

Standards Correlations

Marketing (8120)

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>

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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

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	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 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

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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> <p>Science: BIO.1, CH.1, ES.1, PH.1</p>
Demonstrate proficiency with technologies, tools, and machines common to a specific occupation.	<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, 7.9, 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</p> <p>Science: CH.1, ES.1, LS.1, PH.1, PS.1</p>
Apply mathematical skills to job-specific tasks.	<p>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</p>

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	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
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	

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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	
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.	

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Participate in a WBL experience, when appropriate.	
Examining Marketing and Business	
Analyze the marketing concept and its historical development.	English: 9.5, 10.5, 11.5, 12.5 History: WHII 14; VUS 8, 9, 10, 11, 12, 14
Explain the components of the marketing mix.	English: 9.5, 10.5, 11.5, 12.5
Review the components of a marketing process/cycle.	English: 9.5, 10.5, 11.5, 12.5
Explain the functions involved in marketing goods and services.	English: 9.5, 10.5, 11.5, 12.5
Describe current trends in marketing.	English: 9.5, 10.5, 11.5, 12.5
Compare the different types of organizations.	English: 9.5, 10.5, 11.5, 12.5
Explain the nature of business activities.	English: 9.5, 10.5, 11.5, 12.5 Mathematics: COM.1
Planning for Business Operations	
Identify the parts of a business plan.	English: 9.5, 10.5, 11.5, 12.5
Identify business resource partners.	English: 9.5, 10.5, 11.5, 12.5
Identify the parts of a marketing plan.	English: 9.5, 10.5, 11.5, 12.5
Explain basic financial statements.	English: 9.5, 10.5, 11.5, 12.5 Mathematics: COM.1
Communicating in the Workplace	
Describe the communication process.	English: 9.3, 9.5, 10.3, 10.5, 11.3, 11.5, 12.3, 12.5
Demonstrate the effects of nonverbal communication on interactions with others.	English: 9.5, 10.5, 11.5, 12.5

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Write various types of professional communications.	English: 9.6, 9.7, 10.6, 10.7, 11.6, 11.7, 12.6, 12.7
Demonstrate telephone etiquette.	English: 9.1, 10.1, 11.1, 12.1
Demonstrate online etiquette.	English: 9.2, 9.6, 9.7, 10.2, 10.6, 10.7, 11.2, 11.6, 11.7, 12.2, 12.6, 12.7
Explain concerns and opportunities related to electronic device use.	English: 9.5, 10.5, 11.5, 12.5
Examining Technology in Marketing	
Analyze the effects of technology on marketing.	English: 9.5, 10.5, 11.5, 12.5
Use technology to perform marketing tasks.	English: 9.2, 9.5, 10.2, 10.5, 11.2, 11.5, 12.2, 12.5 Mathematics: COM.1, COM.7, COM.9, COM.10, COM.11
Developing Professionalism in the Workplace	
Use feedback to improve performance.	English: 9.5, 10.5, 11.5, 12.5 Mathematics: AFDA.8, PS.1*, PS.2*, PS.3*, PS.4*, PS.7*, PS.8*, PS.9*, PS.10*, PS.11*, PS.12*
Explain the importance of diversity, opportunity, and inclusion within the work environment.	English: 9.5, 10.5, 11.5, 12.5
Examine ethical behavior in the workplace.	English: 9.5, 10.5, 11.5, 12.5
Demonstrate positive working relationships.	English: 9.5, 10.5, 11.5, 12.5
Demonstrate professional workplace behavior.	English: 9.5, 10.5, 11.5, 12.5
Understanding Economics in Organizations	
Describe the nature of economics, economic activities, and economic resources.	English: 9.5, 10.5, 11.5, 12.5 History: WH II 14; VUS 14; Govt 14
Describe the effects of competition on for-profit and not-for-profit organizations.	English: 9.5, 10.5, 11.5, 12.5

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Compare different types of business ownership.	English: 9.5, 10.5, 11.5, 12.5 History: Govt 14
Analyze the role of profit in private enterprise.	English: 9.3, 9.5, 10.3, 10.5, 11.3, 11.5, 12.3, 12.5
Evaluate multilevel marketing opportunities.	English: 9.3, 9.5, 10.3, 10.5, 11.3, 11.5, 12.3, 12.5
Diagram supply and demand.	
Introducing Data-Driven Marketing	
Identify the role of marketing information.	English: 9.5, 10.5, 11.5, 12.5
Explain qualitative and quantitative market research methods.	English: 9.3, 9.5, 10.3, 10.5, 11.3, 11.5, 12.3, 12.5
Explain the role of ethics in marketing research.	English: 9.5, 10.5, 11.5, 12.5 Mathematics: PS.8*, PS.9*, PS.10*
Developing Product/Service Planning Skills	
Identify the role of product/service/cause planning in marketing.	English: 9.3, 9.5, 10.3, 10.5, 11.3, 11.5, 12.3, 12.5
Describe the types of product/service mix strategies.	English: 9.5, 10.5, 11.5, 12.5
Describe the product/service life cycles.	English: 9.5, 10.5, 11.5, 12.5
Describe the importance of branding in marketing.	English: 9.3, 9.5, 10.3, 10.5, 11.3, 11.5, 12.3, 12.5
Explain the difference between brand name and brand.	English: 9.5, 10.5, 11.5, 12.5
Explain the use of national and private brand names in marketing.	English: 9.5, 10.5, 11.5, 12.5
Examining Channel Management	
Explain the concept of channel management.	English: 9.5, 10.5, 11.5, 12.5
Describe the channels of distribution.	English: 9.5, 10.5, 11.5, 12.5

