

Standards Correlations

Marketing Exploration (formerly Introduction to Marketing) (8110, 8111)

Task	SOL 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> <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>

Task	SOL Correlations
Demonstrate initiative and self-direction.	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 History and Social Science: CE.1, CE.4, CE.11, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1
Demonstrate integrity.	English: 6.1, 7.1, 8.1, 9.1, 9.5, 10.1, 10.5, 11.1, 11.5, 12.1, 12.5 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
Demonstrate work ethic.	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, GOVT.16, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Science: CH.1
Demonstrating Interpersonal Skills	
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

Task	SOL Correlations
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 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
Demonstrate information-literacy skills.	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 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, 7.8, 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* Science: 6.1, BIO.1, CH.1, ES.1, LS.1, PH.1, PS.1

Task	SOL Correlations
Demonstrate an understanding of information security.	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 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: COM.10
Maintain working knowledge of current information-technology (IT) systems.	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 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: 7.8, COM.1, COM.2, COM.7, COM.9, COM.10, COM.11, COM.16, COM.18, PS.17 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
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.	
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	

Task	SOL Correlations
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.	
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.	
Learning about Marketing	
Define <i>marketing</i> .	English: 9.3, 9.5, 10.3, 10.5, 11.3, 11.5
Identify the components of a marketing process/cycle.	English: 9.5, 10.5, 11.5
Explain marketing as a public service.	English: 9.5, 10.5, 11.5

Task	SOL Correlations
Explain marketing as a service to an organization.	English: 9.5, 10.5, 11.5
Identify components of the marketing mix.	English: 9.5, 10.5, 11.5
Identify marketing functions and their importance.	English: 9.5, 10.5, 11.5
Explain the effects of technology on marketing.	English: 9.5, 10.5, 11.5
Explain the concept of branding.	English: 9.3, 9.5, 10.3, 10.5, 11.3, 11.5
Explain the marketing concept.	English: 9.5, 10.5, 11.5
Explain the historical development that led to the adoption of the marketing concept.	English: 9.3, 9.5, 10.3, 10.5, 11.3, 11.5 History: VUS 9, 10, 11, 12
Identify current marketing trends.	English: 9.3, 9.5, 10.3, 10.5, 11.3, 11.5 Mathematics: A.6, A.7, A.8, A.9, AFDA.1, AFDA.3, AIL.9
Use technology to perform marketing tasks.	English: 9.2, 9.5, 10.2, 10.5, 11.2, 11.5 Mathematics: COM.1, COM.7, COM.8, COM.10, COM.11, COM.12
Communicating in the Workplace	
Identify elements of effective communication.	English: 9.5, 10.5, 11.5
Address others in a professional manner.	English: 9.5, 10.5, 11.5
Demonstrate the handling of incoming and outgoing telephone calls.	English: 9.1, 10.1, 11.1
Transcribe a message.	English: 9.1, 10.1, 11.1
Demonstrate handling of teleconferencing/web conferencing.	English: 9.1, 10.1, 11.1

Task	SOL Correlations
Explain the effects of nonverbal communication on interactions with others.	English: 9.1, 9.5, 10.1, 10.5, 11.1, 11.5
Explain the importance of mobile technology etiquette.	English: 9.5, 10.5, 11.5
Explain the importance of etiquette in any online environment.	English: 9.3, 9.5, 10.3, 10.5, 11.3, 11.5
Compose an email message.	English: 9.2, 10.2, 11.2
Identify elements of effective business writing.	English: 9.5, 10.5, 11.5
Explain constructive criticism.	English: 9.5, 10.5, 11.5
Understanding Economics in Organizations	
Explain the nature of economics.	English: 9.5, 10.5, 11.5 History: WHII 14, VUS 14
Distinguish between a good and a service.	English: 9.5, 10.5, 11.5
Distinguish between consumer and capital goods and services.	English: 9.5, 10.5, 11.5
Explain the economic benefits of marketing.	English: 9.5, 10.5, 11.5
Identify types of product utility.	English: 9.5, 10.5, 11.5
Exploring the Private Enterprise System	
Explain the meaning and characteristics of private enterprise.	English: 9.5, 10.5, 11.5
Explain the concept of profit.	English: 9.3, 9.5, 10.3, 10.5, 11.3, 11.5
Explain the concept of supply and demand.	English: 9.3, 9.5, 10.3, 10.5, 11.3, 11.5
Explain the effect of competition on buyers and sellers.	English: 9.5, 10.5, 11.5

Task	SOL Correlations
Exploring Promotional Activities in Marketing	
Identify the major types of promotion and the benefits of each.	English: 9.5, 9.6, 9.7, 10.5, 10.5, 10.6, 10.7, 11.5, 11.6, 11.7
Explain the concept of a target market.	English: 9.5, 9.8, 10.5, 10.8, 11.5, 11.8
Create a customer profile.	English: 9.1, 10.1, 11.1
Identify promotional methods for specific target markets.	English: 9.5, 10.5, 11.5
Explain the concept of mass marketing.	English: 9.5, 10.5, 11.5
Preparing for a Routine Sales Transaction	
Explain the traits of an effective salesperson.	English: 9.5, 10.5, 11.5
Explain the importance of selling.	English: 9.5, 10.5, 11.5
Analyze product/service knowledge required for a routine sales transaction.	English: 9.5, 10.5, 11.5
Explain the concept of customer service.	English: 9.5, 10.5, 11.5
Completing a Sales Transaction	
Prepare for the customer (pre-approach).	English: 9.8, 10.8, 11.8
Approach the customer.	English: 9.1, 10.1, 11.1
Determine the customer's wants and needs.	English: 9.5, 10.5, 11.5
Present product or service features as customer benefits.	English: 9.1, 10.1, 11.1
Overcome the customer's objections.	
Close the sale.	English: 9.1, 9.3, 9.5, 10.1, 10.3, 9.5, 11.1, 11.3, 11.5
Use suggestion selling.	
Apply follow-up and relationship-building strategies.	English: 9.5, 10.5, 11.5

Task	SOL Correlations
Identify various methods of handling payment for purchases.	English: 9.5, 10.5, 11.5
Process payment for a cash purchase.	
Exploring Career Opportunities in Marketing	
Identify career opportunities in marketing.	English: 9.5, 10.5, 11.5
Identify products and services in various marketing areas.	English: 9.5, 10.5, 11.5
Identify one's personal interests, personality traits, and skills.	English: 9.5, 10.5, 11.5
Analyze possible career choices.	English: 9.5, 10.5, 11.5
Identify ethical work behavior.	English: 9.3, 9.5, 10.3, 10.5, 11.3, 11.5
Preparing for a Job Search	
Identify job search resources.	English: 9.5, 9.8, 10.5, 10.8, 11.5, 11.8
Develop a résumé.	English: 9.5, 9.6, 10.5, 10.6, 11.5, 11.6
Develop a cover letter.	English: 9.6, 9.7, 10.6, 10.7, 11.6, 11.7
Complete a job application.	English: 9.6, 9.7, 10.6, 10.7, 11.6, 11.7
Identify characteristics of successful interviews.	English: 9.5, 10.5, 11.5
Participate in a mock interview.	English: 9.1, 10.1, 11.1
Complete follow-up to an employment interview.	English: 9.5, 10.5, 11.5