

Standards Correlations

Marketing Management (8132)

Task	SOL Correlations	National MBAResearch Standards Correlations
Demonstrating Personal Qualities and Abilities		
Demonstrate creativity and innovation.	<p>English: 6.1, 6.3, 6.4, 6.6, 6.7, 6.9, 7.1, 7.3, 7.4, 7.6, 7.7, 7.9, 8.1, 8.3, 8.4, 8.6, 8.7, 8.9, 9.1, 9.5, 9.6, 9.8, 10.1, 10.5, 10.6, 10.8, 11.1, 11.5, 11.6, 11.8, 12.1, 12.5, 12.6, 12.8</p> <p>History and Social Science: CE.1, CE.4, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WG.4, WHI.1, WHII.1</p> <p>Mathematics: 6.1, 6.2, 6.3, 6.4, 6.5, 6.6, 6.7, 6.10, 6.11, 6.12, 7.2, 7.3, 7.8, 7.9, 8.2, 8.4, 8.6, 8.7, 8.11, 8.12, 8.17, 8.18, A.9, AFDA.3, AFDA.4, AFDA.5, AFDA.6, AFDA.7, AFDA.8, AII.9, COM.1, COM.3, COM.4, COM.5, COM.8, DM.7, DM.1*, DM.10, DM.2*, DM.3*, PS.3*, PS.4*, PS.7*, PS.9*, PS.10*</p> <p>Science: 6.1, BIO.1, CH.1, ES.1, LS.1, PS.1</p>	
Demonstrate critical thinking and problem solving.	<p>English: 6.1, 6.3, 6.4, 6.5, 6.6, 6.7, 6.9, 7.1, 7.3, 7.4, 7.5, 7.6, 7.7, 7.9, 8.1, 8.3, 8.4, 8.5, 8.6, 8.7, 8.9, 9.1, 9.5, 9.6, 9.8, 10.1, 10.5, 10.6, 10.8, 11.1, 11.5, 11.6, 11.8, 12.1, 12.5, 12.6, 12.8</p>	

Task	SOL Correlations	National MBAResearch Standards Correlations
	<p>History and Social Science: CE.1, CE.4, CE.11, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WG.4, WHI.1, WHII.1</p> <p>Mathematics: 6.1, 6.2, 6.3, 6.4, 6.5, 6.6, 6.10, 6.11, 7.2, 7.3, 7.8, 7.12, 7.13, 8.2, 8.4, 8.8, 8.9, 8.10, 8.11, A.8, A.9, G.1, G.13, G.14, AFDA.3, AFDA.5, AFDA.8, AII.9, AII.10, AII.11, COM.1, COM.3, COM.4, COM.5, COM.8, DM.4, DM.7, DM.1*, DM.2*, DM.3*, DM.9*, PS.9*, PS.10*</p> <p>Science: 6.1, BIO.1, CH.1, ES.1, LS.1, PS.1</p>	
Demonstrate initiative and self-direction.	<p>English: 6.1, 6.4, 6.6, 6.7, 6.9, 7.1, 7.4, 7.6, 7.7, 7.9, 8.1, 8.4, 8.6, 8.7, 8.9, 9.1, 9.5, 9.6, 9.8, 10.1, 10.5, 10.6, 10.8, 11.1, 11.5, 11.6, 11.8, 12.1, 12.5, 12.6, 12.8</p> <p>History and Social Science: CE.1, CE.4, CE.11, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1</p>	
Demonstrate integrity.	<p>English: 6.1, 7.1, 8.1, 9.1, 9.5, 10.1, 10.5, 11.1, 11.5, 12.1, 12.5</p> <p>History and Social Science: CE.1, CE.3, CE.4, GOVT.1, GOVT.16, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1</p>	
Demonstrate work ethic.	<p>English: 6.1, 7.1, 8.1, 9.1, 10.1, 11.1, 12.1</p> <p>History and Social Science: CE.1, CE.4, CE.14, GOVT.1, GOVT.16, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1</p> <p>Science: CH.1</p>	
Demonstrating Interpersonal Skills		

Task	SOL Correlations	National MBAResearch Standards Correlations
Demonstrate conflict-resolution skills.	English: 6.1, 6.2, 6.4, 6.6, 6.7, 6.9, 7.1, 7.2, 7.4, 7.6, 7.7, 7.9, 8.1, 8.2, 8.4, 8.6, 8.7, 8.9, 9.1, 10.1, 11.1, 12.1 History and Social Science: CE.1, CE.4, GOVT.1, USI.1, VUS.1	
Demonstrate listening and speaking skills.	English: 6.1, 6.2, 6.4, 6.6, 7.1, 7.2, 7.4, 7.6, 8.1, 8.2, 8.4, 8.6, 9.1, 10.1, 11.1, 12.1 History and Social Science: CE.1, CE.4, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1	
Demonstrate respect for diversity.	English: 6.1, 7.1, 8.1, 9.1, 10.1, 11.1, 12.1 History and Social Science: CE.1, CE.3, CE.4, GOVT.1, GOVT.16, USI.1, USII.1, USII.9, VUS.1, VUS.13, WG.1, WHI.1, WHII.1	
Demonstrate customer service skills.	English: 6.1, 6.4, 6.7, 7.1, 7.4, 7.7, 8.1, 8.4, 8.7, 9.1, 9.5, 9.6, 10.1, 10.5, 10.6, 11.1, 11.5, 11.6, 12.1, 12.5, 12.6 History and Social Science: CE.1, CE.4, GOVT.1, GOVT.16, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1	
Collaborate with team members	English: 6.1, 7.1, 8.1, 9.1, 10.1, 11.1, 12.1 History and Social Science: CE.1, CE.3, CE.4, GOVT.1, GOVT.16, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1	
Demonstrating Professional Competencies		
Demonstrate big-picture thinking.	English: 6.1, 6.4, 7.1, 7.4, 8.1, 8.4, 9.1, 9.5, 10.1, 10.5, 11.1, 11.5, 12.1, 12.5	

