

# Florida Department of Education Instructional Materials Adoption 2025-2026: Subject Standard Correlations

**Bid ID: Bid #:** 1468

**Company Name:** Mujo Learning Systems

**Author:** David Shaw

## **Foundations of Marketing (Student Edition)**

**Print ISBN:** 9781998798094

**Digital ISBN:** 9781998798100

## **Foundations of Marketing (Teacher Version)**

**Print ISBN:** 9781998798070

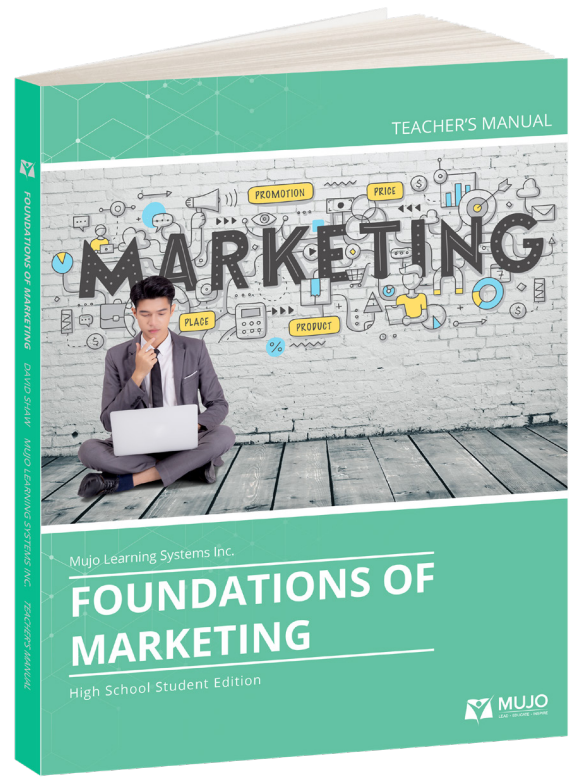
**Digital ISBN:** 9781998798087

**Course Title:** Marketing Essentials

**Course Number:** 8827110

**Course Credit:** 1 (120+ hours)

**Course Description:** Marketing Essentials blends theory and practice to facilitate immediate implementation and impact. Students will learn to develop strategic marketing with sales and customer plans. A review of the marketing environment is used to help develop the segmentation, targeting and market positioning strategy for implementation along with the marketing mix (product, price, place and promotion). The goal is the identification and delivery of organizational competitive advantage and customer satisfaction – key to long-term revenue growth, profitability and success.



### Florida CTE Standards and Benchmarks

### Mujo Learning Systems Alignment

#### **01.0 Demonstrate human relations skills necessary for success in marketing occupations – the student will be able to:**

01.01 Demonstrate the ability to collaborate effectively with team members or partnerships, leadership, and with peers from diverse socio-cultural and socio-economic backgrounds, genders, disabilities and ages.

Content: Professional Conduct p.429

*Skills to be demonstrated through all integrated group work activities & discussions-* a few examples on p. 3, 18, 22, 43, 82, 218

01.02 Demonstrate interpersonal skills (e.g. courtesy, loyalty, being a team player, adaptability, empathy, etc.).

Content: Professional Conduct p.429/ Traits of Successful Sales people p.284

Activity: Job Interview Roleplay with Generative AI p.428/  
Personal Social Media Audit p. 433

*Skills to be demonstrated through all integrated group work activities & discussions-* a few examples on p. 3, 18, 22, 43, 82, 218

