

**eDynamic Learning Course Title: Marketing 2a / 2b**

**State: TX**

**State Course Title: Marketing**

**State Course Code: 130.389**

**State Standards: Advanced Marketing**

**Date of Standards: 2015**

TEKS	Course Title. (a or b), if applicable, e.g. Game Design 1a	Unit Name(s)	Lesson(s) Numbers
<b>(1) The student demonstrates professional standards/ employability skills as required by business and industry.</b>			
(A) communicate effectively with others using speaking, listening, and writing skills;	Marketing 2b	Unit 6: Sales Motivation and Compensation	Activity 2
(B) demonstrate collaboration skills through teamwork;	Marketing 2b	Unit 3: Better Together: The Sales Team	Lesson 2
(C) demonstrate professionalism by conducting oneself in a manner appropriate for the profession and workplace;	Marketing 2b	Unit 7: Evaluating Sales Performance	Lesson 4
(D) demonstrate a positive, productive work ethic by performing assigned tasks as directed;	Marketing 2b	Unit 7: Evaluating Sales Performance	Lesson 4
(E) demonstrate integrity by choosing the ethical course of action and complying with all applicable rules, laws, and regulations;	Marketing 2a	Unit 5: Marketing Regulation	Lessons 3, 4
(F) demonstrate time-management skills such as prioritizing tasks, following schedules, and tending to goal-relevant activities in ways that use time wisely and optimize efficiency and results; and	Marketing 2b	Unit 7: Evaluating Sales Performance	Lesson 4
(G) demonstrate leadership skills by participating in activities such as career and technical student organizations.	Marketing 2b	Unit 5: Managing and Training Salespeople	Lessons 2, 4
<b>(2) The student develops a project on a topic related to the field of marketing and uses in-depth research to present findings.</b>			
(A) identify a topic to investigate or research;	Marketing 2a	Unit 4: Marketing Fundamentals Around the World	Activity 2
(B) consult with an expert to investigate and discover possible solutions to an issue; and	Marketing 2a	Unit 8: International Marketing Trends	Activity 1
(C) present findings to an audience that includes experts in the field.	Marketing 2a	Unit 8: International Marketing Trends	Activity 2

<b>(3) The student knows the concepts of market and market identification.</b>			
(A) perform a market analysis;	Marketing 2a	Unit 3: Market Research in a Global Context	Lessons 1-4
(B) conduct a strengths, weaknesses, opportunities, and threats (SWOT) analysis for use in the marketing planning process; and	Marketing 2a	Unit 4: Marketing Fundamentals Around the World	Lesson 3
(C) create a marketing plan.	Marketing 2a	Unit 6: Products and Merchandising	Lessons 1, 2
<b>(4) The student understands the roles of management.</b>			
(A) differentiate among levels of management;	Marketing 2b	Unit 5: Managing and Training Salespeople	Lesson 2
(B) compare and contrast management styles;	Marketing 2b	Unit 5: Managing and Training Salespeople	Lesson 2
(C) identify effective recruitment, selection, training and development, and performance evaluation techniques;	Marketing 2b	Unit 4: Finding and Hiring Good Salespeople	Lessons 1-4
(D) demonstrate an understanding of the process used to train and monitor employees to ensure compliance with laws, regulations, and self-regulatory measures;	Marketing 2b	Unit 5: Managing and Training Salespeople	Lesson 1
(E) model techniques to use in difficult customer relations situations; and	Marketing 2b	Unit 7: Evaluating Sales Performance	Lesson 4
(F) analyze factors involved in facilities design, maintenance, and improvement.	Marketing 2b	Unit 5: Managing and Training Salespeople	Lessons 1, 2
<b>(5) The student identifies the need for professional and career development.</b>			
(A) identify types of media available such as LinkedIn and industry-specific publications; and	Marketing 2b	Unit 5: Managing and Training Salespeople	Activity 3
(B) explain the role of professional organizations and networking.	Marketing 2b	Unit 5: Managing and Training Salespeople	Activity 3
<b>(6) The student integrates listening, reading, speaking, writing, and nonverbal communication skills effectively.</b>			
(A) communicate effectively in a business management setting; and	Marketing 2b	Unit 6: Sales Motivation and Compensation	Activity 2
(B) understand appropriate protocol in a business meeting.	Marketing 2b	Unit 6: Sales Motivation and Compensation	Activity 2
<b>(7) The student knows the importance of emerging trends and technologies in marketing.</b>			
(A) discuss trends affecting marketing; and	Marketing 2a	Unit 8: International Marketing Trends	Lesson 4
(B) research emerging technologies in marketing	Marketing 2a	Unit 8: International Marketing Trends	Lessons 2-4
<b>(8) The student knows the impact and value of diversity.</b>			
(A) portray how cultural diversity affects marketing; and	Marketing 2a	Unit 2: Global Business Environment	Lesson 3