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	History and Social Science: CE.1, CE.4, CE.12, GOVT.1, GOVT.15, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1	
Demonstrate career- and life-management skills.	English: 6.1, 6.7, 7.1, 7.7, 8.1, 8.7, 9.1, 9.6, 10.1, 10.6, 11.1, 11.6, 12.1, 12.6 History and Social Science: CE.1, CE.4, CE.12, CE.14, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Mathematics: 8.4	
Demonstrate continuous learning and adaptability.	English: 6.1, 6.4, 6.7, 6.9, 7.1, 7.4, 7.7, 7.9, 8.1, 8.4, 8.7, 8.9, 9.1, 9.5, 9.6, 9.8, 10.1, 10.5, 10.6, 10.8, 11.1, 11.5, 11.6, 11.8, 12.1, 12.5, 12.6, 12.8 History and Social Science: CE.1, CE.3, CE.4, CE.14, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Science: BIO.1, CH.1, LS.1, PH.1, PH.4, PS.1	
Manage time and resources.	English: 6.1, 6.2, 6.4, 6.7, 6.9, 7.1, 7.2, 7.4, 7.7, 7.9, 8.1, 8.2, 8.4, 8.7, 8.9, 9.1, 9.5, 9.6, 9.8, 10.1, 10.5, 10.6, 10.8, 11.2, 11.5, 11.6, 11.8, 12.2, 12.5, 12.6, 12.8 History and Social Science: CE.1, CE.4, CE.11, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Mathematics: 6.10, 6.11, 6.12, 7.2, 7.3, 7.8, 7.9, 7.10, 7.11, 7.12, 7.13, 8.4, 8.11, 8.12, 8.13, 8.14, 8.17, 8.18, A.4, A.5, A.8, A.9, AFDA.3, AFDA.4, AFDA.5, AFDA.6, AFDA.7, AFDA.8, COM.1, COM.3, COM.5, COM.8	

Task	SOL Correlations	National MBAResearch Standards Correlations
Demonstrate information-literacy skills.	<p>English: 6.1, 6.2, 6.4, 6.6, 6.7, 6.9, 7.1, 7.2, 7.3, 7.4, 7.6, 7.7, 7.9, 8.1, 8.2, 8.3, 8.4, 8.6, 8.7, 8.9, 9.2, 9.5, 9.6, 9.8, 10.2, 10.5, 10.6, 10.8, 11.2, 11.5, 11.6, 11.8, 12.2, 12.5, 12.6, 12.8</p> <p>History and Social Science: CE.1, CE.4, CE.14, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1</p> <p>Mathematics: 6.10, 6.11, 7.8, 7.9, 8.11, 8.12, A.8, A.9, AFDA.3, AFDA.4, AFDA.6, AFDA.7, AFDA.8, DM.8, PS.1*, PS.2*, PS.3*, PS.4*, PS.7*, PS.8*, PS.9*, PS.10*</p> <p>Science: 6.1, BIO.1, CH.1, ES.1, LS.1, PH.1, PS.1</p>	
Demonstrate an understanding of information security.	<p>English: 6.1, 6.2, 6.3, 6.4, 6.6, 6.7, 6.8, 6.9, 7.1, 7.2, 7.3, 7.4, 7.6, 7.7, 7.8, 7.9, 8.1, 8.2, 8.3, 8.4, 8.6, 8.7, 8.8, 8.9, 9.1, 9.2, 9.5, 9.6, 9.8, 10.1, 10.2, 10.5, 10.6, 10.8, 11.1, 11.2, 11.5, 11.6, 11.8, 12.1, 12.2, 12.5, 12.6, 12.8</p> <p>History and Social Science: CE.1, CE.4, CE.14, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1</p> <p>Mathematics: COM.10</p>	
Maintain working knowledge of current information-technology (IT) systems.	<p>English: 6.1, 6.3, 6.4, 6.6, 6.9, 7.1, 7.3, 7.4, 7.6, 7.9, 8.1, 8.3, 8.4, 8.6, 8.9</p> <p>History and Social Science: CE.1, CE.4, CE.14, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1</p> <p>Mathematics: 7.8, COM.1, COM.2, COM.7, COM.9, COM.10, COM.11, COM.16, COM.18, PS.17</p>	

