, Creative Commons, fair use laws, and ethics pertaining to downloading of images, photographs, Creative Commons, documents, video, sounds, music, trademarks, and other elements for personal use.
6. Describe ethical and legal practices of safe guarding the confidentiality of business-related information.
7. Describe possible threats to a laptop, tablet, computer, and/or network and methods of avoiding attacks.

**Technology Knowledge** Competencies are integrated throughout *Foundations of Marketing* in activities, discussions and case studies. **Some Teacher Supplement** may be required in explicit application of skills.

**D. Personal Qualities and Employability Skills:**

Proficient professionals know the academic subject matter, including positive work practices and interpersonal skills, as needed in their role. The following accountability criteria are considered essential floor students in any program of study.

1. Demonstrate punctuality

2. Demonstrateself-representation

3. Demonstrate work ethic

4. Demonstrate respect

5. Demonstrate time management

6. Demonstrate integrity

7. Demonstrate leadership

8. Demonstrate teamwork and collaboration

9. Demonstrate conflict resolution

10. Demonstrate perseverance

11.Demonstrate Commitment

12. Demonstrate a healthy view of competition

13. Demonstrate a global perspective

14. Demonstrate Health and Fitness

**Personal Qualities and Employability Skills**

Competencies are integrated throughout *Foundations of Marketing* in activities, discussions and case studies. There are many examples of these competencies, Some Teacher **Supplement may be Required** in explicit application of skills

**E. Professional Knowledge:**

Proficient professionals know the academic subject matter, including positive work practices and interpersonal skills, as needed in their role. The following accountability criteria are considered essential floor students in any program of study.

1. Demonstrate effective speaking and listening skills.
2. Demonstrate effective reading and writing skills.
3. Demonstrate mathematical reasoning.
4. Demonstrate job-specific mathematics skills.
5. Demonstrate critical-thinking and problem-solving skills.
6. Demonstrate creativity and resourcefulness.
7. Demonstrate an understanding of business ethics.
8. Demonstrate Confidentiality
9. Demonstrate an understanding of workplace structures, organizations, systems, and climates.
10. Demonstrate diversity awareness
11. Demonstrate job acquisition and advancement skills.
12. Demonstrate task management skills.
13. Demonstrate customer-service skills.

**Professional Knowledge** Competencies are integrated throughout *Foundations of Marketing* in activities, discussions and case studies. There are many examples of these competencies, **Some Teacher Supplement** may be Required in explicit application of skills

**F. Marketing Fundamentals:**

Effective marketing professionals demonstrate knowledge in marketing fundamentals, as needed in their role. The following accountability criteria are considered essential for students in the Marketing programs of study.

|   |  |
|---|--|
| 1. Define marketing and describe its benefits.  | Chapter 1; What is Marketing; p.1-9                      |
| 2. Describe the marketing benefits derived from each of the economic utilities, (form, time, place, possession, and information) and how they add value to products and services.   | Chapter 11; Business and Economics; p.382                |
| 3. Analyze the significance of the 4 P's of Marketing, i.e., product, price, place, and promotion.  | Chapter 1; The P's and C's of the Marketing Mix; p.23-27 |
| 4. Describe each of the marketing core functions, i.e., channel management, marketing information management, marketing planning, pricing, product service, promotion, and selling. | Chapter 1; The P's and C's of the Marketing Mix; p.23-27 |
| 5. Explain the marketing concept.   | Chapter 1; Marketing Fundamentals; p.4-31                |
| 6. Compare and contrast consumer and organizational markets.  | Chapter 1; The P's and C's of the Marketing Mix; p.23-27 |
| 7. Define target markets and explain their role in marketing.   | Chapter 2; Targeting; p.53-55                            |
| 8. Differentiate between mass marketing and market segmentation.  | Chapter 2; Customer Segments; p.49-51                    |
| 9. Explain the concept and types of market segmentation, i.e., demographics, geographic, psychographic, and behavioral.   | Chapter 2; Customer Segments; p.49-51                    |
| 10. Analyze the impact of culture on communication and marketing in a global economy.   | Chapter 10; International Marketing; p.355-379           |

**G. Economics:**

Effective marketing professionals understand the role and impact of the economy in marketing, as needed in their role. The following accountability criteria are considered essential for students in the Marketing programs of study.