Florida CTE Standards and Benchmarks	Mujo Learning Systems Alignment
01.03 Demonstrate personality traits important to business (e.g. interest, enthusiasm, honesty, responsibility, flexibility, integrity, credibility, reliability and perseverance, etc.).	Content: Professional Conduct p.429/ Traits of Successful Sales people p.284 Activity: Job Interview Roleplay with Generative AI p.428/ Personal Social Media Audit p. 433/ Unethical Practices p. 292
01.04 Demonstrate the ability to use creative problem solving, decision-making and critical thinking strategies.	Content: Crisis Management p. 259 Activity: Strategic Data Interpretation p.405/ Discussion Questions p. 110 / Create a Promotion Campaign p. 237/ The Impact of Crises p. 260 / Unethical Practices p. 292
01.05 Demonstrate self-management, initiative, multitasking, team management techniques and organizational skills. (Optionally, demonstrate the ability to utilize team management software.)	<i>Skills to be demonstrated through all integrated group work activities &amp; discussions-</i> a few examples on p. 3, 18, 22, 43, 82, 218
01.06 Explain the concepts of self-knowledge, self-esteem and self-image.	<i>Skills to be demonstrated through all integrated group work activities &amp; discussions-</i> a few examples on p. 3, 18, 22, 43, 82, 218
01.07 Demonstrate professional behavior, etiquette and acceptance of feedback.	Content: Professional Conduct p.429/ Traits of Successful Sales people p.284
01.08 Demonstrate respect for the opinions, cultural diversity, customs and individual differences of others.	Content: Professional Conduct p.429/ Traits of Successful Sales people p.284
01.09 Set personal and career goals and develop a plan of action to achieve those goals, including searching and optionally, applying for jobs.	Content: Career Goals p.434 Activity: Setting Career Goals p.437/ Marketing Job Posting Hunt p.415/ Drafting a Resume p.418/ Writing a Cover Letter p.420/
01.10 Develop and demonstrate the human relations skills needed for successful entry and progress in the occupation selected by the student as a career objective.	Content: Professional Conduct p.429 Activity: Job Interview Roleplay with Generative AI p.428
<b>02.0 Demonstrate proficiency in applying communication and technology skills – the student will be able to:</b>	
02.01 Identify and apply effective workplace communication skills (i.e. verbal, nonverbal, written and electronic).	"Content: Chapter 12, Applications and Interviews p.422 Activity: Job Interview Roleplay with Generative AI p.428"
02.02 Demonstrate the ability to communicate effectively amongst all stakeholders (e.g. customers/clients, co-workers, supervisors, vendors, etc.) using appropriate grammar and terminology.	"Content: Customer Service p. 176, Ethics Within Public Relations p. 288 Activity: How Frogs Affect Homes p. 290"
02.03 Discuss the importance of developing networking skills to expand business contacts and optionally, how to utilize various online networking platforms.	"Content: Professional Conduct p.429/Professional Conduct on Social Media p.431 Activity: Personal Social Media Audit p.433"
02.04 Prepare and deliver a business-related presentation.	"Content: The Presentation p. 270/ The Sales Presentation p. 268 Activity: Creating a Sales Presentation p.274"
02.05 Demonstrate active listening strategies that improve understanding and performance.	Activity: Designing a Customer Survey p. 59/

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02.06 Describe positive customer relations, including conflict and dispute resolution.	"Content: Public Relations p. 238 Activity: PR or Not? p. 241"
02.07 Interpret business policies to customers/clients.	"Content: Salespeople p. 286"
02.08 Discuss the importance of providing clear directions, descriptions and explanations.	"Content: Principles of CX p.98, Value Propositions p. 122, Activity: Online Customer Experience Audit p.100, Writing a Value Proposition p. 127"
02.09 Demonstrate the ability to locate, understand and interpret information found in trade journals, manuals, graphs, schedules, charts, diagrams and electronic media resources.	"Content: Demand Curves and Elasticity p.138 Activity: Strategic Data Interpretation p.405, Explore Secondary Data Sources p.3 13"
02.10 Identify and explain how electronic media, technological advances and application software programs continue to shape the field of marketing and increase business productivity.	"Content: Case Study Loreal p. 296/ Technology in Public Relations p. 248/ Technology in Advertising p.212/ History of Marketing p. 19  Activity: Ads on your Technology p.217/ Technology and Advertising p. 22"
<b>03.0 Demonstrate proficiency in applying math skills unique to marketing – the student will be able to:</b>	
03.01 Perform addition, subtraction, multiplication, division, ratios and percentage problems as related to the marketing industry.	"Content: Making Transactions p.129/ Activity: Making Sales Calculations p.137, Calculating Demand Elasticity p.143"
03.02 Understand problem-solving techniques to sales-related transactions (i.e. cash, checks, debit cards, credit cards, discounts, layaway, Credit on Delivery (COD), returns, gift certificates, invoices and automatic fee withdrawals).	"Content: Making Transactions p.129/ Activity: Making Sales Calculations p.137"
03.03 Interpret quantitative information from tables, charts and graphs as related to the workplace.	"Content:Demand Curves and Elasticity p.138, Qualitative and Quantitative Market Research p.304 Strategic Data Interpretation p.405 Activity: Qualtify Yourself p. 308"
03.04 Demonstrate the ability to make change correctly.	"Content: Making Transactions p.129, Additional Calculations p.130 Activity: Making Sales Calculations p.137"
03.05 Calculate tax, gratuity, commission and miscellaneous charges.	"Content: Making Transactions p.129, Additional Calculations p.130 Activity: Making Sales Calculations p.137"
03.06 Demonstrate the ability to collect, organize and interpret data.	"Content: Chapter 8, Market Research p. 298 Activity: Conducting an Interview p.305/Quantify Yourself p.308 / Strategic Data Interpretation p.405/ Create a Market Research Plan p. 317"
03.07 Understand the importance of stock turnover and stock-to-sales ratio in the industry.	Content: Pricing Strategies p. 130, 132
03.08 Apply standard industry formulas to determine markup and markdown on merchandise.	"Content: Making Transactions p.129, Additional Calculations p.130 Activity: Making Sales Calculations p.137"

