

# Curriculum Sequencing

The following program planning guide suggests a way to schedule the chapters of *Marketing Dynamics* for either an eighteen-week or a thirty-six-week course schedule.

## Eighteen-Week Course Schedule

### Week 1

- Chapter 1 Introduction to Marketing . . . . . 4
- Section 1.1 Marketing Defined . . . . . 6
- Section 1.2 Marketing Basics . . . . . 9
- Chapter 2 Marketing Plan . . . . . 20
- Section 2.1 Researching a Marketing Plan. . . . . 22
- Section 2.2 Developing a Marketing Plan. . . . . 27

### Week 2

- Chapter 3 Business Basics. . . . . 36
- Section 3.1 Business Defined. . . . . 38
- Section 3.2 Laws and Regulations . . . . . 43
- Chapter 4 Ethics and Social Responsibility . . . . . 52
- Section 4.1 Ethics. . . . . 54
- Section 4.2 Social Responsibility . . . . . 59

### Week 3

- Chapter 5 Economic Principles. . . . . 70
- Section 5.1 Introduction to Economics . . . . . 72
- Section 5.2 Economic Systems and Market Forces . . . . . 78
- Chapter 6 Economic Activity. . . . . 88
- Section 6.1 Economic Measurement . . . . . 90
- Section 6.2 Government and the Economy . . . . . 99
- Chapter 7 Global Trade . . . . . 106
- Section 7.1 Global Business Environment . . . . . 108
- Section 7.2 Global Marketplace . . . . . 113

### Week 4

- Chapter 8 Marketing Research. . . . . 126
- Section 8.1 Marketing-Research Data . . . . . 128
- Section 8.2 Conducting Marketing Research. . . . . 138

### Week 5

- Chapter 9 Targeting a Market . . . . . 146
- Section 9.1 Identify the Market . . . . . 148
- Section 9.2 Evaluate the Competition . . . . . 156

## Week 6

|   |     |
|---|-----|
| Chapter 10 Understanding the Customer . . . . . | 166 |
| Section 10.1 B2C Customers . . . . .            | 168 |
| Section 10.2 B2B Customers . . . . .            | 175 |
| Section 10.3 Credit Basics . . . . .            | 180 |

## Week 7

|  |     |
|--|-----|
| Chapter 11 Product . . . . .                           | 192 |
| Section 11.1 Product . . . . .                         | 194 |
| Section 11.2 New-Product Development Process . . . . . | 201 |

## Week 8

|  |     |
|--|-----|
| Chapter 12 Branding . . . . .                        | 214 |
| Section 12.1 Product Branding . . . . .              | 216 |
| Section 12.2 Brand Identity and Protection . . . . . | 221 |

## Week 9

|  |     |
|--|-----|
| Chapter 13 Price . . . . .                               | 232 |
| Section 13.1 Importance of Price . . . . .               | 234 |
| Section 13.2 Price Influencers . . . . .                 | 238 |
| Chapter 14 Pricing Product . . . . .                     | 248 |
| Section 14.1 Pricing Strategies . . . . .                | 250 |
| Section 14.2 Governmental Influence on Pricing . . . . . | 254 |

## Week 10

|   |     |
|---|-----|
| Chapter 15 Place . . . . .                            | 264 |
| Section 15.1 Channels of Distribution . . . . .       | 266 |
| Section 15.2 Supply Chain . . . . .                   | 274 |
| Chapter 16 Purchasing and Inventory Control . . . . . | 284 |
| Section 16.1 Purchasing . . . . .                     | 286 |
| Section 16.2 Inventory Control . . . . .              | 293 |

## Week 11

|   |     |
|---|-----|
| Chapter 17 Promotion . . . . .            | 306 |
| Section 17.1 Promotion Basics . . . . .   | 308 |
| Section 17.2 Types of Promotion . . . . . | 315 |