|   |  |
|---|--|
| 1. Explain the concept of an economy.   | Chapter 11; Business and Economics; p.381-407        |
| 2. Discuss how scarcity and factors of production affect the economy.   | Chapter 11; Key Economic Concepts; p.386-389         |
| 3. Define free enterprise systems.  | Chapter 11; Business Ownership and Regulation; p.386 |
| 4. Compare and contrast how traditional, market, and command economies answer the three basic economic questions. | <b>Teacher Supplement Required</b>                   |
| 5. Explain why most economies are mixed.  | Chapter 11; Key Economic Concepts; p.386-389         |
| 6. Identify examples of different political and economic philosophies.  | Chapter 11; Key Economic Concepts; p.386-390         |
| 7. Define supply, demand, and equilibrium.  | Chapter 5; Demand Curves and Elasticity; p.138-143   |
| 8. Explain the supply and demand theory.  | Chapter 5; Demand Curves and Elasticity; p.138-143   |
| 9. Explain how an economy is measured, e.g., GNP, GDP, PPI, and CPI.  | Chapter 11; Key Economic Concepts; p.389-389         |
| 10. Analyze the key phases of the business cycle.   | <b>Teacher Supplement Required</b>                   |

**H. Price Planning and Strategies:**

Effective marketing professionals understand the need for price planning and strategies in marketing, as needed in their role. The following accountability criteria are considered essential for students in the Marketing programs of study.

|  |   |
|--|---|
| 1. Identify goals for pricing: profit, market share, and competition.  | Chapter 5; Price and Value; p.120-147                         |
| 2. Explain the factors that affect pricing decisions, i.e., supply and demand, perceived value, cost, and expenses (profit margin, competition)."                | Chapter 5; Price and Value; p.120-147                         |
| 3. Explain legal and ethical considerations in regards to price planning, e.g., monopolies and price gouging."   | Chapter 11; Key Economic Concepts; p.386-389                  |
| 4. Compare and contrast demand, competition, and cost oriented basic pricing policies  | Chapter 5; Pricing Strategies; p.128-147                      |
| 5. Analyze various pricing strategies used to attract customers, e.g., odd/even pricing, loss leaders, prestige pricing, everyday low price, and price bundling. | Chapter 5; Pricing Strategies; p.128-147                      |
| 6. Calculate discounts and allowances that can be used to adjust base prices.  | Chapter 5; Pricing Strategies; p.128-147, Activity p.137, 143 |
| 7. Determine product costs.  | Chapter 5; Pricing Strategies; p.132                          |
| 8. Calculate break-even point.   | Chapter 5; Pricing Strategies; p.128-142 (price floor p.128)  |

**I. Promotion:**

Marketing professionals demonstrate effective promotion skills in marketing, as needed in their role. The following accountability criteria are considered essential for students in the Marketing programs of study.

|   |   |
|---|---|
| 1. Explain the role of promotion as a marketing function.   | Chapter 7; Promotion and Sales; p.201-288   |
| 2. Critique the various types of promotion.   | Chapter 7; Advertising Channels; p.209-211  |
| 3. Distinguish between public relations and publicity.  | Chapter 7; Public Relations; p.238-247  |
| 4. Create a news release, incorporating essential elements of a news release.   | Chapter 7; Public Relations; p.238-247  |
| 5. Differentiate the four elements of the promotional mix.  | Chapter 7; Promotion and Sales; p.201-288   |
| 6. Define Sales Promotion   | Chapter 7; Sales Promotions; p.226-230  |
| 7. Explain the use of promotional tie-ins, trade sales promotions, and loyalty marketing programs.                                      | Chapter 7; Sales Promotions; p.226-230  |
| 8. Explain the concept, purpose, and elements of visual merchandising.  | Chapter 7; Visual Displays and Signage; p.277-288                                       |
| 9. Analyze the responsibilities of the visual merchandiser on the marketing team.   | Chapter 7; Visual Displays and Signage; p.277-289                                       |
| 10. Describe the different types of display arrangements.   | Chapter 7; Visual Displays and Signage; p.277-290                                       |
| 11. Create an effective display arrangement.  | Chapter 7; Visual Displays and Signage; p.277-291                                       |
| 12. Explain how artistic elements function in display design.   | Chapter 7; Visual Displays and Signage; p.277-292                                       |
| 13. Describe the importance of display maintenance.   | Chapter 7; Visual Displays and Signage; p.277-293                                       |
| 14. Explain the concept and purpose of advertising in the promotional mix.  | Chapter 7; Advertising Campaigns; p.233-293   |
| 15. Describe how Search Engine Optimization and other online marketing techniques are used to for promotion.                            | Chapter 7; Technology in Sales Promotions; p.245-248/<br>Social Media Marketing 252-255 |
| 16. Explain legal and ethical considerations in regards to promotion.   | Chapter 7; Legal Issues in Sales Promotions; p.235-237                                  |
| 17. Evaluate different types of advertising media, e.g., digital, broadcast, print, and specialty, and the appropriate target audience. | Chapter 7; Advertising Channels; p.209-211  |
| 18. Identify and explain techniques to measure media, e.g., surveys, software tracking systems, and meter data.                         | Chapter 11; Business Analytics; p.398-401   |
| 19. Explain how media measurements and media costs influence business decisions.  | <b>Teacher Supplement Required</b>  |
| 20. Create a promotional budget incorporating all the elements of a promotional mix.  | <b>Teacher Supplement Required</b>  |