(B) discover legal responsibilities regarding diversity.	Marketing 2a	Unit 2: Global Business Environment	Lesson 3
<b>(9) The student identifies international economic factors that affect marketing planning.</b>			
(A) identify strategies for entering international markets;	Marketing 2a	Unit 2: Global Business Environment	Lesson 1
(B) illustrate cultural, economic, and political factors to consider when engaging in international trade;	Marketing 2a	Unit 2: Global Business Environment	Lessons 2, 3
(C) distinguish between imports and exports;	Marketing 2a	Unit 2: Global Business Environment	Lessons 1-4
(D) explain the interdependence of nations;	Marketing 2a	Unit 2: Global Business Environment	Activity 1
(E) analyze advantages and disadvantages of international trade;	Marketing 2a	Unit 2: Global Business Environment	Lesson 1
(F) determine the impact of global trade on business decision making;	Marketing 2a	Unit 2: Global Business Environment	Lesson 1
(G) describe the determinants of exchange rates and their effects on the domestic economy;	Marketing 2a	Unit 2: Global Business Environment	Lesson 4
(H) discuss the impact of cultural and social environments on global trade; and	Marketing 2a	Unit 2: Global Business Environment	Lessons 2, 3
(I) interpret labor issues associated with global trade.	Marketing 2a	Unit 2: Global Business Environment	Lesson 4
<b>(10) The student identifies marketing research as a specific inquiry to solve a problem.</b>			
(A) express the importance of marketing research;	Marketing 2a	Unit 3: Market Research in a Global Context	Lesson 1
(B) describe areas of marketing research such as advertising, product, market, and sales;	Marketing 2a	Unit 3: Market Research in a Global Context	Lessons 2, 3
(C) explain the purpose of test marketing;	Marketing 2a	Unit 3: Market Research in a Global Context	Lessons 3, 4
(D) identify trends affecting marketing research; and	Marketing 2a	Unit 3: Market Research in a Global Context	Lesson 2
(E) communicate benefits and limitations of marketing research.	Marketing 2a	Unit 3: Market Research in a Global Context	Lessons 1-4
<b>(11) The student knows the components of the marketing research process in order to analyze demand, forecast sales, and make other decisions.</b>			
(A) state the marketing research process;	Marketing 2a	Unit 3: Market Research in a Global Context	Lesson 2
(B) identify methods of collecting data;	Marketing 2a	Unit 3: Market Research in a Global Context	Lesson 1
(C) describe ways technology is used in research;	Marketing 2a	Unit 3: Market Research in a Global Context	Lesson 2
(D) design and implement a study;	Marketing 2a	Unit 3: Market Research in a Global Context	Activity 2
(E) analyze and interpret data collected;	Marketing 2a	Unit 3: Market Research in a Global Context	Lesson 1
(F) develop a research report; and	Marketing 2a	Unit 3: Market Research in a Global Context	Activity 2

(G) make recommendations based on the research report.	Marketing 2a	Unit 3: Market Research in a Global Context	Activity 2
<b>(12) The student knows the importance of branding and extended product features.</b>			
(A) define branding elements;	Marketing 2a	Unit 6: Products and Merchandising	Lesson 1
(B) distinguish between warranties and guarantees; and	Marketing 2a	Unit 6: Products and Merchandising	Lesson 3
(C) design a product package, brand, and label	Marketing 2a	Unit 6: Products and Merchandising	Activity 3
<b>(13) The student analyzes the laws and regulations that affect products.</b>			
(A) differentiate among laws, regulations, and self-regulatory measures for products; and	Marketing 2a	Unit 6: Products and Merchandising	Lesson 4
(B) clarify how business is affected by government regulation of consumer protection.	Marketing 2a	Unit 6: Products and Merchandising	Lesson 4
<b>(14) The student knows that public relations and publicity can be used to promote a business or organization.</b>			
(A) prepare publicity materials;	Marketing 2a	Unit 4: Marketing Fundamentals Around the World	Lesson 2
(B) distinguish among activities that would encourage positive public relations; and	Marketing 2a	Unit 4: Marketing Fundamentals Around the World	Lessons 2, 4
(C) analyze potential impact of publicity and offer possible strategies for dealing with the impact.	Marketing 2a	Unit 4: Marketing Fundamentals Around the World	Lessons 2, 4
<b>(15) The student knows that the purchasing process occurs in a continuous cycle.</b>			
(A) explain the process of identifying needs;	Marketing 2a	Unit 7: Global Buying and Distribution	Lesson 2
(B) describe the process of selecting suppliers and sources;	Marketing 2a	Unit 7: Global Buying and Distribution	Lessons 1-4
(C) explain the negotiation process;	Marketing 2a	Unit 7: Global Buying and Distribution	Lesson 3
(D) explain how goods and services are ordered; and	Marketing 2a	Unit 7: Global Buying and Distribution	Lessons 1-3
(E) distinguish strategies used in evaluating purchases.	Marketing 2a	Unit 7: Global Buying and Distribution	Lesson 1
<b>(16) The student knows that a buying plan identifies products to be offered for sale for a particular period of time.</b>			
(A) describe and calculate merchandising-related discounts;	Marketing 2a	Unit 6: Products and Merchandising	Lesson 3
(B) interpret vendor terms and policies; and	Marketing 2a	Unit 7: Global Buying and Distribution	Lessons 1-3
(C) calculate the final cost of a product.	Marketing 2a	Unit 6: Products and Merchandising	Lesson 3

