

PROPOSAL TO ADOPT A TEXTBOOK

Proposal Request Information

Prior to filling out this form, please read the [Textbook Adoption Proposal Checklist](#) with pertinent policies regarding textbook adoption.

FOR DISTRICT USE ONLY FINAL COMMITTEE RECOMMENDED APPROVAL GRADE LEVELS:	9-12
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Section I

To be filled out by requesting educator:

Ia. REQUESTOR AND REVIEW TEAM INFORMATION

School	Ponderosa High School	
Date	3/8/2024	
Requesting Educator	Bernadette Bille	
Email address	bbille1@dcsdk12.org	
Phone number	Melissa Nansen: 3038197949	
Proposal Review Team Member	Reviewer's Name	Contact Information - email
District Coordinator	Ryan Gudmundson	rgudmundson@dcsdk12.org
IT Representative	Joel Boeckmann	jnboeckmann@dcsdk12.org
Colleague	Dawn Hildenbrand	dmhildenbrand@dcsdk12.org
Parent	Cheryl Crown	ccrown4@comcast.net

Ib. BOOK INFORMATION

Title of proposed text	Marketing Dynamics
Author (s)	Cindy Quinlan, Brenda Clark, Cynthia Gendall Basteri, Chris Gassen, Michelle Walker
Publisher	Goodheart-Wilcox Company
Edition	Fifth
ISBN number	978-1-68584-314-4
Copyright date	2024

Course and/or subject area in which textbook will be used	Marketing Essentials
Grade level(s)	9-12
Total cost for purchasing the textbooks? <u>See Checklist for Required Process</u>	\$2,955.41
Dates the textbook information was displayed at the school and posted on the school's website (2 week min.)	Mar 9, 2024
Date the textbook was communicated to the School Accountability Committee?	3/13

Ic. RATIONALE

The dynamic nature of today's business environment, particularly in the realm of marketing, calls for an educational approach that mirrors the real-world complexities and innovations. Traditional marketing frameworks are being transformed by the digital revolution, necessitating a curriculum that encompasses these modern developments. Our existing textbooks, while providing a solid foundation in marketing principles, fall short in addressing the latest trends and techniques, notably in social media and digital marketing

Id. ALIGNMENT WITH DCSD'S GUARANTEED AND VIABLE CURRICULUM

Please write a detailed description of how the textbook **aligns to DCSD's Curriculum - Colorado Academic Standards (CAS) and Essential Skills:**

The text follows the Colorado CTE course - scope and sequence in the following capacity:

- 1) Develop a working knowledge of marketing terminology - The text provides information regarding tools, techniques, and systems that businesses use to create exchanges and satisfy organizational objectives.
- 2) Understand the 7 marketing functions - text provides detailed explanation of marketing functions and the importance of each function individually and how they work together within a business.
- 3) Explain the concepts of the marketing mix - text describes marketing mix and how they are interrelated and used in the marketing process.
- 4) Define the basic elements of a marketing strategy - text outlines the marketing strategy and provides explanation of each component of strategy. Text also includes the concept of marketing strategies and applies demographic and psychographic information in marketing planning with the following concepts:
 - a) Market and market identification
 - b) Market segmentation
 - c) Development of customer profiles
 - d) Selection of target markets
 - e) Market analysis of a company
 - f) SWOT analysis
- 5) Understand elements of a marketing plan: Text explains the major components of a marketing plan including:
 - a) Setting realistic marketing goals and objectives
 - b) Competitive analysis
 - c) Analyzing marketing budget
 - d) Development of a marketing plan
- 6) Marketing Research and sales forecasting: Text explains the use and methods of market research, how to evaluate marketing data, and the understanding of marketing information tools.
- 7) Marketing Environment Ethics and Responsibility: Text provides an understanding of the complexities of ethics and social responsibility that leads to corporate compliance. Also identifies correct ethical behaviors in a marketing environment.
- 8) Global Marketing: Text allows students to recognize strategies used in global trading.
- 9) New Products and Product Life Cycles: Text helps students understand the ideation process in product development, product life cycles, and product positioning.
- 10) Brand management - consumer and business behavior - Text provides understanding of branding, components of brand value (equity), brand identity and how they all relate to the marketing mix.
- 11) Pricing strategies - Text prophecies an understanding of pricing in marketing and its relationship to the rest of the marketing mix. Includes importance of price, price influencers, pricing strategies, and the overall understanding of factors to consider when pricing.

- 12) Distribution channels - channel management - Text provides explanation of the channels of distribution, the coordination of channel management with other marketing activities, and the use of technology in channel management. Students will also understand the major channel strategies.
 - 13) Promotion - Text will provide an understanding of the concepts and strategies needed to communicate information about products and services. Types of promotion, types of media used for promotion, and the role and tactics of Digital Marketing will be explained.
 - 14) Marketing Career Path Opportunities: Text provides concepts, tools and strategies used to explore, obtain and develop in a business or specific marketing career.
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SECTION II: Review Team Information

Each review team member will complete an individual section for a formal review of the textbook based on your stakeholder perspective. All members of the review team **MUST review** the proposed textbook prior submission to the Curriculum, Instruction and Assessment Director.

