



Marketing 52.1801.00

Embedded Economics Credit Crosswalk

The Marketing program has been recognized by the Arizona State Board of Career and Technical Education (CTE) as being eligible for consideration by local governing boards to grant 0.5 credit of Social Studies: Economics. This document is the result of a committee analysis completed in 2023.

Marketing Standards	Economic Standards	Reasoning/Rationale
STANDARD 1.0 ANALYZE ECONOMIC PRINCIPLES AND CONCEPTS		
1.1 Describe the factors that affect economic decision-making (e.g., supply, demand, scarcity, incentives, competition, productivity, surplus, and shortage)	<p>HS.E2.1 Explain how scarcity results in economic decisions and evaluate their impact on individuals, institutions, and societies.</p> <p>HS.E2.2 Analyze how incentives influence economic choices for individuals, institutions, and societies.</p>	Factors such as scarcity and incentives affect economic decision-making.
1.2 Describe cost-benefit analysis, marginal analysis, and return on investment (ROI) as tools to evaluate economic issues	HS.E2.3 Use cost-benefit analysis and/or marginal analysis to evaluate an economic issue.	Cost-benefit analysis and marginal analysis to evaluate an economic issue.
1.3 Describe the impact of marketing on national and global economies	<p>HS.E4.1 Use economic data to analyze the health of a national economy.</p> <p>HS.E4.2 Evaluate the economic conditions that lead to fiscal and monetary policy choices and explain their impact on households and businesses.</p> <p>HS.E4.3 Explain the roles of institutions in a market economy.</p> <p>HS.E4.4 Explain the effect of advancements in technology and training on economic growth and standards of living.</p>	<p>Economic data is used to analyze the national economy.</p> <p>Economic conditions that lead to policy.</p> <p>Roles of institutions in a market economy.</p> <p>Global economy and its impact (advantages/disadvantages).</p> <p>Advantages of Imports and Exports.</p>
1.4 Determine the ways in which local, domestic, and international economic conditions affect marketing	<p>HS.E3.2 Evaluate how numerous factors and conditions influence market prices.</p> <p>HS.E4.2 Evaluate the economic conditions that lead to fiscal and monetary policy choices and explain their impact on households and businesses.</p> <p>HS.E5.1 Evaluate the advantages and disadvantages of global trade.</p> <p>HS.E5.2 Evaluate how interdependence impacts</p>	<p>Economic conditions such as global trade and interdependence were explored.</p> <p>Examine how national economies influence trade.</p>

Standards used in this Crosswalk: AZ History and Social Studies (Economics) revised in 2018 and CTE Marketing revised in 2023

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	<p>individuals, institutions, and societies.</p> <p>HS.E5.3 Explain why nations chose to trade and how it is regulated.</p> <p>HS.E5.4 Explain how national economies influence trade.</p>	
<p>1.5 Explain competitive market structures (e.g., monopoly, monopolistic, oligopolistic, and pure competition) and the impact they have on marketing decisions</p>	<p>HS.E1.1 Evaluate how and why people make choices to improve their economic well-being.</p> <p>HS.E1.2 Analyze the factors that influence how and why people make budgeting and saving choices.</p> <p>HS.E1.3 Evaluate the cost and benefits of using credit.</p> <p>HS.E3.1 Explain how buyers and sellers interact to create markets and market structures.</p>	<p>The impact on the motivations, opportunities, and decisions of economics.</p> <p>Students study capital resources, grants, interest rates, credit scores, 5 Cs of credit, loans, and fees.</p>
<p>1.6 Describe economic indicators and trends [e.g., Gross Domestic Product (GDP), income and wages, unemployment rate, Consumer Price Index (CPI), interest rates, and balance of trade]</p>	<p>HS.E1.1 Evaluate how and why people make choices to improve their economic well-being.</p> <p>HS.E1.2 Analyze the factors that influence how and why people make budgeting and saving choices.</p> <p>HS.E1.3 Evaluate the cost and benefits of using credit.</p> <p>HS.E1.4 Compare the cost and benefits of several types of investments.</p> <p>HS.E1.5 Evaluate the ways insurance may minimize personal financial risk.</p> <p>HS.E4.1 Use economic data to analyze the health of a national economy.</p> <p>HS.E4.2 Evaluate the economic conditions that lead to fiscal and monetary policy choices and explain their impact on households and businesses.</p>	<p>Students study the allocation of limited resources, CPI, business cycles, inflation, and distribution of wealth.</p>
<p>1.7 Describe the impact of the interconnected global economy on individuals and groups [e.g., balance of trade (BOT) and balance of payment (BOP)]</p>	<p>HS.E3.1 Explain how buyers and sellers interact to create markets and market structures.</p> <p>HS.E3.2 Evaluate how numerous factors and conditions influence market prices.</p> <p>HS.E3.3 Evaluate the role of government in regulating marketplaces.</p> <p>HS.E3.4 Explain the distinct types of business organizations and analyze the role of innovation and</p>	<p>Advantages and disadvantages of imports and exports</p> <p>World Trade Organization</p> <p>Embargos/tariffs/trade barriers</p>