## Week 12

|   |     |
|---|-----|
| Chapter 18 Advertising . . . . .                          | 324 |
| Section 18.1 Advertising Basics . . . . .                 | 326 |
| Section 18.2 Developing an Advertising Campaign . . . . . | 334 |

## Week 13

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|--|-----|
| <b>Chapter 19</b> Visual Merchandising . . . . .   | 344 |
| <b>Section 19.1</b> Visual Merchandising . . . . . | 346 |
| <b>Section 19.2</b> Display . . . . .              | 351 |

## Week 14

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|--|-----|
| <b>Chapter 20</b> Personal Selling . . . . .   | 362 |
| <b>Section 20.1</b> Role of Sales . . . . .    | 364 |
| <b>Section 20.2</b> Selling . . . . .          | 368 |
| <b>Section 20.3</b> Customer Service . . . . . | 380 |

## Week 15

|  |     |
|--|-----|
| <b>Chapter 21</b> Marketing Management . . . . .           | 390 |
| <b>Section 21.1</b> Management . . . . .                   | 392 |
| <b>Section 21.2</b> Financial Management . . . . .         | 396 |
| <b>Chapter 22</b> Soft Skills . . . . .                    | 404 |
| <b>Section 22.1</b> Skills for Managers . . . . .          | 406 |
| <b>Section 22.2</b> Teams in the Workplace . . . . .       | 414 |
| <b>Chapter 23</b> Communication in the Workplace . . . . . | 422 |
| <b>Section 23.1</b> Communication Basics . . . . .         | 424 |
| <b>Section 23.2</b> Communication Skills . . . . .         | 430 |

## Week 16

|  |     |
|--|-----|
| <b>Chapter 24</b> Entrepreneurship . . . . .           | 448 |
| <b>Section 24.1</b> Becoming an Entrepreneur . . . . . | 450 |
| <b>Section 24.2</b> Starting a Business . . . . .      | 457 |
| <b>Chapter 25</b> Risk Management . . . . .            | 466 |
| <b>Section 25.1</b> Identify Risk . . . . .            | 468 |
| <b>Section 25.2</b> Manage Risk . . . . .              | 472 |
| <b>Chapter 26</b> Business Funding . . . . .           | 480 |
| <b>Section 26.1</b> Options for Funding . . . . .      | 482 |
| <b>Section 26.2</b> Apply for Financing . . . . .      | 490 |

## Week 17

|   |     |
|---|-----|
| <b>Chapter 27</b> Planning for Success . . . . .                | 500 |
| <b>Section 27.1</b> Career Investigation and Planning . . . . . | 502 |
| <b>Section 27.2</b> Preparing for Your Education . . . . .      | 515 |

## Week 18

|   |     |
|---|-----|
| <b>Chapter 28</b> Preparing for Your Career . . . . .             | 528 |
| <b>Section 28.1</b> Finding and Applying for Employment . . . . . | 530 |

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| <b>Section 28.2</b> Interviewing and the Employment Process . . . . . | 540 |
| <b>Chapter 29</b> Digital Citizenship . . . . .                       | 552 |
| <b>Section 29.1</b> Communicating in a Digital Society . . . . .      | 554 |
| <b>Section 29.2</b> Internet Use in the Workplace . . . . .           | 560 |

## Thirty-Six-Week Course Schedule

### Week 1

|  |   |
|--|---|
| <b>Chapter 1</b> Introduction to Marketing . . . . . | 4 |
| <b>Section 1.1</b> Marketing Defined . . . . .       | 6 |
| <b>Section 1.2</b> Marketing Basics . . . . .        | 9 |

### Week 2

|   |    |
|---|----|
| <b>Chapter 2</b> Marketing Plan . . . . .                 | 20 |
| <b>Section 2.1</b> Researching a Marketing Plan . . . . . | 22 |
| <b>Section 2.2</b> Developing a Marketing Plan . . . . .  | 27 |