**J. Selling:**

Marketing professionals demonstrate effective selling skills in marketing, as needed in their role. The following accountability criteria are considered essential for students in the Marketing programs of study.

|   |   |
|---|---|
| 1. Explain the purpose and goal of the selling function and how it is related to the marketing concept. | Chapter 7; Sales Promotions; p.226-230/Sales Fundamentals p.264-296 |
| 2. Explain legal and ethical considerations in regards to sales.  | Chapter 7; Legal Issues in Sales Promotions; p.235-237              |
| 3. Demonstrate effective personal selling.  | Chapter 7; Sales Promotions; p.226-230/Sales Fundamentals p.264-296 |
| 4. List and analyze the steps in the sales process.   | Chapter 7; The Sales Functions and Selling Process; p.265-274       |
| 5. Explain feature-benefit selling and how it creates selling points.                                   | Chapter 7; The Sales Functions and Selling Process; p.265-274       |
| 6. List prospecting methods and explain how prospects are qualified.                                    | Chapter 7; The Sales Functions and Selling Process; p.265-274       |
| 7. Explain appropriate ways to handle difficult customers.  | Chapter 7; The Sales Functions and Selling Process; p.265-274       |
| 8. Analyze how customers make buying decisions.   | Chapter 7; The Sales Functions and Selling Process; p.265-274       |
| 9. Discuss when and how to determine customer needs.  | Chapter 7; The Sales Functions and Selling Process; p.265-274       |
| 10. Distinguish objections from excuses.  | Chapter 7; The Sales Functions and Selling Process; p.265-274       |
| 11. Explain why one should welcome objections in the sales process.                                     | Chapter 7; The Sales Functions and Selling Process; p.265-274       |
| 12. Explain the five buying decisions on which common objections are based.                             | <b>Teacher Supplement Required</b>                                  |
| 13. Demonstrate the general four-step method for handling customer objections.                          | <b>Teacher Supplement Required</b>                                  |
| 14. Explain the seven methods of answering objections, identifying when each should be used."           | <b>Teacher Supplement Required</b>                                  |
| 15. Identify customer buying signals.   | <b>Teacher Supplement Required</b>                                  |
| 16. List several tips for closing a sale.   | Chapter 7; Sales Fundamentals; p.271                                |
| 17. Decide on appropriate specialized methods for closing a sale.                                       | Chapter 7; Sales Fundamentals; p.272                                |
| 18. Demonstrate effective suggestion selling.   | <b>Teacher Supplement Required</b>                                  |



**K. Distribution (Channel Management):**

Marketing professionals understand the role of efficient channel management in marketing, as needed in their role. The following accountability criteria are considered essential for students in the Marketing programs of study