	<p>entrepreneurship in a market economy.</p> <p>HS.E5.1 Evaluate the advantages and disadvantages of global trade.</p> <p>HS.E5.2 Evaluate how interdependence impacts individuals, institutions, and societies.</p>	
<p>1.8 Describe the benefits of personal/business financial literacy on the economy (i.e., income, spending, self-sufficiency, financial stability, saving money, investing money, planning for retirement, impact on credit, etc.)</p>	<p>HS.E1.1 Evaluate how and why people make choices to improve their economic well-being.</p> <p>HS.E1.2 Analyze the factors that influence how and why people make budgeting and saving choices.</p> <p>HS.E1.3 Evaluate the cost and benefits of using credit.</p> <p>HS.E1.4 Compare the cost and benefits of several types of investments.</p> <p>HS.E1.5 Evaluate the ways insurance may minimize personal financial risk.</p> <p>HS.E5.1 Evaluate the advantages and disadvantages of global trade.</p> <p>HS.E5.2 Evaluate how interdependence impacts individuals, institutions, and societies.</p> <p>HS.E5.3 Explain why nations chose to trade and how it is regulated.</p> <p>HS.E5.4 Explain how national economies influence trade.</p>	<p>Needs vs. Wants</p> <p>Budgeting</p> <p>Saving</p> <p>Credit</p> <p>Investments</p> <p>Insurance</p>
<p>1.9 Explain how buyers and sellers interact to create markets and market structures</p>	<p>HS.E3.1 Explain how buyers and sellers interact to create markets and market structures.</p> <p>HS.E3.2 Evaluate how numerous factors and conditions influence market prices.</p>	<p>How supply and demand can determine prices.</p> <p>Students study the Federal Reserve, fiscal and monetary policy.</p>
<p>1.10 Describe the interdependent relationship between individuals and institutions (business organizations, financial institutions, and government agencies) in a market economy (e.g., the circular flow model)</p>	<p>HS.E3.4 Explain the distinct types of business organizations and analyze the role of innovation and entrepreneurship in a market economy.</p> <p>HS.E4.3 Explain the roles of institutions in a market economy.</p> <p>HS.E5.2 Evaluate how interdependence impacts individuals, institutions, and societies.</p>	<p>Circular Flow Model</p>
<p>1.11 Examine the impact of global influences on price (e.g., currency</p>	<p>HS.E5.1 Evaluate the advantages and disadvantages of global trade.</p>	<p>Global trade</p>