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03.09 Understand the difference between income (credit) and expense (debit). (Optional)	Content: Chapter 5, Pricing Strategies p. 128
<b>04.0 Identify economic principles in business – the student will be able to:</b>	
04.01 Explain the concepts of economics and determine economic activities and the types of economic indicators used to measure the economy.	"Content: Key Economic Concepts p.386 Activity: Economic System Profile p.389 "
04.02 Explain the concept of economic goods and services.	Content: Economic Systems p.388
04.03 Explain the concept of economic resources and the scarcity of resources.	"Content: Key Economic Concepts p.386"
04.04 Explain the concept of utility (i.e. form, place, time, possession and information).	"Content: Businesses and Economics p. 382 Activity: Discussion Questions p.382"
04.05 Understand the concept of "supply and demand".	"Content: Demand Curves and Elasticity p.139 Activity: Calculating Demand Elasticity p.143"
04.06 Understand the differences between major types of economic systems.	"Content: Key Economic Concepts p.386 Activity: Economic System Profile p.389"
04.07 Explain the relationship between government and business.	Content: Business Ownership & Regulation p.390
04.08 Explain the concept of free enterprise and business ownership.	Content: Business Ownership & Regulation p.390
04.09 Explain the concept of price and its role in profit motive.	Content: Economic Systems p.387/Pricing Strategies p. 128
04.10 Explain the concept of risk.	"Content: Diversification/Mapping Risk p.330 Activity: Identifying Strategies and Risks p.332"
04.11 Explain the concept of competition and recognize the government regulations monitoring competition, including monopolies.	Content: Business Ownership & Regulation p.390
04.12 Understand the concept of productivity and the factors of production needed to produce goods and services.	"Content: The Marketing Enviroment, Micro Enviromental Factors/Macro Enviromental Factors p.28 Activity: Marketing Enviroment Profile p.31"
04.13 Identify components of the Gross National Product (GNP) and the Gross Domestic Product (GDP).	"Content: Economic Systems p.387 Activity: Economic System Profile p.389"
<b>05.0 Identify marketing and business fundamentals – the student will be able to:</b>	
05.01 Define marketing and its benefits.	"Content: The Value of Marketing p.xxv/What is Marketing p.4 Activity: Real World Marketing p.9"

