

Standards Correlations

Strategic Marketing (8130)

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>

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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
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.	

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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	
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.	

Task	SOL Correlations
Examining Marketing and Business	
Examine current events and trends that affect marketing.	English: 11.5, 12.5 History: VUS 14; Govt 12, 13, 14, 15
Analyze the effects of marketing trends on a selected business or product.	English: 11.5, 12.5
Describe the influence of environmental issues on marketing.	English: 11.5, 12.5 History: Govt 7, 8, 9
Explain elements of ethical decision-making.	English: 11.5, 12.5
Present solutions to address unfair business practices.	English: 11.1, 12.1
Communicating in the Workplace	
Explain the importance of follow-up communication.	English: 11.5, 12.5
Report information/data in a written document.	English: 11.1, 11.6, 11.7, 12.1, 12.6, 12.7
Report information/data in an oral presentation accompanied by visual aids.	English: 11.1, 11.5, 11.8, 12.1, 12.5, 12.8
Demonstrate examples of professional communication skills.	English: 11.1, 11.6, 12.1, 12.6
Present an electronic device policy for the workplace.	English: 11.1, 12.1
Developing Professionalism in the Workplace	
Apply time-management strategies.	English: 11.1, 11.5, 11.6, 11.7, 12.1, 12.5, 12.6, 12.7
Identify the steps in negotiation and their use in the workplace.	English: 11.5, 12.5
Identify the characteristics of leaders.	English: 11.5, 12.5
Identify the importance of continuing professional development activities for all employees.	English: 11.1, 11.5, 12.1, 12.5
Propose changes to an employee handbook.	English: 11.5, 12.5

Task	SOL Correlations
Understanding Entrepreneurship	
Explain the concept of entrepreneurship.	English: 11.5, 12.5
Describe the need for entrepreneurial innovation.	English: 11.3, 11.5, 12.3, 12.5
Summarize challenges faced by entrepreneurs.	English: 11.1, 12.1
Understanding Economics	
Explain the effects of economic change on business and employment.	English: 11.5, 12.5
Analyze the role of government in business and the economy.	English: 11.5, 12.5 History: VUS 14; Govt 7, 8, 9, 14, 15
Describe the effects of global marketing on businesses in the United States.	English: 11.5, 12.5 History: VUS 14; Govt 14, 15
Describe the phases of the business cycle.	English: 11.5, 12.5
Explain productivity and its effects on individual businesses and the economy as a whole.	English: 11.5, 12.5
Predict price changes based on supply and demand.	English: 11.5, 11.8, 12.5, 12.8
Developing Management Skills	
Describe the functions and levels of management.	English: 11.1, 11.5, 12.1, 12.5
Explain the process of hiring, orienting, and training employees.	English: 11.5, 11.8, 12.5, 12.8
Identify strategies for motivating employees.	English: 11.5, 12.5
Explain appropriate methods of communicating with employees.	English: 11.5, 12.5
Explain the importance of managing a diverse workforce.	English: 11.5, 12.5

Task	SOL Correlations
Explain the process of handling employee complaints.	English: 11.5, 12.5
Explain the process of remedial action.	English: 11.5, 12.5
Outline the procedure for conducting an employee evaluation.	English: 11.6, 11.7, 12.6, 12.7
Describe legal aspects of personnel management.	English: 11.5, 12.5 History: Govt 9, 15
Apply decision-making skills to management situations.	English: 11.5, 12.5
Describe benefits and challenges of managing a global business.	English: 11.5, 11.8, 12.5, 12.8
Explain the importance of financial statements in decision-making.	English: 11.5, 12.5
Interpret financial statements.	English: 11.5, 12.5
Explain the importance of a marketing budget.	English: 11.5, 12.5
Create a marketing budget.	English: 11.2, 12.2 Mathematics: COM. 1, COM.7, COM.8, COM.9, COM.10, COM.11, COM.13, COM.14
Managing Marketing Information	
Explain the importance of analyzing data.	English: 11.5, 12.5 Mathematics: AFDA.3, AFDA.8, AII.9, PS.1*, PS.2*, PS.3*, PS.4*, PS.7*, PS.8*, PS.9*, PS.10*
Explain the nature of sales forecasts.	English: 11.5, 12.5
Explore opportunities for research and professional development.	English: 11.5, 12.5
Conduct a marketing research project.	English: 11.5, 11.8, 12.5, 12.8

