

Alabama State Department of Education
High-Quality Instructional Materials Review Form
Marketing (Marketing Principles)

Textbook Title: _____
Publisher: _____
Grade Level or Subject Area: _____
Reviewer: _____

SECTION 2: ALIGNMENT TO ALABAMA COURSE OF STUDY STANDARDS

_____ Number of Standards _____ Number of Standards Met _____ Percentage of Standards Met

Directions for reviewers using this rubric:

Indicate your findings based on the extent to which the criteria were met using 1-4 rating scale. Ratings are equivalent in point value. To determine the percentage of standards met, divide total points obtained by possible points.

- 4-Exceeds Expectations: All materials reviewed indicate high-quality; none indicate low quality.
- 3-Meets Expectations: Most or all evidence indicates high quality; little to none indicates low quality. Materials may not be perfect, but Alabama educators and students would be well served and strongly supported by them.
- 2-Partially Meets Expectations: Some evidence indicates high quality, while some indicates low quality. Alabama educators would benefit from having these materials but need to supplement or adapt them substantively to serve their students well.
- 1-Does Not Meet Expectations: Little to no evidence indicates high quality; most or all evidence indicates low quality. Materials would not substantively help Alabama educators and students meet the state's expectations for teaching and learning.
- IE-Insufficient Evidence: More evidence is needed before a rating can be justified. If you are unsure about a rating because you lack relevant information, be sure to choose this option instead of "defaulting" to a rating of Partially Meets Expectations.

CONTENT STANDARDS: HIGH SCHOOL COURSES

Marketing Principles

Each standard completes the stem "Students will...."

Distribution					Citations
<p>1. Apply knowledge of logistics (distribution) and channel management to manage supply-chain activities.</p> <p>a. Explain the nature and scope of channel management and distribution. Examples: transportation, storage, buying, shipping, receiving</p> <p>b. Contrast the functions of retailers, wholesalers, agents, and brokers.</p> <p>c. Describe the use of technology in channel management and distribution and explain how it affects the cost of products.</p>	1	2	3	4	IE
Economics					
<p>2. Gather and share information about the economic environments in which customers function.</p> <p>a. Examine various economic systems to determine how each establishes what will be produced, how it will be produced, and for whom it will be produced.</p> <p>b. Explain how traditional, command, market, and mixed economic systems affect private ownership and the role of government in each economic system.</p> <p>c. Identify various measurements used to analyze an economy and explain how those measures relate to supply and demand in the marketing process.</p>	1	2	3	4	IE
Entrepreneurship					
<p>3. Identify concepts, processes, and behaviors associated with successful entrepreneurs.</p>	1	2	3	4	IE
Global Marketing					

<p>4. Demonstrate knowledge of international business and marketing concepts.</p> <p>a. Contrast international and domestic business and marketing.</p> <p>b. Explain why nations and companies engage in international trade.</p> <p>c. Explain the importance of marketing in a global economy.</p> <p>d. Identify factors affecting international trade. Examples: culture, political structure, barriers to trade, currency fluctuations, comparative advantage</p>	<p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>IE</p>	
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Marketing

<p>5. Explain marketing principles in relation to the free enterprise system and the global trade environment.</p> <p>a. Define marketing and explain its role in the economy.</p> <p>b. Utilize basic marketing terminology.</p> <p><i>Examples: market segmentation, target marketing, marketing positioning</i></p> <p>c. Explain key terms related to the global trade environment</p>	<p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>IE</p>	
<p>6. Evaluate how the “four P’s” of marketing (Product, Price, Place, Promotion) directly impact businesses and the sales process.</p>	<p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>IE</p>	
<p>7. Utilize knowledge of marketing concepts to explain the scope and impact of marketing on the economy.</p> <p>a. Explain marketing functions and their related activities.</p> <p>b. Analyze elements of the marketing mix.</p> <p>c. Explain the concepts of a market, market segmentation, and market identification.</p> <p>d. Relate marketing concepts to customers’ needs and wants.</p>	<p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>IE</p>	
<p>8. Evaluate and modify business and marketing systems to facilitate business activities.</p> <p>a. Describe types of business activities.</p>	<p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>IE</p>	

<p>b. Explain types of business ownership.</p> <p>c. Identify and explain trends and developments in marketing.</p> <p>d. Explain the importance of corporate social responsibility (CSR).</p>		
<p>9. Describe how business and marketing decisions are influenced by marketing information and research.</p> <p>a. Explain the nature and scope of the marketing information management function.</p> <p>b. Describe the types of marketing research, including advertising, product, market, and sales, and the differences between quantitative and qualitative data.</p> <p>c. Contrast primary and secondary data.</p> <p>d. Describe data-collection methods.</p> <p><i>Examples: observations, mail, telephone, Internet, discussion/focus groups, interviews, scanners</i></p> <p>e. Identify trends and limitations in marketing research, including the impact of social media.</p>	<p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>IE</p>	
<p>Pricing</p>		
<p>10. Evaluate pricing strategies in terms of maximizing return and meeting customers' perceptions of value.</p> <p>a. Explain the nature and scope of the pricing function.</p> <p>b. Explain factors affecting pricing decisions.</p> <p>c. Distinguish between market share and market position as they relate to pricing.</p> <p>d. Compare and contrast markup, markdown, sale prices, and discount dollars and percentages.</p> <p>e. Explain the impact of product life cycles on marketing decisions.</p>	<p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>IE</p>	
<p>Product and Service Planning</p>		
<p>11. Employ processes and techniques to develop, maintain, and improve a</p>	<p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>IE</p>	

<p>product/service mix to utilize market opportunities.</p> <ol style="list-style-type: none"> Explain the nature and scope of the product/service management function. Explain the concepts of product mix and product/service branding. Identify methods and techniques for generating a product idea. Detail procedures for positioning products and services. 		
Promotion		
<ol style="list-style-type: none"> Demonstrate promotional knowledge and skill for communicating information to achieve a desired marketing outcome. <ol style="list-style-type: none"> Identify the elements of the promotional mix and explain the role of promotion as a marketing function. List and explain promotional channels used to communicate with targeted audiences. Explain and identify the types of advertising and their costs. Examples: social media, print, digital Explain the role of a promotional plan. 	<p>1 2 3 4 IE</p>	
Selling		
<ol style="list-style-type: none"> Employ effective processes and techniques to sell goods, services, and ideas. <ol style="list-style-type: none"> Explain the nature and scope of the selling function and the role of marketing as a complement to selling. Explain the nature of sales channels. Analyze product information to identify product features and benefits and their role in selling. Explain the selling process and demonstrate sales techniques. 	<p>1 2 3 4 IE</p>	
Marketing Communications		
<ol style="list-style-type: none"> Integrate written, digital, and verbal messages to achieve effective marketing communications. 	<p>1 2 3 4 IE</p>	
Interpersonal Skills		

<p>15. Explain the nature and scope of teamwork and human relations.</p> <p>a. Describe the role of interpersonal skills, networking, and politics in the workplace.</p> <p>b. Explain the importance of stress management, negotiation, and conflict-resolution skills.</p>	<p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>IE</p>	
Finance		
<p>16. Utilize financial knowledge and skill to facilitate marketing decisions.</p> <p>a. Explain the importance of financial planning in business.</p> <p>b. Correlate profit, cash flow, margin, and sales to the financial plan.</p> <p>c. Describe the various types of financial records that should be analyzed when making marketing decisions.</p>	<p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>IE</p>	
Legal Issues		
<p>17. Summarize state and federal laws and regulations associated with marketing.</p>	<p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>IE</p>	

Total Points: _____