### Week 3

|   |    |
|---|----|
| <b>Chapter 3</b> Business Basics . . . . .        | 36 |
| <b>Section 3.1</b> Business Defined . . . . .     | 38 |
| <b>Section 3.2</b> Laws and Regulations . . . . . | 43 |

### Week 4

|   |    |
|---|----|
| <b>Chapter 4</b> Ethics and Social Responsibility . . . . . | 52 |
| <b>Section 4.1</b> Ethics . . . . .                         | 54 |
| <b>Section 4.2</b> Social Responsibility . . . . .          | 59 |

### Week 5

|   |    |
|---|----|
| <b>Chapter 5</b> Economic Principles . . . . .                  | 70 |
| <b>Section 5.1</b> Introduction to Economics . . . . .          | 72 |
| <b>Section 5.2</b> Economic Systems and Market Forces . . . . . | 78 |

### Week 6

|   |    |
|---|----|
| <b>Chapter 6</b> Economic Activity . . . . .            | 88 |
| <b>Section 6.1</b> Economic Measurement . . . . .       | 90 |
| <b>Section 6.2</b> Government and the Economy . . . . . | 99 |

### Week 7

|  |     |
|--|-----|
| <b>Chapter 7</b> Global Trade . . . . .                  | 106 |
| <b>Section 7.1</b> Global Business Environment . . . . . | 108 |
| <b>Section 7.2</b> Global Marketplace . . . . .          | 113 |

## **Week 8**

|  |     |
|--|-----|
| <b>Chapter 8</b> Marketing Research . . . . .        | 126 |
| <b>Section 8.1</b> Marketing-Research Data . . . . . | 128 |

## **Week 9**

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| <b>Section 8.2</b> Conducting Marketing Research . . . . . | 138 |
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## **Week 10**

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|--|-----|
| <b>Chapter 9</b> Targeting a Market . . . . .    | 146 |
| <b>Section 9.1</b> Identify the Market . . . . . | 148 |

## **Week 11**

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|---|-----|
| <b>Section 9.2</b> Evaluate the Competition . . . . . | 156 |
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## **Week 12**

|  |     |
|--|-----|
| <b>Chapter 10</b> Understanding the Customer . . . . . | 166 |
| <b>Section 10.1</b> B2C Customers . . . . .            | 168 |

## **Week 13**

|   |     |
|---|-----|
| <b>Section 10.2</b> B2B Customers . . . . . | 175 |
| <b>Section 10.3</b> Credit Basics . . . . . | 180 |

## **Week 14**

|                                       |     |
|---------------------------------------|-----|
| <b>Chapter 11</b> Product . . . . .   | 192 |
| <b>Section 11.1</b> Product . . . . . | 194 |

## **Week 15**

|   |     |
|---|-----|
| <b>Section 11.2</b> New-Product Development Process . . . . . | 201 |
|---|-----|

## **Week 16**

|   |     |
|---|-----|
| <b>Chapter 12</b> Branding . . . . .                        | 214 |
| <b>Section 12.1</b> Product Branding . . . . .              | 216 |
| <b>Section 12.2</b> Brand Identity and Protection . . . . . | 221 |

## **Week 17**

|   |     |
|---|-----|
| <b>Chapter 13</b> Price . . . . .                 | 232 |
| <b>Section 13.1</b> Importance of Price . . . . . | 234 |

## Week 18

|  |     |
|--|-----|
| Section 13.2 Price Influencers . . . . . | 238 |
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## Week 19

|  |     |
|--|-----|
| Chapter 14 Pricing Product . . . . .                     | 248 |
| Section 14.1 Pricing Strategies . . . . .                | 250 |
| Section 14.2 Governmental Influence on Pricing . . . . . | 254 |

## Week 20

|   |     |
|---|-----|
| Chapter 15 Place . . . . .                      | 264 |
| Section 15.1 Channels of Distribution . . . . . | 266 |
| Section 15.2 Supply Chain . . . . .             | 274 |