exchange rates, tariffs, and distribution costs)	HS.E5.2 Evaluate how interdependence impacts individuals, institutions, and societies.	
1.12 Explain the concept of price elasticity	HS.E5.4 Explain how national economies influence trade.	Price elasticity
Marketing Standards	Economic Standards	Reasoning/Rationale
STANDARD 2.0 EXAMINE FOUNDATIONS OF MARKETING		
2.1 Describe the role of marketing in building customer demand for products (e.g., goods and services)	HS.E3.1 Explain how buyers and sellers interact to create markets and market structures.	Impact of production Commodity Specialization Labor laws Absolute and comparative advantage
2.2 Identify the components and goals of a marketing plan	HS.E2.2 Analyze how incentives influence economic choices for individuals, institutions, and societies.	Marketing plan with primary research
2.3 Define the elements of a marketing mix (e.g., product, price, promotion, and place)		
2.4 Define the functions of marketing (e.g., promotion, distribution/channel management, marketing information management, selling, product service management, pricing, and market planning)		
2.5 Describe the wide scope of marketing (e.g., business-to-consumer, business-to-business, consumer-to-consumer, non-profit, government, and e-commerce)		
2.6 Investigate how changing technology affects marketing decisions (e.g., social/traditional media, digital, connected tv, etc.)	HS.E4.4 Explain the effect of advancements in technology and training on economic growth and standards of living.	Mechanization Quality products Improved resource management Efficiency of production
2.7 Compare and contrast legal (i.e., fair housing, disclaimers, HIPAA, CAN-SPAM, etc.) vs. ethical marketing practices (i.e., bait and switch, price discrimination, etc.)	HS.E3.3 Evaluate the role of government in regulating market places.	Government involvement in the economy relates to this standard.

2.8 Explain the consequences of unethical marketing practices [i.e., government regulations, company image, loss of sales, public image, copyright infringement (i.e., music, symbols, etc.), incarceration, etc.]	HS.E3.3 Evaluate the role of government in regulating market places. HS.E5.3 Explain why nations chose to trade and how it is regulated.	Students study the role of government regulation, taxes and trade agreements, marketing and labeling laws, and economic changes.
2.9 Investigate the ways competition affects marketing decisions	HS.E3.3 Evaluate the role of government in regulating market places.	Domestic economy interactions with government, institutions, and the private sector. Students study government regulations in the marketplace, market supply-demand, price floors and ceilings.
2.10 Explain the usefulness/value of economic utilities and their relationship to customer satisfaction and decision making (i.e., time, possession, form, place, and information, etc.)		
Marketing Standards	Economic Standards	Reasoning/Rationale
STANDARD 3.0 ANALYZE THE CHARACTERISTICS, MOTIVATIONS, AND BEHAVIORS OF CONSUMERS		
3.1 Design a targeted customer profile based on market segmentation (e.g., psychographics, demographics, geographics, personas/avatar/anti-avatar/archetype, and behaviors)		
3.2 Distinguish between rational (cognitive) and emotional (affective) buying motives (e.g., Maslow’s Hierarchy of Needs and psychological motivators)		
3.3 Describe how personal values and cultural differences and diversity influence buying behavior (i.e., life stages, benefits sought, usage rate, brand loyalty, socioeconomic characteristics, etc.)	HS.E4.1 Use economic data to analyze the health of a national economy.	Students gather evidence and information about buying behaviors from multiple sources including economic Indicators, and World Trade Organization/Laws and Culture.
3.4 Classify products by categories of goods and services (e.g., convenience, shopping, specialty, impulse, etc.)		
3.5 Analyze how customer perceptions and impressions of a physical or virtual business impact purchase behavior (i.e., branding, image, influence, inclusion, etc.)		

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3.6 Explain ways that segmentation (dividing market based on shared characteristics) can be used to identify target markets (i.e., demographics, geographics, etc.)		
3.7 Analyze the ways characteristics of various generations impact marketing and buying decisions (i.e., Silent Generation, Baby Boomers, Generation X, Generation Y/Millennials, Generation Z, Generation Alpha, etc.)	HS.E4.4 Explain the effect of advancements in technology and training on economic growth and standards of living.	Marketing channels and communications
3.8 Identify ways that evolving technologies (i.e., s-commerce, e-commerce, virtual reality, augmented reality, mobile technologies, etc.) affect marketing strategy		
3.9 Describe how evolving technologies affect payment options affect the marketing strategy (i.e., Zelle, Venmo, Credit/Debit card, Crypto, etc.)	HS.E4.4 Explain the effect of advancements in technology and training on economic growth and standards of living.	Technology impacts economic growth.
Marketing Standards	Economic Standards	Reasoning/Rationale
STANDARD 4.0 ANALYZE THE ELEMENTS OF THE MARKETING MIX		
4.1 Identify marketing mix strategies for each product classification (e.g., extensive, limited, and routine)		
4.2 Examine how packaging is used in the marketing functions		
4.3 Explain issues of ethics and social responsibility in packaging (e.g., sustainability, false and misleading claims, and durability)		
4.4 Identify the qualities of an effective brand identity (i.e., logo, colors, graphics, images, etc.)		
4.5 Identify elements of an effective brand strategy (i.e., brand awareness, brand identity, mission, vision, value, target market, community impact, positioning, endorsement, sponsorship, etc.)		
4.6 Explain the impact of brands on consumer behavior		