|   |  |
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| 1. Explain the concept of a channel of distribution.  | Chapter 6; Distribution Channels; p.164-171                      |
| 2. Identify channel members.  | Chapter 6; Distribution Channels/Distribution Methods; p.164-177 |
| 3. Compare different channels of distribution.  | Chapter 6; Distribution Channels/Distribution Methods; p.164-177 |
| 4. Explain distribution planning.   | Chapter 6; Distribution Channels/Distribution Methods; p.164-177 |
| 5. Name and describe the three levels of distribution intensity.                                    | <b>Teacher Supplement Required</b>                               |
| 6. Explain the effect of the Internet on distribution planning.                                     | Chapter 6; How Technology has Changed Place; p.192-201           |
| 7. Describe the challenges of international distribution planning.                                  | Chapter 10; International Sales and Shipping; p.373-375          |
| 8. Describe the nature and scope of physical distribution.  | Chapter 6; Distribution Channels/Distribution Methods; p.164-177 |
| 9. Identify transportation systems and services that move products from manufacturers to consumers. | Chapter 6; Distribution Channels/Distribution Methods; p.164-177 |
| 10. Name the different kinds of transportation service companies.                                   | Chapter 6; Distribution Methods and Management; p. 172-174       |
| 11. Explain the concept and function of inventory storage.  | Chapter 6; Product Storage and Management; p.175-177             |
| 12. Identify the types of warehouses.   | Teacher Supplement Required                                      |
| 13. Discuss distribution planning for international markets.  | Chapter 10; International Sales and Shipping; p.373-375          |
| 14. Explain legal and ethical considerations in distribution.                                       | <b>Teacher Supplement Required</b>                               |
| 15. Map an appropriate distribution channel based on a particular item and situation.               | Activity p.171, 174, 177   |

**L. Marketing Information Management:**

Marketing professionals understand the importance of marketing information management, as needed in their role. The following accountability criteria are considered essential for students in the Marketing programs of study.

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|--|--|
| 1. Explain the nature and scope of the marketing information management function.                      | Chapter 8; Purpose of Market Research; p. 298-300  |
| 2. Define marketing research.  | Chapter 8; Purpose of Market Research; p. 298-300  |
| 3. Differentiate between primary and secondary marketing research and data collection methods.         | Chapter 8; Primary Data/Secondary Data; p. 309-313 |
| 4. Analyze a marketing research case study to develop a strategy that will increase sales and profits. | L'OREAL Case Study Example p.296                   |

**M. Product and Service Management:**

Marketing professionals understand the importance for product and service management, as needed in their role. The following accountability criteria are considered essential for students in the Marketing programs of study.

|  |  |
|--|--|
| 1. Explain the nature and scope of the product/service management function.  | Chapter 3; Product and Services Categories; p.70-73                    |
| 2. Identify the impact of product life cycles on marketing decisions.  | Chapter 3; Product Development and Life Cycle; p.75-78                 |
| 3. Apply various branding elements to position products, e.g., brand name, trademark, trade name, and trade character. | Chapter 4; The Brand Experience; p.101-113                             |
| 4. Describe the nature and purpose of product bundling, warranties, and guarantees.                                    | Chapter 3; Products and Services/Product Lines and Portfolios; p.70-87 |
| 5. Explain the concept of product mix.   | Chapter 3; Products and Services/Product Lines and Portfolios; p.70-87 |
| 6. Plan the product mix or determine services to be provided to customer.  | Chapter 3; Products and Services/Product Lines and Portfolios; p.70-87 |

**N. The Marketing Plan:**

Marketing professionals understand the significance of the marketing plan, as needed in their role. The following accountability criteria are considered essential for students in the Marketing programs of study.

|  |  |
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| 1. Explain the basic elements of a marketing plan and how each component of the marketing plan contributes to successful marketing.  | Chapter 9; The Marketing Plan; p.337-353       |
| 2. Conduct a SWOT and PEST analysis to plan for opportunities in the market.   | Chapter 9; SWOT analysis p. 340-342/PEST p.406 |
| 3. Develop an effective marketing plan that includes, but not limited to, executive summary, situation analysis, objectives, marketing strategies, implementation, evaluation and control, and measures that can be used to quantify and/or qualify the results of the plan. | Chapter 9; Strategies and Planning; p.328-353  |

**O. Professional Development:**

Marketing professionals understand the importance for professional development, as needed in their role. The following accountability criteria are considered essential for students in the Marketing programs of study.

|   |  |
|---|--|
| 1. Examine the marketing career cluster and the five marketing majors in the cluster.             | <b>Teacher Supplement Required</b> according to specific CTE pathway and courses available to them |
| 2. Discuss the required courses in each of the marketing majors and how they relate to the majors |  |
| 3. Explain the significance of students becoming CTE completers in the marketing program.         |  |
| 4. Research careers, career trends, and opportunities found in the Marketing cluster.             | Chapter 12; Professional Development; p.410-437  |
| 5. Research education and training requirements for a particular career.                          | Chapter 12; Professional Development; p.404-437  |
| 6. Create a résumé and cover letter.  | Chapter 12; Resumes and Cover Letters; p.416-421   |