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Trace the channels of distribution for a selected product/service.	
Identify shipping and receiving processes.	English: 9.5, 10.5, 11.5, 12.5
Understanding Product/Service Positioning	
Describe market identification and segmentation.	English: 9.3, 9.5, 10.3, 10.5, 11.3, 11.5, 12.3, 12.5
Explain positioning and its relationship to target market.	English: 9.5, 10.5, 11.5, 12.5
Develop a positioning map.	English: 9.5, 10.5, 11.5, 12.5
Determine the competition for a selected product or service.	English: 9.5, 10.5, 11.5, 12.5
Determine a product/service's position relative to the competition.	English: 9.5, 10.5, 11.5, 12.5
Determine the target market of a selected product/service.	English: 9.5, 10.5, 11.5, 12.5
Determine the most effective channels to position the selected product/service.	English: 9.5, 10.5, 11.5, 12.5
Pricing Products and Services	
Explain key factors in determining selling price.	English: 9.5, 10.5, 11.5, 12.5
Explain the differences between pricing a good and pricing a service.	English: 9.5, 10.5, 11.5, 12.5
Describe the relationship between supply and demand and its effects on price.	English: 9.3, 9.5, 10.3, 10.5, 11.3, 11.5, 12.3, 12.5
Promoting Products and Services	
Examine the concept of the promotional mix.	English: 9.5, 10.5, 11.5, 12.5
Determine the promotional mix for an existing product or service.	English: 9.5, 10.5, 11.5, 12.5

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Compare the types of technology used to market goods and services.	English: 9.5, 10.5, 11.5, 12.5
Compare various types of promotional media.	English: 9.5, 10.5, 11.5, 12.5
Identify components of ads.	English: 9.5, 10.5, 11.5, 12.5
Prepare an advertisement that encompasses knowledge of the marketing mix.	English: 9.5, 10.5, 11.5, 12.5
Explain the concept of visual merchandising.	English: 9.5, 10.5, 11.5, 12.5
Explain advertising campaigns.	English: 9.5, 10.5, 11.5, 12.5
Create a press release and related media materials.	English: 9.1, 9.5, 10.1, 10.5, 11.1, 11.5, 12.1, 12.5
Explain the concepts of push and pull as they apply to an existing product or service.	English: 9.5, 10.5, 11.5, 12.5
Describe ethical issues related to promotion.	English: 9.5, 10.5, 11.5, 12.5
Selling Products and Services	
Identify the types of selling and the tools used for each.	English: 9.5, 10.5, 11.5, 12.5
Explain the function of a planogram in selling merchandise.	English: 9.5, 10.5, 11.5, 12.5
Explain the importance of customer service.	English: 9.5, 10.5, 11.5, 12.5
Describe how to receive and handle customer complaints and compliments.	English: 9.5, 10.5, 11.5, 12.5
Explain customers' buying motives.	English: 9.5, 10.5, 11.5, 12.5
Demonstrate the selling process for a selected product or service.	English: 9.5, 10.5, 11.5, 12.5
Demonstrate how to process a sale.	English: 9.5, 10.5, 11.5, 12.5 Mathematics: A.1, A.4

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Understanding Risk Management	
Explain the nature and types of business risk.	English: 9.5, 10.5, 11.5, 12.5
Describe methods for managing risk.	English: 9.5, 10.5, 11.5, 12.5
Explain security issues related to business.	English: 9.5, 10.5, 11.5, 12.5
Developing a Career	
Analyze personal interests, personality traits, skills, and aptitudes.	English: 9.5, 10.5, 11.5, 12.5
Research career opportunities in marketing.	English: 9.5, 9.8, 10.5, 10.8, 11.5, 11.8, 12.5, 12.8
Apply various job search strategies.	English: 9.2, 9.5, 10.2, 10.5, 11.2, 11.5, 12.2, 12.5
Develop a résumé.	English: 9.6, 9.7, 10.6, 10.7, 11.6, 11.7, 12.6, 12.7
Develop a digital portfolio.	English: 9.5, 10.5, 11.5, 12.5
Compose a cover letter.	English: 9.6, 9.7, 10.6, 10.7, 11.6, 11.7, 12.6, 12.7
Complete a job application.	English: 9.6, 9.7, 10.6, 10.7, 11.6, 11.7, 12.6, 12.7
Participate in a mock interview.	English: 9.2, 9.5, 9.8, 10.2, 10.5, 10.8, 11.2, 11.5, 11.8, 12.2, 12.5, 12.8
Write a follow-up letter after an interview.	English: 9.6, 9.7, 10.6, 10.7, 11.6, 11.7, 12.6, 12.7
Describe networking skills for professional development.	English: 9.3, 9.5, 10.3, 10.5, 11.3, 11.5, 12.3, 12.5
Develop a personal marketing plan.	English: 9.5, 10.5, 11.5, 12.5
Identify employment tests and personality profiles.	English: 9.5, 10.5, 11.5, 12.5
Identify the procedure to follow in resigning from a position.	English: 9.5, 10.5, 11.5, 12.5