IIa. EVALUATION of textbook (to be completed by requesting educator)

The proposed textbook...	Y/N	Examples/Justification Please be specific and provide examples if applicable
is appropriate for the following grade level(s)	Y	Text is written appropriately for all grade levels.
develops essential knowledge and skills	Y	Yes. Each chapter begins a reading prep exercise that introduces learning objectives and key terms. There are also “you do the math” excerpts that demonstrate how core math can be applied to marketing concepts. Ie: page 269.... Problem solving and reasoning
provides breadth and depth of content	Y	Concepts are very well laid out with excellent definitions and examples. Text introduces terms that will be essential in future upper level marketing classes as well as the business environment in general.
allows students to create meaning and make relevant connections to other knowledge and experience	Y	Text does an excellent job giving real world examples before each chapter. IE: Real World Connections that discusses Under Armour’s pricing strategy. P. 284. Chapters also contain examples that the students can relate to. Ie: Frosted Flakes Tony the Tiger as a brand character. P. 288.
the information in the text includes a variety of cultural perspectives.	Y	Each concept is handled with a very neutral business approach. Cultural perspectives are discussed in the target market chapter and treated equally and objectively. Cultural factors are discussed specifically on page 220.
the text has been reviewed in regard to respecting gender, ethnic and racial uniqueness, similarities and interdependence.	Y	Gender is discussed specifically in Chapter 3 pg. 43 along with ethnic and racial identifiers for the purpose of identifying markets. In general, the text is objective in the presentation of information and ethnic and racial populations are handled equally with statistics and market research information.
the text reflects the current research in the content area.	Y	Presentation of data is very current. IE: Social Media Use dated 2021. P. 407 Breaks down which SSMedia

		platforms are used the most often, by whom and specific and relevant demographic statistics.
Recommend textbook for adoption		<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

Iib. EVALUATION of Book (to be completed by District Coordinator)

The proposed textbook...	Y/N	Examples/Justification Please be specific and provide examples if applicable
is appropriate for the following grade level(s)	Y	
develops essential knowledge and skills	Y	Each chapter has a review and assessment section, how to apply the knowledge gained and other connections. Gives a teacher plenty of application ideas for students to extend their understanding. In addition, a DECA section is available for schools to use. As well, it specifically addresses College and Career Readiness connections.
provides breadth and depth of content	Y	The text covers all aspects of current marketing and allows readers to explore and go into more depth through extension questions and
allows students to create meaning and make relevant connections to other knowledge and experience	Y	This marketing text uses the latest approaches to marketing and terminology. Specifically addressing the role of technology in the space. There are also real-world connection spaces in each of the chapters.
the information in the text includes a variety of cultural perspectives.	Y	Yes, I do see references to the world economy but not much mention of other societies and social issues of those societies. In chapter 5, it goes into Ethics and Social Responsibilities as Marketers. There are other mentions of different types of economies, but stays factual and prompts the reader to consider ramifications of each.
the text has been reviewed in regard to respecting gender, ethnic and racial uniqueness, similarities and interdependence.	Y	The book fairly represents all genders and does not discriminate toward any group. Examples in the book of real world situations try to expose students to a variety of businesses and business owners.
the text reflects the current research in the content area.	Y	Incorporates new items in marketing such as social media marketing, marketing communications, marketing pitch, real-world connections, PBL activities and a marketing plan writing checklist.
aligns with proposed connections to DCSD curriculum (Colorado Academic Standards, Essential Skills)	Y	Does help students towards mastery of CTE standards and will serve as a good foundation for a business/marketing course.
Recommend textbook for adoption	<input checked="" type="checkbox"/> Yes	

	<input type="checkbox"/> No
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Iic. EVALUATION of textbook (to be completed by a colleague)

The proposed textbook...	Y/N	Examples/Justification Please be specific and provide examples if applicable
is appropriate for the following grade level(s)	Y	9-12 grades, high school appropriate, great accompanying pictures, readability, great connections for high schoolers in Real-World connections sections
develops essential knowledge and skills	Y	Each unit is well planned out for Marketing, following the Colorado standards including full chapters on the 4 P's - Price, Place, Promotion, Product, and all other components of Marketing INCLUDING Social Media sections
provides breadth and depth of content	Y	Book includes global trade and our society, so they are covering a wide section of Marketing. There are also parts that could be added to the curriculum about Marketing (depth) such as business management, the customer, careers, etc.
allows students to create meaning and make relevant connections to other knowledge and experience	Y	Students have voice and choice from this book. Again, pictures and descriptions are understandable and basic for the beginning student to Marketing concepts. Terms and paragraphs are small and chunked out for easy reading and understanding concepts
the information in the text includes a variety of cultural perspectives.	Y	Again, the book references places and companies from abroad, international such as Hyundai. They show and use various customers (wheelchair/abled, persons of various backgrounds, etc.) Very diverse examples of clients/customers.
the text has been reviewed in regard to respecting gender, ethnic and racial uniqueness, similarities and interdependence.	Y	Yes, I have read through some chapters and various aspects of a customer have been represented including, age, gender, hair/hair color, various races represented, etc.
the text reflects the current research in the content area.	Y	Very current as it includes social media and assignments.