<b>(17) The student knows the important role each employee plays in providing exceptional customer service.</b>			
(A) identify employee management actions and attitudes that result in customer satisfaction;	Marketing 2b	Unit 1: Sales, People, Processes and Strategies	Lessons 3, 4
(B) describe how customer service and follow-up are major factors for success in marketing; and	Marketing 2b	Unit 1: Sales, People, Processes and Strategies	Lessons 3, 4
(C) demonstrate effective communication with customers to foster positive relationships that enhance company image.	Marketing 2b	Unit 1: Sales, People, Processes and Strategies	Lessons 3, 4
<b>(18) The student demonstrates the management of selling activities.</b>			
(A) explain sales and financial quotas;	Marketing 2b	Unit 2: The Numbers Behind Sales	Lesson 1
(B) identify types of information contained in sales records; and	Marketing 2b	Unit 2: The Numbers Behind Sales	Lesson 4
(C) exhibit proper procedures for maintaining sales records.	Marketing 2b	Unit 2: The Numbers Behind Sales	Lesson 4
<b>(19) The student prepares for employment in a particular career field.</b>			
(A) identify training, education, and certification requirements for occupational choice; and	Marketing 2b	Unit 7: Evaluating Sales Performance	Lesson 4
(B) research career-related training or degree programs.	Marketing 2b	Unit 7: Evaluating Sales Performance	Lesson 4
<b>(20) The student demonstrates mathematics knowledge and skills required to pursue the full-range of postsecondary education and career opportunities.</b>			
(A) demonstrate use of relational expressions such as equal to, not equal to, greater than, and less than;	Marketing 2a	Unit 6: Products and Merchandising	Lesson 4
(B) apply data and measurements to solve a problem;	Marketing 2a	Unit 6: Products and Merchandising	Lesson 4
(C) analyze mathematical problem statements for missing or irrelevant data;	Marketing 2a	Unit 6: Products and Merchandising	Lesson 4
(D) construct charts, tables, and graphs from functions and data; and	Marketing 2a	Unit 6: Products and Merchandising	Lesson 4
(E) analyze data when interpreting operational documents.	Marketing 2a	Unit 6: Products and Merchandising	Lesson 4
<b>(21) The student applies ethical reasoning to a variety of workplace situations in order to make ethical decisions.</b>			
(A) weigh alternative responses to workplace situations based on legal responsibilities and employer policies;	Marketing 2a	Unit 5: Marketing Regulation	Lessons 3, 4
(B) weigh alternative responses to workplace situations based on personal or professional ethical responsibilities;	Marketing 2a	Unit 5: Marketing Regulation	Lessons 3, 4
(C) identify and explain personal and long-term consequences of unethical or illegal behaviors; and	Marketing 2a	Unit 5: Marketing Regulation	Lessons 3, 4
(D) identify the most appropriate response to workplace situations based on legal and ethical considerations.	Marketing 2a	Unit 5: Marketing Regulation	Lessons 3, 4
<b>(22) The student knows the importance of teamwork, leadership, and organizational skills.</b>			
(A) specify how teams function;	Marketing 2b	Unit 3: Better Together: The Sales Team	Lesson 2

(B) use teamwork to solve problems;	Marketing 2b	Unit 3: Better Together: The Sales Team	Activity 1, 2
(C) differentiate between the roles of team leaders and team members;	Marketing 2b	Unit 3: Better Together: The Sales Team	Lesson 2
(D) analyze characteristics of good leaders;	Marketing 2b	Unit 5: Managing and Training Salespeople	Lessons 2, 4
(E) identify employers' expectations and appropriate work habits;	Marketing 2b	Unit 7: Evaluating Sales Performance	Lesson 4
(F) define discrimination, harassment, and inequality;	Marketing 2b	Unit 4: Finding and Hiring Good Salespeople	Lesson 4
(G) demonstrate time-management techniques to develop and maintain schedules and meet deadlines;	Marketing 2b	Unit 7: Evaluating Sales Performance	Lesson 4
(H) illustrate how teams measure their results; and	Marketing 2b	Unit 3: Better Together: The Sales Team	Lesson 3
(I) demonstrate methods to recognize and reward team performance.	Marketing 2b	Unit 6: Sales Motivation and Compensation	Lessons 1, 2