## Week 21

|   |     |
|---|-----|
| Chapter 16 Purchasing and Inventory Control . . . . . | 284 |
| Section 16.1 Purchasing . . . . .                     | 286 |
| Section 16.2 Inventory Control . . . . .              | 293 |

## Week 22

|   |     |
|---|-----|
| Chapter 17 Promotion . . . . .            | 306 |
| Section 17.1 Promotion Basics . . . . .   | 308 |
| Section 17.2 Types of Promotion . . . . . | 315 |

## Week 23

|   |     |
|---|-----|
| Chapter 18 Advertising . . . . .          | 324 |
| Section 18.1 Advertising Basics . . . . . | 326 |

## Week 24

|   |     |
|---|-----|
| Section 18.2 Developing an Advertising Campaign . . . . . | 334 |
|---|-----|

## Week 25

|   |     |
|---|-----|
| Chapter 19 Visual Merchandising . . . . .   | 344 |
| Section 19.1 Visual Merchandising . . . . . | 346 |
| Section 19.2 Display . . . . .              | 351 |

## Week 26

|                                       |     |
|---------------------------------------|-----|
| Chapter 20 Personal Selling . . . . . | 362 |
| Section 20.1 Role of Sales . . . . .  | 364 |

## Week 27

|   |     |
|---|-----|
| Section 20.2 Selling . . . . .          | 368 |
| Section 20.3 Customer Service . . . . . | 380 |

## Week 28

|   |     |
|---|-----|
| Chapter 21 Marketing Management . . . . .   | 390 |
| Section 21.1 Management . . . . .           | 392 |
| Section 21.2 Financial Management . . . . . | 396 |

## Week 29

|   |     |
|---|-----|
| Chapter 22 Soft Skills . . . . .              | 404 |
| Section 22.1 Skills for Managers . . . . .    | 406 |
| Section 22.2 Teams in the Workplace . . . . . | 414 |

## Week 30

|   |     |
|---|-----|
| Chapter 23 Communication in the Workplace . . . . . | 422 |
| Section 23.1 Communication Basics . . . . .         | 424 |
| Section 23.2 Communication Skills . . . . .         | 430 |

## Week 31

|   |     |
|---|-----|
| Chapter 24 Entrepreneurship . . . . .           | 448 |
| Section 24.1 Becoming an Entrepreneur . . . . . | 450 |
| Section 24.2 Starting a Business . . . . .      | 457 |

## Week 32

|                                      |     |
|--------------------------------------|-----|
| Chapter 25 Risk Management . . . . . | 466 |
| Section 25.1 Identify Risk . . . . . | 468 |
| Section 25.2 Manage Risk . . . . .   | 472 |

## Week 33

|  |     |
|--|-----|
| Chapter 26 Business Funding . . . . .      | 480 |
| Section 26.1 Options for Funding . . . . . | 482 |
| Section 26.2 Apply for Financing . . . . . | 490 |

## Week 34

|  |     |
|--|-----|
| Chapter 27 Planning for Success . . . . .                | 500 |
| Section 27.1 Career Investigation and Planning . . . . . | 502 |
| Section 27.2 Preparing for Your Education . . . . .      | 515 |

## **Week 35**

|   |     |
|---|-----|
| <b>Chapter 28</b> Preparing for Your Career . . . . .                 | 528 |
| <b>Section 28.1</b> Finding and Applying for Employment . . . . .     | 530 |
| <b>Section 28.2</b> Interviewing and the Employment Process . . . . . | 540 |

## **Week 36**

|  |     |
|--|-----|
| <b>Chapter 29</b> Digital Citizenship . . . . .                  | 552 |
| <b>Section 29.1</b> Communicating in a Digital Society . . . . . | 554 |
| <b>Section 29.2</b> Internet Use in the Workplace . . . . .      | 560 |