4.7 Evaluate the rationale behind various brand strategies and product and/or service positioning (e.g., individual branding, family branding, mixed branding, and co-branding)		
4.8 Identify the factors that contribute to a product's price (e.g., specialization, volume, cost, quality, competition, and brand loyalty)	HS.E3.2 Evaluate how numerous factors and conditions influence market prices.	Students recognize and utilize characteristics of a free enterprise system (i.e., profit motive, competition, government role, and rationale of self-interest.
4.9 Differentiate among sales channels (i.e., online auction, marketplace, e-commerce, tradeshow, retail, brick and mortar, partners/affiliates, etc.)	HS.E3.1 Explain how buyers and sellers interact to create markets and market structures.	Economic systems (i.e., command, mixed, and free market) Commodity and foreign markets Competition and economic forecasts
4.10 Explain the facets of branding (i.e., visual, emotional, functional, social, product placement, sponsorship, endorsement, etc.)		

Automotive Standards	AZ Math Standards	Reasoning/Rationale
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STANDARD 5.0 EXAMINE SELLING CONCEPTS TO BUILD AND MAINTAIN CUSTOMER RELATIONSHIPS

5.1 Describe the personal selling process/steps of the sale [i.e., the pre-approach (marketing-to-sales transition), approach, determine needs, present the product, overcome objections, suggestion selling, close the sale, relationship building (helping vs. selling), sales funnel, etc.]		
5.2 Distinguish ethical issues involved in personal selling (e.g., high pressure sales and misrepresenting product/brand information, client confidentiality, and improved communication)		
5.3 Differentiate among sales methods [e.g., business-to-business (B2B), inbound and outbound, digital, direct, and business to consumer (B2C)]		
5.4 Explain methods and sources for lead acquisitions (i.e., prospecting, cold-calling, networking, referrals, etc.) and		

customer acquisitions (i.e., retargeting, nurturing, etc.)		
5.5 Explain various payment methods and Point of Sales (POS) systems (i.e., credit, debit, peer-to-peer, mobile payment, cash/check, etc.) and how they relate to customer satisfaction/retention		
5.6 Discuss fraud and security issues related to sales and customer trust (i.e., PIN theft, credit card skimming, identity theft, reward gaming/programs, etc.)		
5.7 Define common contract terms in sales and marketing (i.e., terms and conditions, confidentiality, intellectual property, exclusivity, negotiation, non-compete clauses, implied, express, offer, consideration, acceptance, and capacity, etc.)	<p>HS.C4.4 Analyze the purpose, process, implementation, and consequences of decision-making and public policies in multiple settings and at various levels.</p> <p>HS.C4.6 Assess options for action to address local, regional, and global problems by engaging in self-reflection, strategy identification</p>	<p>Study of governmental involvement in the market and protection of property including Intellectual Property.</p> <p>Analyze local, regional, and global problems.</p>
5.8 Discuss the relationship between the sales cycle and marketing strategies (i.e., long vs. short sale cycle, marketing nurturing, product types and services, etc.)		
5.9 Evaluate the role of metrics and analytics in measuring/adapting the success of a sales strategy [e.g., Key Performance Indicators (KPIs), feedback loop, marketing conversion, drop off point, monitoring goals, and sale initiatives]		
5.10 Identify strategies to convey product features and benefits (i.e., warranties, guarantees, testimonials, etc.)		
5.11 Identify common objections (i.e., need, product, source, price, time, etc.) and develop responses (e.g., substitution, boomerang, question, superior-point, denial, demonstration, and third-party testimonial)		