Task	SOL Correlations	National MBAResearch Standards Correlations
	Science: BIO.1, CH.1, ES.1, PH.1	
Demonstrate proficiency with technologies, tools, and machines common to a specific occupation.	History and Social Science: CE.1, CE.4, CE.14, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Mathematics: 6.10, 6.11, 7.9, 8.4, A.7, A.8, A.9, AFDA.1, AFDA.3, AFDA.5, AII.4, AII.7, AII.9, COM.1, COM.7, COM.10, COM.11, COM.12, COM.16 Science: CH.1, ES.1, LS.1, PH.1, PS.1	
Apply mathematical skills to job-specific tasks.	English: 6.4, 6.6, 6.7, 7.4, 7.6, 7.7, 8.4, 8.6, 8.7, 9.5, 9.6, 10.5, 10.6, 11.5, 11.6, 12.5, 12.6 History and Social Science: CE.1, CE.4, CE.14, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Mathematics: 6.1, 6.2, 6.5, 6.6, 6.12, 6.13, 6.14, 7.1, 7.2, 7.3, 7.4, 7.5, 7.6, 7.8, 7.9, 7.11, 7.12, 7.13, 8.4, 8.5, 8.6, 8.8, 8.9, 8.10, 8.11, 8.12, 8.13, 8.14, 8.15, 8.16, 8.17, 8.18, A.1, A.3, A.4, A.5, A.7, A.8, A.9, AFDA.1, AFDA.3, AFDA.5, AFDA.8, AII.3, AII.7, AII.9, AII.10, COM.1, COM.7 Science: 6.1, BIO.1, CH.1, ES.1, LS.1, PH.1, PS.1	
Demonstrate professionalism.	English: 6.1, 7.1, 8.1, 9.1, 10.1, 11.1, 12.1 History and Social Science: CE.1, CE.4, CE.14, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1	

Task	SOL Correlations	National MBAResearch Standards Correlations
Demonstrate reading and writing skills.	English: 6.1, 6.6, 6.7, 7.1, 7.6, 7.7, 8.1, 8.6, 8.7, 9.1, 9.5, 9.6, 9.7, 10.1, 10.5, 10.6, 10.7, 11.1, 11.5, 11.6, 11.7, 12.1, 12.5, 12.6, 12.7 History and Social Science: CE.1, CE.4, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Science: 6.1, PH.1, PS.1	
Demonstrate workplace safety.	English: 6.4, 7.4, 8.4, 9.5, 10.5, 11.5, 12.5 History and Social Science: CE.1, CE.4, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Science: CH.1	
Examining All Aspects of an Industry		
Examine aspects of planning within an industry/organization.	History and Social Science: GOVT.16	
Examine aspects of management within an industry/organization.		
Examine aspects of financial responsibility within an industry/organization.		
Examine technical and production skills required of workers within an industry/organization.		

Task	SOL Correlations	National MBAResearch Standards Correlations
Examine principles of technology that underlie an industry/organization.		
Examine labor issues related to an industry/organization.	History and Social Science: GOVT.16	
Examine community issues related to an industry/organization.	History and Social Science: GOVT.16	
Examine health, safety, and environmental issues related to an industry/organization.	History and Social Science: GOVT.16	
Addressing Elements of Student Life		
Identify the purposes and goals of the student organization.		
Explain the benefits and responsibilities of membership in the student organization as a student and in professional/civic organizations as an adult.		
Demonstrate leadership skills through participation in student organization activities, such as meetings, programs, and projects.		

Task	SOL Correlations	National MBAResearch Standards Correlations
Identify Internet safety issues and procedures for complying with acceptable use standards.		
Exploring Work-Based Learning		
Identify the types of work-based learning (WBL) opportunities.		
Reflect on lessons learned during the WBL experience.		
Explore career opportunities related to the WBL experience.		
Participate in a WBL experience, when appropriate.		
Providing an Overview of Marketing		
Define <i>marketing</i> and <i>marketing management</i> .	English: 11.3. 12.3	National MBAResearch Standards –Business Administration Understand marketing’s role and function in business to facilitate economic exchanges with customers.
Explain the value of marketing and its effects on society.	English: 11.5, 12.5 History and Social Sciences: VUS 8, 14 Govt 9, 14, 15	National MBAResearch Standards – Business Administration Understand marketing’s role and function in business to facilitate economic exchanges with customers.

Task	SOL Correlations	National MBAResearch Standards Correlations
Trace the history of marketing.	English: 11.5, 12.5 History and Social Sciences: VUS 8, 14 Govt 9, 14, 15	
Explain the historical development of the marketing concept.	English: 11.5, 12.5 History and Social Sciences: VUS 8, 14 Govt 9, 14, 15	National MBAResearch Standards – Business Administration Understand fundamental economic concepts to obtain a foundation for employment in business. Understand marketing’s role and function in business to facilitate economic exchanges with customers.
Explain the marketing concept.	English: 11.5, 12.5 History and Social Sciences: VUS 8, 14 Govt 9, 14, 15	National MBAResearch Standards – Business Administration Understand fundamental economic concepts to obtain a foundation for employment in business. Understand marketing’s role and function in business to facilitate economic exchanges with customers.
Examine marketing trends from the past three to five years.	English: 11.5, 12.5 History and Social Sciences: VUS 8, 14 Govt 9, 14, 15	National MBAResearch Standards – Business Administration Acquire information to guide business-decision making.