aligns with proposed connections to DCSD curriculum (Colorado Academic Standards, Essential Skills)	Y	As outlined above examples, it does follow the Colorado Standards in Business and Marketing
Recommend for adoption	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	

IId. EVALUATION of textbook (to be completed by Parent)

The proposed textbook...	Y/N	Examples/Justification Please be specific and provide examples if applicable
is appropriate for the following grade level(s)	Y	This textbook is appropriate for students in grades 9-12 for Marketing Essentials - Intro to Marketing classes.
develops essential knowledge and skills	Y	<p>The text has several opportunities to develop and demonstrate student knowledge:</p> <p>Text has several “real-life” examples of concepts in the chapters so that students can make the connection of what they have learned and how it applies to an actual business.</p> <p>Case studies throughout the book let students demonstrate how they can use the content.</p>
provides breadth and depth of content	Y	<p>There seems to be plenty of depth in all the concepts by using a mix of case studies as well as marketing math scenarios.</p> <p>The content sprinkles in data from real sources like the federal government, industry studies, and psychological studies (ie: how colors affect buyers attitudes towards brands.)</p>
allows students to create meaning and make relevant connections to other knowledge and experience	Y	<p>There are several opportunities to tie DECA activities with the content. And as stated before, there are lots of real world references.</p> <p>I especially liked how job descriptions were listed for each major concept ie: Supply Chain Manager, Product Manager and Graphic Designer.</p>
the information in the text includes a variety of cultural perspectives.	Y	There are several references to other countries and how different brands are represented in those countries.
the text has been reviewed in regard to respecting gender,	Y	Book stresses the importance of establishing target

ethnic and racial uniqueness, similarities and interdependence.		markets based on different genders, race and ethnicity. Several different brands are shown supporting the need to analyze the target markets in order to appeal to all types of markets that include demographic as well as psychographic data (Chapter 3).
Recommend for adoption		<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

IIe. EVALUATION of textbook (to be completed by IT Representative)

The proposed textbook...	Y/N	Comments
meets privacy act requirements	Y	
vendor has signed <i>Data Protection Addendum</i>	N	
Recommend for adoption		<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

SECTION V: Signatures/Approvals

Va.

Does the evaluating Educator recommend adoption of this textbook?	YES	NO
Date <u>Mar 26 2024</u>	<input checked="" type="checkbox"/>	
Evaluating Educator Signature <u>Bernadette Bille</u>		

Vb.

Does the evaluating Colleague recommend adoption of this textbook?	YES	NO
Date <u>Mar 26 2024</u>	<input checked="" type="checkbox"/>	
Evaluating Colleague Signature <u>Dawn Hildebraud</u>		

Vc.

Does the evaluating Parent #1 recommend adoption of this textbook?	YES	NO
Date <u>Mar 26 2024</u>	<input checked="" type="checkbox"/>	
Evaluating Parent (#1) Signature <u>Cheryl Crown</u>		

Vd.

Does the evaluating IT Representative recommend adoption of this textbook?	YES	NO
Date <u>Mar 28 2024</u>	<input checked="" type="checkbox"/>	
Evaluating IT Representative Signature <u>Joel Boeckmann</u>		

Ve.

Does the evaluating Requesting Educator's Administrator recommend adoption of this textbook?	YES	NO
Date <u>Mar 26 2024</u>	<input checked="" type="checkbox"/>	
Administrator Signature <u>Ryan Hollingshead</u>		

Vf.

Does the District Coordinator certify that the information on this form accurately reflects the process followed at the site.	YES	NO
Date <u>Mar 26 2024</u>	<input checked="" type="checkbox"/>	
District Coordinator Signature <u>Ryan Gudmundson</u>		

Vg.

Does the Curriculum, Instruction and Assessment Director support adoption of this textbook?	YES	NO
Date <u>Mar 26 2024</u>	<input checked="" type="checkbox"/>	
CIA Director Signature <u>Erica Mason</u>		

Vh.

Does the DCSD Cabinet Member support adoption of this textbook?	YES	NO
Date <u>Mar 26 2024</u>	<input checked="" type="checkbox"/>	
DCSD Cabinet Member Signature <u>Matt Reynolds</u>		

SECTION VI: Superintendent's Approval

SUPERINTENDENT'S APPROVAL

Does the <i>Superintendent</i> approve adoption of this textbook?	YES	NO
Date _____		
Superintendent Signature _____		

SECTION VII: Board of Education Approval

BOARD OF EDUCATION APPROVAL

Does the <i>Board of Education</i> approve adoption of this textbook?	YES	NO
Date _____		
Board of Education Signature _____		

OFFICE USE

	DATE	INITIALS
Approved textbook list updated (including recommended grade level)		
Approved form with BOE signatures scanned to CIPG folder on District server		