5.12 Analyze how cultural and ethnic differences and diversity affect the selling process		
5.13 Evaluate the impact of evolving technologies on personal selling platforms (i.e., Offer Up, online marketplaces, Amazon, etc.) vs. established business (i.e., brick and mortar vs. online only, etc.)		
5.14 Determine key factors in maintaining a customer base [e.g., customer relationship marketing (CRM), loyalty, and retention]		
Marketing Standards	Economic Standards	Reasoning/Rationale
STANDARD 6.0 EXAMINE PROMOTIONAL AND ADVERTISING STRATEGIES		
6.1 Define promotion		
6.2 Analyze the importance of promotion (i.e., sales, business success, etc.)		
6.3 Explain the components of a promotional mix [i.e., advertising (traditional/digital), publicity, sales promotion, public relations, personal selling, retargeting, etc.]		
6.4 Differentiate among marketing deliverables (i.e., marketing plans, creative briefs, presentations, pitch decks, etc.)		
6.5 Analyze the components of marketing campaigns (i.e., promotional mix, deliverables, visuals, messaging, pricing strategy, placement, etc.)		
6.6 Differentiate among marketing tactics (i.e., viral, influencer, guerilla, grassroots, etc.)		
6.7 Describe the purpose (i.e., to encourage repeat purchases, to increase visibility, etc.) of sales promotions (i.e., sweepstakes, coupons, contests, and specialty products, etc.)		
6.8 Identify factors of a promotional budget that maximizes impact and minimizes cost (i.e., segmentation, channels, etc.)		

6.9 Identify methods of evaluating the effectiveness of various advertising media (i.e., costs, key metrics, placement, reach, engagement, etc.)		
Marketing Standards	Economics Standards	Reasoning/Rationale
STANDARD 7.0 EXAMINE MARKETING RESEARCH TOOLS AND TECHNOLOGIES		
7.1 Explain the nature and scope of marketing information management [e.g., customer relation management (CRM), content management software (CMS), metrics and analytics, and marketing automation platforms (i.e., HubSpot, Pardot, Marketo, etc.)]		
7.2 Explain the nature of gathering consumer information (e.g., primary and secondary research, forced choice, open-ended questions, and quantitative and qualitative data)	<p>HS.SP4.4 Compare the central arguments in secondary works on related topics in multiple media. Critique the central arguments in secondary works on related topics in multiple media in terms of their accuracy and relevance</p> <p>HS.SP3.4 Evaluate the credibility of a source by examining how experts value the source</p>	Students evaluate credible and appropriate resources for consumer information research.
7.3 Compare and contrast marketing research methods (e.g., survey method, experimental method, focus groups, and observation method)		
7.4 Examine tools and technologies to gather, analyze, and interpret data (i.e., Environmental Scan, Excel, Google Forms, Survey Analytics, etc.)		
7.5 Define SWOT Analysis (Strengths, Weaknesses, Opportunities, and Threats) and how it can be used to drive marketing research		
7.6 Describe how online social media platforms (e.g., LinkedIn, Facebook, and Twitter) and list services (e.g., ZoomInfo and professional organizations) are used to acquire new prospects		
7.7 Describe leveraging technology for A/B testing and customized	HS.E4.4 Explain the effect of advancements in technology and	Technology can positively impact economic results.