Task	SOL Correlations	National MBAResearch Standards Correlations
Define terms related to marketing information.	English: 11.3, 11.5, 12.3, 12.5	National MBAResearch Standards-Marketing Acquire foundational knowledge of marketing-information management to understand its nature and scope. Understand marketing-research activities to show command of their nature and scope.
Define marketing success.	English: 11.3, 11.5, 12.3, 12.5	National MBAResearch Standards – Business Administration Understand marketing’s role and function in business to facilitate economic exchanges with customers.
Examining Ethics		
Explain the basic principles of business ethics and their importance.	English: 11.5, 12.5 History and Social Sciences: VUS 8, 14 Govt 9, 14, 15	National MBAResearch Standards-Business Administration Understand the nature of business to show its contributions to society. National MBAResearch Standards-Marketing Understand responsibilities in marketing to demonstrate ethical/legal behavior.
Explain the basic principles of personal ethics and their importance.	English: 11.5, 12.5	National MBAResearch Standards-Business Administration

Task	SOL Correlations	National MBAResearch Standards Correlations
	History and Social Sciences: VUS 8, 14; Govt 9, 14, 15	Apply ethics to demonstrate trustworthiness. National MBAResearch Standards-Marketing Understand responsibilities in marketing to demonstrate ethical/legal behavior.
Explain elements of ethical decision-making.	English: 11.3, 11.5, 12.3, 12.5 History and Social Sciences: VUS 8, 14; Govt 9, 14, 15	National MBAResearch Standards-Marketing Understand responsibilities in marketing to demonstrate ethical/legal behavior.
Examining the Economic Environment of Marketing		
Identify the basic philosophy and characteristics of a free enterprise system.	English: 11.5, 12.5 History and Social Sciences: VUS 8, 14; Govt 9, 14, 15	National MBAResearch Standards-Business Administration Understand economic systems to be able to recognize the environments in which businesses function.
Compare the role of marketing in a free enterprise system to its role in other economic systems.	English: 11.5, 12.5 History and Social Sciences: VUS 8, 14; Govt 9, 14, 15	National MBAResearch Standards-Business Administration Understand economic systems to be able to recognize the environments in which businesses function.
Marketing Applications in Digital Marketing		
Describe uses of social media networks in marketing communication.	English: 11.5, 12.5 History and Social Sciences: VUS 8, 14; Govt 9, 14, 15	National MBAResearch Standards-Business Administration

Task	SOL Correlations	National MBAResearch Standards Correlations
		<p>Use social media to communicate with a business's stakeholders.</p> <p>National MBAResearch Standards-Marketing</p> <p>Understand promotional channels used to communicate with targeted audience.</p>
Describe digital marketing.	<p>English: 11.5, 12.5</p> <p>History and Social Sciences: VUS 8, 14; Govt 9, 14, 15</p>	<p>National MBAResearch Standards-Business Administration</p> <p>Use social media to communicate with a business's stakeholders.</p> <p>National MBAResearch Standards-Marketing</p> <p>Understand promotional channels used to communicate with targeted audience.</p>
Describe elements of a digital marketing presence.	<p>English: 11.2, 11.5, 12.2, 12.5</p> <p>History and Social Sciences: VUS 8, 14; Govt 9, 14, 15</p>	<p>National MBAResearch Standards-Marketing</p> <p>Acquire foundational knowledge of channel management to understand its role in marketing.</p>
Compare marketing products and/or services on the Internet with marketing in a brick-and-mortar business.	<p>English: 11.5, 12.5</p> <p>History and Social Sciences: VUS 8, 14; Govt 9, 14, 15</p>	<p>National MBAResearch Standards-Marketing</p> <p>Acquire foundational knowledge of channel management to understand its role in marketing.</p>

Task	SOL Correlations	National MBAResearch Standards Correlations
		<p>Assess marketing strategies to improve return on marketing investment (ROMI).</p> <p>Manage channel activities to minimize costs and to determine distribution strategies.</p>
Identify methods for managing a digital reputation in a business and personal environment.	<p>English: 11.5, 11.8, 12.5, 12.8</p> <p>History and Social Sciences: VUS 8, 14; Govt 9, 14, 15</p>	<p>National MBAResearch Standards – Business Administration</p> <p>Use social media to communicate with a business’s stakeholders.</p> <p>National MBAResearch Standards-Marketing</p> <p>Assess marketing strategies to improve return on marketing investment (ROMI).</p>
Exploring Concepts of Branding		
Explain the concepts of brand and branding.	English: 11.3, 11.5, 12.3, 12.5	<p>National MBAResearch Standards-Marketing</p> <p>Position company to acquire desired business image.</p> <p>Position products/services to acquire desired business image.</p>
Describe the importance of branding and value propositions in marketing.	English: 11.5, 12.5	<p>National MBAResearch Standards – Marketing</p> <p>Position company to acquire desired business image.</p>