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05.02 Explain the purpose and scope of marketing in a free enterprise system.	Content: Regulation p.392/ History of Marketing p.19
05.03 Identify and explain each marketing function.	"Content: Marketing Functions p.10 Activity: Marketing Functions Report p.18"
05.04 Explain how each component of the marketing mix contributes to marketing.	"Content: The Ps and Cs of the Marketing Mix p.23 Activity: Seven Ps Audit p.27"
05.05 Compare and contrast consumer and industrial markets.	"Content: B2B Buyer Decisions p.60 Activity: The B2B Funnel p.64"
05.06 Understand the relationship of marketing to business and the economy (i.e. SWOT analysis – strength, weakness, opportunity and threat).	"Content: SWOT analysis p.240 Activity: Conducting a SWOT Analysis p.342"
05.07 Describe how marketers use consumer research and knowledge of the market to sell products.	"Content: Purpose of Market Research p.298 Activity: How to use Information p.300"
05.08 Discuss major fields of business activity (e.g. manufacturing, wholesaling, retailing, services, cottage industries, urban street sales, e-Commerce, etc.).	"Content: Place p.157/Distribution Channels p.164/ Fundamentals of Business p.383 Activity: Distribution Chain Examples p.167/ Business Hunt p.385"
05.09 Explain marketing strategies and marketing concepts.	"Content: What is Marketing p.4/ Marketing Functions p.10 Activity: Marketing Functions Report p.18"
05.10 Differentiate between mass marketing and market segmentation.	"Content: Customer Segments p.49/Targeting p.53 Activity: Segmentation Types p.52/Target Market Research p.55"
05.11 Explain the importance and techniques of offering the right merchandising blend.	"Content: Product Lines and Portfolios p.83 Activity: Product Portfolio Case Study p.86"
05.12 Explain the nature and evolution of channel management (distribution).	"Content: Distribution Methods and Management p.172/Product Storage and Management p.175 Activity: Advantages and Disadvantages of Transportation Methods p.174/Problems with Receiving Products p.177"
05.13 Explain the elements that allow development of a marketing plan (e.g. research, advertising, public relations, direct and indirect marketing, promotions, merchandising, branding, feedback, revision, channel management, etc.).	"Content: The Marketing Plan p.337/The Marketing Campaign p.347"
05.14 Explain the "4 P's" of marketing: price, place, promotion and product.	"Content: The Ps and Cs of the Marketing Mix p.23 Activity: Seven Ps Audit p.27"
05.15 Define and analyze a target market as it applies to product development, promotion and channel management (distribution).	"Content: Targeting p.53/Product Development p.74"

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05.16 Discuss the roles e-Commerce and social networking play in the marketing of goods and services.	"Content: How Technology has changed Place p.192/Case Study Loreal p. 296, Technology in Public Relations p. 248, Technology in Advertising p.212 Activity: Ads on your Technology p.217"
05.17 Understand network marketing (multilevel marketing) and how it differs from a pyramid scheme. (Optional)	Content: Distribution Channels p.168
05.18 Identify the role of federal regulatory agencies [i.e. Food and Drug Administration (FDA), Consumer Product Safety Commission (CPSC), Environmental Protection Agency (EPA), Securities and Exchange Commission (SEC), Federal Trade Commission (FTC), Occupational Safety and Health Administration (OSHA)].	Content: Regulation p.393
05.19 Identify the advantages and disadvantages of different types of business ownership (e.g. Private Corporation, Sole Proprietorship, Partnership, Limited Liability Corporation (LLC), Shareholder Corporation, etc.).	Content: Business Ownership & Regulation p.390
<b>06.0 Identify effective selling techniques and procedures – the student will be able to:</b>	
06.01 Explain the purpose, principles and importance of selling and how it relates to the marketing concept.	Content: Sales Fundamentals p.264
06.02 Identify qualities of a professional sales associate and the responsibilities of sales management.	"Content: Salespeople p.284/Professional Conduct p.429/ Professional Conduct on Social Media p.431"
06.03 Identify an effective sales presentation for a target market (e.g. steps of a sale, consumer buying motives, approaches through greeting, merchandise and service, proper time to approach a customer to open sale, feature-benefit analysis, building and closing the sale, suggestion and substitution selling, etc.).	"Content: The Sales Presentation p.268 Activity: Creating a Sales Presentation p.274"
06.04 Understand different customer types and how customers make buying decisions.	"Content: Targetingp.54/Buyer Personas p.56/B2B Buyer Decisions p.60 Activity: The B2B Funnel p.64 "
06.05 Discuss the importance of meeting specialized sales needs and describe legal and ethical sales issues.	"Content: Legals Issues in Sales Promotions p.235/ Ethics and Responsibilities p.32 Activity: Create a Promotion Campaign p.237/ Case Study: Amazon and the GDPR p.37"
06.06 Describe the importance of analyzing sales trends and the use of current technologies.	"Content: Technology in Advertising p.212/ Technology in Sales Trends p.231 Activity: Ads on Your Technology p.217/ The Influence of Influencers p.234"
06.07 Analyze the use of websites, social media, email and customer loyalty programs to establish and maintain a customer database.	"Content: The Customer Journey p.44/Tracking the Journey p.47 Activity: On the Journey p.48"