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content for personas and how it impacts marketing results	training on economic growth and standards of living.	
Marketing Standards	Economic Standards	Reasoning/Rationale
STANDARD 8.0 EXAMINE CONCEPTS AND PROCESSES OF THE CREATION AND DISTRIBUTION OF PRODUCTS		
8.1 Explain the nature and scope of distribution and channels	HS.E2.2 Economics: Analyze how incentives influence economic choices for individuals, institutions, and societies.	Students study how incentives and distribution influence economic choices.
8.2 Describe the process of new product and/or service development (e.g., idea generation, development, test marketing, and unique value proposition)		
8.3 Explore the logistics of physical and digital distribution		
8.4 Differentiate between intermediary customers and end users (e.g., business, government, households, industry, non-profit, retailers, and wholesalers)		
8.5 Explain types of products (i.e., tangible, intangible, intellectual property, etc.)		
8.6 Analyze the advantages and disadvantages of extending product lines, depth and width, when introducing new products and/or diversifying product mix (e.g., traditional and emerging)		
8.7 Describe the stages of a product life cycle (e.g., intro, growth, maturity, and decline)		
8.8 Discuss consumer laws and regulatory agencies (i.e., OSHA, HIPPA, CPA, ADA, FTC, FDA, etc.)	HS.E4.3 Explain the roles of institutions in a market economy.	Students study the impact of governmental processes, rules, and laws including worker and consumer law as well as the domestic economy interactions with government, institutions, and the private sector.
Marketing Standards	Economic Standards	Reasoning/Rationale
STANDARD 9.0 EXAMINE MANAGEMENT CONCEPTS THAT AFFECT BUSINESS DECISION-MAKING		
9.1 Describe the concept of management and the five management functions (e.g.,	HS.E3.4 Explain the distinct types of business organizations and analyze the role of innovation and	Students compare different organizational structures (i.e., vertical, horizontal, etc.).

planning, organizing, directing, staffing, and controlling)	entrepreneurship in a market economy	
9.2 Describe the organizational structure of human resource management in achieving business goals (i.e., support staff, supervisors, managers, entrepreneurs, etc.)		
9.3 Compare and contrast leadership and management styles		
9.4 Explore the role of corporate social responsibility in organizational practices (i.e., employee retention, company reception, focusing on value creation, cultural development, business sustainability, formation of human capital, etc.)	<p>HS.E4.2 Evaluate the economic conditions that lead to fiscal and monetary policy choices and explain their impact on households and businesses.</p> <p>HS.E5.2 Evaluate how interdependence impacts individuals, institutions, and societies.</p>	<p>Social responsibility impacts individuals, institutions, and societies in domestic and global economies.</p> <p>Students study economic conditions/indicators including fiscal vs. monetary policy.</p>
9.5 Compare the types of business ownership/structure (e.g., sole proprietorship, partnership, corporation, LLP, LLC, and franchises)	HS.E3.4 Explain the distinct types of business organizations and analyze the role of innovation and entrepreneurship in a market economy.	Students analyze entrepreneurship in the market, business terminology, and organizational types.
9.6 Differentiate between internal and external customers and their needs		
Marketing Standards	Economic Standards	Reasoning/Rationale
STANDARD 10.0 EXAMINE MARKETING-RELATED FINANCIAL PRACTICES		
10.1 Develop a cost model and budget in a marketing plan including cost models and a budget (e.g., fixed, variable expenses, and cost analysis)	<p>HS.E1.3 Evaluate the cost and benefits of using credit</p> <p>HS.E2.2 Analyze how incentives influence economic choices for individuals, institutions, and societies.</p> <p>HS.E3.2 Evaluate how numerous factors and conditions influence market prices.</p> <p>HS.E3.4 Explain the distinct types of business organizations and analyze the role of innovation and entrepreneurship in a market economy.</p>	Create a marketing plan, budget, and analyze profit vs. loss.
10.2 Explain how past marketing performance relates to future marketing-related decision making and planning (i.e., financial		

statements, budget, revenue, expenses, net profit, sales forecasts, etc.)		
10.3 Describe sources of financing for business (i.e., credit, venture capital, cash, crowd funding, etc.)	HS.E1.3 Evaluate the cost and benefits of using credit HS.E1.4 Compare the cost and benefits of several types of investments.	Capital resources explored; grants, loans, and subsidies as well as loan fees and interest rates. Credit score, applications, and 5 Cs of credit
10.4 Describe possible types of compensation in sales and marketing (e.g., commission, guarantee, bonus, salary, equity, and holdback)		
10.5 Explain the price-value relationship (i.e., consumers' perception, etc.)		
10.6 - Explain various pricing strategies (e.g., product line, loss leader, penetration, skimming, markup, markdown, and bundle)		
10.7 Discuss how evolving technologies provide greater options for buyers and increase price competition	HS.E4.4 Explain the effect of advancements in technology and training on economic growth and standards of living.	Increased productivity Innovation and new industries Globalization Efficiency and cost reduction