Task	SOL Correlations	National MBAResearch Standards Correlations
		Position products/services to acquire desired business image.
Explain the difference between brand name and brand.	English: 11.5, 12.5	<p>National MBAResearch Standards – Marketing</p> <p>Position company to acquire desired business image.</p> <p>Position products/services to acquire desired business image.</p>
Explain the use of national brand and private-label brand names in marketing.	English: 11.5, 12.5	<p>National MBAResearch Standards – Marketing</p> <p>Position company to acquire desired business image.</p> <p>Position products/services to acquire desired business image.</p>
Explain the concept of positioning.	English: 11.3, 11.5, 12.3, 12.5	<p>National MBAResearch Standards – Marketing</p> <p>Position products/services to acquire desired business image.</p>

Task	SOL Correlations	National MBAResearch Standards Correlations
		Select target market appropriate for product/business to obtain the best return on marketing investment (ROMI).
Develop a new positioning plan or a rationale for maintaining the existing positioning plan for an existing product or service.	English: 11.5, 12.5	<p>National MBAResearch Standards – Marketing</p> <p>Assess marketing strategies to improve return on marketing investment (ROMI).</p> <p>Develop marketing strategies to guide marketing tactics.</p> <p>Position company to acquire desired business image.</p>
Developing the Marketing Strategy		
Explain the importance of a comprehensive marketing strategy.	English: 11.3, 11.5, 12.3, 12.5	<p>National MBAResearch Standards – Marketing</p> <p>Develop marketing strategies to guide marketing tactics.</p>
Examine the elements of a marketing plan for products and services.	English: 11.5, 12.5	National MBAResearch Standards – Marketing

Task	SOL Correlations	National MBAResearch Standards Correlations
		<p>Employ marketing-information to plan marketing activities.</p> <p>Select target market appropriate for product/business to obtain the best return on marketing investment (ROMI).</p> <p>Assess marketing strategies to improve return on marketing investment (ROMI)</p>
Conduct a strengths, weaknesses, opportunities, threats (SWOT) analysis to analyze the effects of competition on a given product and/or service.	English: 11.3, 11.5, 12.3, 12.5	<p>National MBAResearch Standards-Business Administration</p> <p>Utilize planning tools to guide organization's or department's activities.</p> <p>National MBAResearch Standards – Marketing</p> <p>Develop marketing information to plan marketing activities.</p> <p>Employ marketing-information to plan marketing activities.</p>
Explain company image and its importance.	English: 11.3, 11.5, 12.3, 12.5	National MBAResearch Standards – Marketing

Task	SOL Correlations	National MBAResearch Standards Correlations
		<p>Position company to acquire desired business image.</p> <p>Position products/services to acquire desired business image.</p>
<p>Explain the critical importance of customer service and its relationship to internal and external marketing.</p>	<p>English: 11.5, 12.5</p>	<p>National MBAResearch Standards-Business Administration</p> <p>Foster positive relationships with customers to enhance company image.</p> <p>Understand the nature of customer relationship management to show its contributions to a company.</p> <p>National MBAResearch Standards – Marketing</p> <p>Acquire a foundational knowledge of selling to understand its nature and scope.</p>
<p>Explain the purposes of measuring outcomes.</p>	<p>English: 11.3, 11.5, 12.3, 12.5</p>	<p>National MBAResearch Standards-Marketing</p> <p>Assess marketing strategies to improve return on marketing investment (ROMI).</p>

Task	SOL Correlations	National MBAResearch Standards Correlations
(Optional) Develop an action plan.	English: 11.3, 11.5, 12.3, 12.5	National MBAResearch Standards – Business Administration Utilize planning tools to guide organization’s or department’s activities.
Understanding Product and Service Marketing		
Explain product, service, and the product and/or service mix.	English: 11.3, 11.5, 12.3, 12.5	National MBAResearch Standards – Marketing Acquire a foundational knowledge of product/service management to understand its nature and scope. Employ product-mix strategies to meet customer expectations. Position products/services to acquire desired business image.
Describe the process of new product planning.	English: 11.5, 12.5	National MBAResearch Standards – Marketing Generate product ideas to contribute to ongoing business success.
Describe types of product-mix strategies.	English: 11.5, 12.5	National MBAResearch Standards – Marketing

Task	SOL Correlations	National MBAResearch Standards Correlations
		<p>Acquire a foundational knowledge of product/service management to understand its nature and scope.</p> <p>Employ product-mix strategies to meet customer expectations.</p> <p>Position products/services to acquire desired business image.</p>
Examining Business-to-Business (B2B) Markets		
Define B2B markets.	English: 11.3, 11.5, 12.3, 12.5	<p>National MBAResearch Standards – Business Administration</p> <p>Understand the nature of business to show its contributions to society.</p>
Identify a marketing strategy for a B2B.	English: 11.5, 12.5	<p>National MBAResearch Standards – Marketing</p> <p>Develop marketing strategies to guide marketing tactics.</p>
Exploring Marketing Research and Segmentation		
Explain the purpose of marketing research.	English: 11.3, 11.5, 12.3, 12.5	<p>National MBAResearch Standards – Marketing</p> <p>Acquire foundational knowledge of marketing-information management to understand its nature and scope.</p>