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	Mathematics: AFDA.8, AII.9, PS.1*, PS.2*, PS.3*, PS.4*, PS.7*, PS.8*, PS.9*, PS.10*
Prepare a marketing research report.	English: 11.5, 12.5 Mathematics: PS.1*, COM.7
Present marketing research findings and recommendations.	English: 11.1, 12.1
Developing Product/Service Planning Skills	
Analyze the life cycle of an existing product/service.	English: 11.5, 12.5
Analyze a product line and a brand extension.	English: 11.5, 12.5
Create a product extension for an existing product.	English: 11.5, 11.8, 12.5, 12.8
Modify an existing branding strategy.	English: 11.5, 12.5
Create a branding strategy for a fictitious business.	English: 11.1, 11.5, 12.1, 12.5
Understanding Product/Service Positioning	
Describe the competitive positioning of an existing product/service.	English: 11.5, 12.5
Analyze competitive strategies between similar businesses.	English: 11.5, 12.5
Conduct a strengths, weaknesses, opportunities, threats (SWOT) analysis.	English: 11.5, 12.5
Develop a repositioning plan or a rationale for maintaining the existing positioning plan for an existing product/service.	English: 11.1, 12.1
Examining Channel Management	
Explain the inventory handling process.	English: 11.5, 12.5
Explain inventory control systems.	English: 11.5, 12.5
Compare common shipping and storing methods.	English: 11.5, 12.5
Pricing Products and Services	

Task	SOL Correlations
Identify the psychological effects of pricing.	English: 11.5, 12.5
Explain the effects of price on profitability.	English: 11.5, 12.5
Explain the concept of markup/markdown and how it relates to profit and loss.	English: 11.3, 11.5, 12.3, 12.5
Apply formulas for pricing to calculate markup and markdown.	English: 11.5, 12.5 Mathematics: AFDA.4
Calculate breakeven point in units and dollars.	Mathematics: AFDA.5
Calculate gross and net profit.	
Explain how pricing is determined in not-for-profit organizations.	English: 11.5, 12.5
Describe the roles of laws and ethics in pricing.	English: 11.5, 12.5 History: Govt 7, 8, 9, 14
Applying the Promotional Mix	
Identify internal and external methods of promoting sales for a selected product/service.	English: 11.5, 12.5
Identify communications channels to reinforce company image and support financial investment.	English: 11.5, 12.5
Develop a promotional plan or campaign for a business-to-business (B2B) or consumer product/service.	English: 11.1, 11.5, 12.1, 12.5
Explain strategies for developing media outreach and public relations.	English: 11.5, 12.5
Identify social media platforms that can be used to promote a business or product.	English: 11.2, 11.5, 12.2, 12.5
Create a plan for introducing social media promotion.	English: 11.1, 11.5, 11.6, 11.7, 12.1, 12.5, 12.6, 12.7

Task	SOL Correlations
Purchasing Products and Services	
Explain the role of a merchandising plan in purchasing products and services.	English: 11.5, 12.5
Explain the elements of a merchandising plan.	English: 11.5, 12.5e
Compare the merchandising strategies of two businesses with similar products and different target markets.	English: 11.5, 12.5
Analyze forms used in purchasing.	English: 11.5, 12.5
Implementing Risk Management	
Develop strategies for reducing shrinkage.	English: 11.1, 11.5, 12.1, 12.5
Explain the importance of protecting intellectual property.	English: 11.5, 12.5 History: Govt 7, 8, 9, 14
Describe the legal aspects of marketing management.	English: 11.5, 12.5 History: Govt 7, 8, 9, 14
Selling Products and Services	
Use buying motives of businesses as the basis for sales presentations.	English: 11.5, 12.5
Create a planogram for an identified business.	English: 11.1, 11.5, 12.1, 12.5
Analyze methods used in developing long-term sales relationships.	English: 11.5, 12.5
Explain key factors in building and retaining a clientele.	English: 11.5, 12.5
Explain the uses of a prospect list.	English: 11.5, 12.5
Analyze innovative customer service, using case studies.	English: 11.5, 12.5
Examining Financing	

Task	SOL Correlations
Identify legal considerations in extending credit.	English: 11.5, 11.8, 12.5, 12.8 History: Govt 7, 8, 9, 14
Identify the benefits and costs of extending credit.	English: 11.5, 12.5
Explain cost analysis.	English: 11.5, 12.5
Preparing for Business Operations	
Analyze the components of a business plan.	English: 11.5, 12.5
Develop a business plan.	English: 11.5, 12.5
Analyze the components of a marketing plan.	English: 11.5, 12.5
Develop a marketing plan for a selected product or service.	English: 11.1, 11.5, 12.1, 12.5
Developing a Career	
Research career trends and opportunities in marketing.	English: 11.5, 11.8, 12.5, 12.8
Update a personal marketing plan.	English: 11.5, 12.5
Prepare a career development plan.	English: 11.5, 12.5
Explore postsecondary training and educational opportunities.	English: 11.5, 11.8, 12.5, 12.8
Update an electronic résumé and portfolio.	English: 11.5, 12.5
Update a cover letter.	English: 11.5, 12.5
Participate in a mock interview.	English: 11.1, 11.5, 12.1, 12.5
Describe the role of professional/trade organizations in career development.	English: 11.5, 12.5
Demonstrate networking skills for professional development.	English: 11.5, 12.5