Task	SOL Correlations	National MBAResearch Standards Correlations
		Understand marketing-research activities to show command of their nature and scope.
Analyze the importance of using marketing research in marketing decision making.	English: 11.5, 12.5	National MBAResearch Standards – Marketing Acquire foundational knowledge of marketing-information management to understand its nature and scope.
Determine the target market and competition for selected products and/or services.	English: 11.3, 11.5, 12.3, 12.5	National MBAResearch- Marketing Select target market appropriate for product/business to obtain the best return on marketing investment (ROMI). National MBAResearch Standards – Business Administration Understand economic systems to be able to recognize the environments in which businesses function.
Explain the importance of market share.	English: 11.3, 11.5, 12.3, 12.5	National MBAResearch- Marketing Employ marketing-information to plan marketing activities.
Conduct secondary data research.	English: 11.3, 11.5, 11.8, 12.3, 12.5, 12.8 Mathematics: PS.8*, PS.9*, PS.10*	National MBAResearch Standards – Marketing

Task	SOL Correlations	National MBAResearch Standards Correlations
		Understand marketing-research design considerations to evaluate their appropriateness for the research problem/issue.
Conduct primary data research.	English: 11.5, 11.8, 12.5, 12.8 Mathematics: PS.9* Science: BIO.1, CH.1	National MBAResearch Standards – Marketing Understand marketing-research design considerations to evaluate their appropriateness for the research problem/issue.
(Optional) Present marketing research findings in a written and an oral report.	English: 11.1, 11.5, 12.1, 12.5 Mathematics: PS.1*, PS.2*, PS.3*, PS.4*, PS.7*, PS.8*, PS.9*, PS.10*	National MBAResearch Standards – Marketing Assess marketing research briefs to determine comprehensiveness and clarity. Evaluate marketing research procedures and findings to assess their credibility.
Managing Communication in Marketing		
Analyze the role of communication within an organization.	English: 11.5, 12.5	National MBAResearch- Business Administration Read to acquire meaning from written material and to apply the information to a task. Apply active listening skills to demonstrate understanding of what is being said.

Task	SOL Correlations	National MBAResearch Standards Correlations
		Write internal and external business correspondence to convey and obtain information effectively.
Explain the importance of alliances and networking with other organizations.	English: 11.5, 12.5	National MBAResearch Standards – Business Administration Understand the nature of customer relationship management to show its contributions to a company.
Describe the role of public relations.	English: 11.3, 11.5, 12.3, 12.5	National MBAResearch Standards – Marketing Understand promotional channels used to communicate with targeted audiences. Understand the use of public-relations activities to communicate with targeted audiences.
Analyze marketing media.	English: 11.3, 11.5, 12.3, 12.5	National MBAResearch Standards – Marketing Understand promotional channels used to communicate with targeted audiences. Understand the use of an advertisement's components to communicate with targeted audiences.

Task	SOL Correlations	National MBAResearch Standards Correlations
		Understand the use of public-relations activities to communicate with targeted audiences.
Describe the relationship between marketing and operations.	English: 11.5, 12.5	<p>National MBAResearch Standards – Business Administration</p> <p>Understand marketing’s role and function in business to facilitate economic exchanges with customers.</p> <p>Understand operation’s role and function in business to value its contribution to a company.</p>
Investigating the Product and/or Service Life Cycle		
Describe the stages in the product and/or service life cycle.	English: 11.5, 12.5	<p>National MBAResearch Standards – Marketing</p> <p>Acquire a foundational knowledge of product/service management to understand its nature and scope.</p>
Identify strategies for using the product and/or service life cycle.	English: 11.5, 12.5	<p>National MBAResearch Standards – Marketing</p> <p>Acquire a foundational knowledge of product/service management to understand its nature and scope.</p>

Task	SOL Correlations	National MBAResearch Standards Correlations
Apply marketing core standards to the development, production, and marketing of a new product and/or service.	English: 11.5, 12.5	National MBAResearch Standards – Marketing Generate product ideas to contribute to ongoing business success. Acquire a foundational knowledge of product/service management to understand its nature and scope.
Pricing Products and Services		
Analyze the factors that influence pricing.	English: 11.5, 12.5	National MBAResearch Standards – Marketing Develop a foundational knowledge of pricing to understand its role in marketing.
Determine pricing objectives and strategies.	English: 11.5, 12.5	National MBAResearch Standards – Marketing Develop a foundational knowledge of pricing to understand its role in marketing.
Explain key factors in determining the selling price for a good or service.	English: 11.5, 12.5	National MBAResearch Standards – Marketing Develop a foundational knowledge of pricing to understand its role in marketing. National MBAResearch- Business Administration

Task	SOL Correlations	National MBAResearch Standards Correlations
		Understand fundamental economic concepts to obtain a foundation for employment in business.
Describe the legal responsibilities in pricing.	English: 11.5, 12.5 History and Social Sciences: Govt 9, 14, 15	National MBAResearch Standards – Marketing Develop a foundational knowledge of pricing to understand its role in marketing.
Managing Promotion		
Describe types of sales and marketing promotions.	English: 11.5, 12.5 History and Social Sciences: VUS 8, 14; Govt 9, 14, 15	National MBAResearch Standards – Marketing Acquire a foundational knowledge of promotion to understand its nature and scope. Understand promotional channels used to communicate with targeted audiences.
Explain factors that affect the promotional mix.	English: 11.3, 11.5, 12.3, 12.5	National MBAResearch Standards – Marketing Acquire a foundational knowledge of promotion to understand its nature and scope. Understand promotional channels used to communicate with targeted audiences.
(Optional) Develop a promotional plan for a specific product or service.	English: 11.3, 11.5, 12.3, 12.5	National MBAResearch Standards – Marketing

Task	SOL Correlations	National MBAResearch Standards Correlations
		Understand promotional channels used to communicate with targeted audiences.
Managing Distribution and Inventory		
Explain channels of distribution for consumer and industrial products and services.	English: 11.5, 12.5	<p>National MBAResearch Standards – Marketing</p> <p>Acquire foundational knowledge of channel management to understand its role in marketing.</p>
Determine physical distribution and storage methods for a variety of products.	English: 11.5, 12.5	<p>National MBAResearch Standards – Marketing</p> <p>Manage channel activities to minimize costs and determine distribution strategies.</p>
Trace the channels of distribution for a selected product and service.	English: 11.5, 12.5	<p>National MBAResearch Standards – Marketing</p> <p>Acquire foundational knowledge of channel management to understand its role in marketing.</p> <p>Manage channel activities to minimize costs and to determine distribution strategies.</p>
Explain inventory control systems.	English: 11.5, 12.5	
Compare various inventory systems.	English: 11.5, 12.5	

Task	SOL Correlations	National MBAResearch Standards Correlations
Explain the stock-handling process.	English: 11.5, 12.5	
Explain the importance of managing productivity and inventory control accuracy.	English: 11.5, 12.5	
Explain how sales forecasting and inventory turnover affect each other.	English: 11.3, 11.5, 12.3, 12.5	National MBAResearch Standards – Marketing Assess marketing strategies to improve return on marketing investment (ROMI).
Explain how distribution and inventory control have evolved as a result of technology.	English: 11.5, 12.5 History and Social Sciences: VUS 8, 14; Govt 9, 14, 15	National MBAResearch Standards – Marketing Acquire foundational knowledge of channel management to understand its role in marketing.
Marketing Products and Services Internationally		
Explain the nature and importance of international marketing.	English: 11.3, 11.5, 12.3, 12.5 History and Social Sciences: VUS 8, 14; Govt 9, 14, 15	National MBAResearch Standards – Business Administration Understand global trade’s impact to aid business decision-making. Understand marketing’s role and function in business to facilitate economic exchanges with customers.
Identify the advantages and barriers to international marketing.	English: 11.5, 12.5	National MBAResearch Standards – Business Administration

Task	SOL Correlations	National MBAResearch Standards Correlations
	History and Social Sciences: VUS 8, 14; Govt 9, 14, 15	<p>Acquire foundational knowledge of business laws and regulations to understand their nature and scope.</p> <p>Understand global trade's impact to aid in business decision-making.</p> <p>Understand marketing's role and function in business to facilitate economic exchanges with customers.</p> <p>National MBAResearch Standards – Marketing</p> <p>Develop marketing strategies to guide marketing tactics.</p>
Identify cultural differences and their effect on international marketing.	<p>English: 11.5, 12.5</p> <p>History and Social Sciences: VUS 8, 14; Govt 9, 14, 15</p>	<p>National MBAResearch Standards – Business Administration</p> <p>Understand global trade's impact to aid in business decision-making.</p> <p>Understand marketing's role and function in business to facilitate economic exchanges with customers.</p>
(Optional) Develop an international marketing	English: 11.1, 11.5, 12.1, 12.5	National MBAResearch Standards – Business Administration

Task	SOL Correlations	National MBAResearch Standards Correlations
strategy for a specific product or service.	History and Social Sciences: VUS 8, 14; Govt 9, 14, 15	<p>Understand global trade’s impact to aid in business decision-making.</p> <p>Understand marketing’s role and function in business to facilitate economic exchanges with customers. National MBAResearch Standards – Marketing</p> <p>Develop marketing strategies to guide marketing tactics.</p>
Examining Nonprofit Marketing		
Differentiate between nonprofit versus for-profit marketing.	English: 11.5, 12.5	
Describe strategies for a nonprofit to create awareness, support, and revenue.	English: 11.5, 12.5	<p>National MBAResearch- Marketing</p> <p>Develop marketing strategies to guide marketing tactics.</p> <p>Employ marketing-information to plan marketing activities.</p>
(Optional) Develop a marketing strategy for a nonprofit business.	English: 11.1, 11.5, 12.1, 12.5	National MBAResearch Standards – Marketing

Task	SOL Correlations	National MBAResearch Standards Correlations
		<p>Develop marketing strategies to guide marketing tactics.</p> <p>Select target market appropriate for product/business to obtain the best return on marketing investment (ROMI).</p>
Budgeting Marketing Efforts		
Describe types, purposes, and uses of budgets.	English: 11.3, 11.5, 12.3, 12.5	<p>National MBAResearch Standards – Business Administration</p> <p>Manage financial resources to ensure solvency.</p>
Relate the financial statement to the budgeting process.	English: 11.5, 12.5	<p>National MBAResearch Standards – Business Administration</p> <p>Manage financial resources to ensure solvency.</p> <p>Implement accounting procedures to track money and to determine financial status.</p>
Describe how the use of a budget affects marketing and planning.	English: 11.5, 12.5	<p>National MBAResearch Standards – Business Administration</p> <p>Analyze financial needs and goals to determine financial requirements.</p>

Task	SOL Correlations	National MBAResearch Standards Correlations
		<p>National MBAResearch Standards – Marketing</p> <p>Assess marketing strategies to improve return on marketing investment (ROMI).</p>
Make operating decisions, using a budget.	English: 11.5, 12.5	<p>National MBAResearch Standards – Business Administration</p> <p>Manage financial resources to ensure solvency.</p>
Examining the Organizational Structure		
Describe the major functions of a human resources department.	English: 11.5, 12.5	<p>National MBAResearch Standards – Business Administration</p> <p>Understand the role and function of human resources management to obtain a foundational knowledge of its nature and scope.</p>
Identify the elements and importance of a strategic staffing plan.	English: 11.5, 12.5	<p>National MBAResearch Standards – Business Administration</p> <p>Manage staff growth and development to increase productivity and employee satisfaction.</p> <p>Understand the role and function of human resources management to obtain a foundational knowledge of its nature and scope.</p>

Task	SOL Correlations	National MBAResearch Standards Correlations
Identify the elements and importance of an employee evaluation.	English: 11.5, 12.5	National MBAResearch Standards – Business Administration Manage staff growth and development to increase productivity and employee satisfaction.
(Optional) Evaluate job performance.	English: 11.5, 12.5	National MBAResearch Standards – Business Administration Manage staff growth and development to increase productivity and employee satisfaction.
Explain the concept and methods of employee motivation.	English: 11.5, 12.5	National MBAResearch Standards – Business Administration Manage staff growth and development to increase productivity and employee satisfaction.
Describe employee retention and termination.	English: 11.5, 12.5	National MBAResearch Standards – Business Administration Staff a business unit to satisfy work demand while adhering to budget constraints. Understand human-resource laws and regulations to facilitate business operations.
Evaluate an employee handbook.	English: 11.5, 12.5	National MBAResearch Standards – Business Administration

Task	SOL Correlations	National MBAResearch Standards Correlations
		<p>Implement organizational skills to facilitate others' work efforts.</p> <p>Understand human-resource laws and regulations to facilitate business operations.</p>
Explain the influence of company culture on the overall marketing strategy.	English: 11.5, 12.5	<p>National MBAResearch Standards – Marketing</p> <p>Develop marketing strategies to guide marketing tactics.</p>
Describe methods and strategies for managing change in an organization.	English: 11.5, 12.5	<p>National MBAResearch Standards – Business Administration</p> <p>Control an organization's or department's activities to encourage growth and development.</p>
Preparing for Certification		
Describe the process and requirements for obtaining industry certifications related to the Marketing Management course.	English: 11.5, 11.6, 12.5, 12.6	<p>National MBAResearch Standards – Business Administration</p> <p>Participate in career planning to enhance job-success potential.</p> <p>Utilize critical-thinking skills to determine best options/outcomes.</p>

Task	SOL Correlations	National MBAResearch Standards Correlations
Identify testing skills and strategies.	English: 11.1, 11.5, 12.1, 12.5	National MBAResearch Standards – Business Administration Participate in career planning to enhance job-success potential. Utilize critical-thinking skills to determine best options/outcomes.
Demonstrate the ability to successfully complete selected practice examinations.	English: 11.5, 12.5	National MBAResearch Standards – Business Administration Participate in career planning to enhance job-success potential.
(Optional) Successfully complete an industry certification test representative of skills learned in Marketing Management.	English: 11.5, 12.5	National MBAResearch Standards – Business Administration Participate in career planning to enhance job-success potential.
Developing a Career		
Explain the difference between a job and a career.	English: 11.5, 12.5	

Task	SOL Correlations	National MBAResearch Standards Correlations
Explain the importance of adaptability in developing a career.	English: 11.5, 12.5	
Research career trends and opportunities in marketing management.	English: 11.5, 11.8, 12.5, 12.8	National MBAResearch Standards – Business Administration Participate in career planning to enhance job-success potential.
Explore postsecondary training and educational opportunities.	English: 11.5, 11.8, 12.5, 12.8	National MBAResearch Standards – Marketing Participate in career planning to enhance job-success potential.
Create or update résumé and a cover letter.	English: 11.5, 11.6, 11.7, 12.5, 12.6, 12.7	National MBAResearch Standards – Business Administration Implement job-seeking skills to obtain employment.
Explain how to prepare for an interview.	English: 11.1, 11.5, 12.1, 12.5	National MBAResearch Standards – Business Administration Implement job-seeking skills to obtain employment.

Task	SOL Correlations	National MBAResearch Standards Correlations
Practice interview techniques for a variety of situations.	English: 11.1, 11.5, 12.1, 12.5	National MBAResearch Standards – Business Administration Implement job-seeking skills to obtain employment.
Explain the importance of continuing personal and professional development.	English: 11.5, 12.5	National MBAResearch Standards – Business Administration Participate in career planning to enhance job-success potential.
Explain the benefits of a professional online presence.	English: 11.1, 11.5, 11.6, 11.7, 11.8, 12.1, 12.5, 12.6, 12.7, 12.8	National MBAResearch Standards – Business Administration Implement job-seeking skills to obtain employment. Use social media to communicate with a business’s stakeholders.