

Marketing I

Instructional Framework

An instructional framework provides educators with a list of benchmark statements aligned to Common Core and national content area standards for a given course or program. The Missouri Marketing I Instructional Framework lists a sequence of content for Marketing I, organized into distinct units of instruction with component evidence of mastery statements.

Marketing I Instructional Framework

	Common Core	National Standards (MBA Research)
A. Communications		
1. Explain the nature of effective verbal communications	L 11-12.1	A.1.a
2. Interpret others' nonverbal cues	SL 11-12.2	A.1.b
3. Give verbal directions	SL 11-12.3	A.1.c
4. Employ communication styles appropriate to target audience	SL 11-12.1b	A.1.d
5. Handle telephone calls in a businesslike manner	SL 11-12.6	A.1.e
6. Participate in group discussions	SL 11-12.1a	A.1.f
7. Make oral presentations	SL 11-12.2	A.1.g
8. Select and use appropriate graphic aids	SL 11-12.5	A.1.h
9. Explain the nature of effective communication	SL 11-12.6	A.2.a
10. Adapt communication to the cultural and social differences among clients	SL 11-12.1d	A.2.b
11. Describe current business trends	WHST 11-12.6	B.1.a
12. Conduct an environmental scan to obtain business information	RI 11-12.3	B.1.b
B. Marketing Concepts		
1. Create mathematical models from real- life situations	A-CED 1	C.1.a
2. Analyze and interpret complex societal issues, events, and problems	RI 11-12.4	D.1.a
3. Analyze researched information and statistics	S-ID 5, RH 11-12.9	D.1.b
4. Reach reasoned conclusions to identify target markets	S-ID 5, RH 11-12.9	D.1.c
5. Examine social beliefs, influences, and behavior	RH 11-12.7	D.1.d
6. Analyze group dynamics	RH 11-12.7	D.1.e
7. Recognize factors influencing perception	RST 11-12.9	E.1.a
8. Identify sources of attitude formation	RST 11-12.9	E.1.b
9. Assess methods used to evaluate attitudes	RST 11-12.7	E.1.c
10. Identify basic social and cultural groups	RH 11-12.7	E.1.d
11. Determine behavioral patterns of social and cultural groups	RH 11-12.7	E.1.e
12. Analyze effects of others on individual behavior	RH 11-12.7	E.1.f
13. Recognize factors affecting personality	RH 11-12.3	E.1.g
14. Investigate factors affecting purchasing decisions	RH 11-12.3	E.1.h
15. Recognize cues to basic drives/motives	RH 11-12.3	E.1.i

	Common Core	National Standards (MBA Research)
16. Explain customer/client/business buying behavior	RH 11-12.3	E.2.a
17. Discuss actions employees can take to achieve the company's desired results	RH 11-12.2	E.2.b
18. Demonstrate connections between company actions and results (e.g., influencing consumer buying behavior, gaining market share, etc.)	RH 11-12.2	E.2.c
19. Explain marketing and its importance in a global economy	RH 11-12.4	F.1.a
20. Describe marketing functions and related activities	RH 11-12.4	F.1.b
21. Explain the concept of marketing strategies	RST 11-12.2	G.1.a
22. Explain the concept of market and market identification	RST 11-12.2	G.1.b
23. Identify market segments	RST 11-12.2	G.1.c
24. Select target market	RST 11-12.4	G.1.d
25. Explain the nature of marketing planning	RST 11-12.2	G.1.e
26. Conduct SWOT analysis for use in the marketing planning process	RST 11-12.8	G.1.f
27. Develop marketing plan (including set marketing goals and objectives and set a marketing budget)	RST 11-12.3	G.1.g
28. Identify ways to segment markets for marketing communications	RST 11-12.3	G.2.a
29. Describe the nature of target marketing in marketing communications	RST 11-12.3	G.2.b
30. Describe current issues/trends in marketing communications	RH 11-12.4	G.2.c
31. Develop customer/client profile	RH 11-12.7	G.2.d
32. Profile target customer	RH 11-12.7	G.3.a
33. Determine market needs	RH 11-12.7	G.3.b
C. Economics		
1. Distinguish between economic goods and services	RH 11-12.4	H.1.a
2. Explain the concept of economic resources	RH 11-12.4	H.1.b
3. Describe the concepts of economics and economic activities	RH 11-12.4	H.1.c
4. Determine economic utilities created by business activities	RH 11-12.4	H.1.d
5. Explain the principles of supply and demand	RH 11-12.4	H.1.e
6. Describe the functions of prices in markets	RH 11-12.4	H.1.f
7. Explain the role of business in society	RH 11-12.5	H.2.a
8. Describe types of business activities	RH 11-12.4	H.2.b
9. Explain the organizational design of businesses	RH 11-12.5	H.2.c
10. Discuss the global environment in which businesses operate	RH 11-12.3	H.2.d
11. Describe factors that affect the business environment	RH 11-12.3	H.2.e
12. Explain how organizations adapt to today's markets	RH 11-12.5	H.2.f
13. Explain the types of economic systems	RH 11-12.4	H.3.a
14. Explain the concept of private enterprise	RH 11-12.4	H.3.b
15. Identify factors affecting a business's profit	RH 11-12.5	H.3.c
16. Determine factors affecting business risk	RST 11-12.2	H.3.d
17. Explain the concept of competition	RH 11-12.4	H.3.e
18. Describe market structures	RH 11-12.5	H.3.f

	Common Core	National Standards (MBA Research)
19. Describe the concept of price stability as an economic measure	RST 11-12.9	H.4.a
20. Discuss the measure of consumer spending as an economic indicator	RST 11-12.9	H.4.b
21. Discuss the impact of a nation's unemployment rates	RST 11-12.9	H.4.c
22. Explain the concept of Gross Domestic Product	RST 11-12.9	H.4.d
23. Describe the economic impact of inflation on business	RST 11-12.9	H.4.e
24. Explain unemployment and inflation tradeoffs	RST 11-12.9	H.4.f
25. Explain the economic impact of interest-rate fluctuations	RST 11-12.9	H.4.g
26. Determine the impact of business cycles on business activities	RH 11-12.4	H.4.h
D. Promotion		
1. Explain the role of promotion as a marketing function	RST 11-12.9	I.1.a
2. Explain the types of promotion	RST 11-12.9	I.1.b
3. Identify the elements of the promotional mix	RH 11-12.5	I.1.c
4. Describe the use of business ethics in promotion	RST 11-12.9	I.1.d
5. Explain the nature of a promotional plan	RST 11-12.9	I.1.e
6. Coordinate activities in the promotional mix	RST 11-12.2	I.1.f
7. Explain types of advertising media	RST 11-12.9	I.2.a
8. Explain components of advertisements	RST 11-12.9	I.3.a
9. Explain the importance of coordinating elements in advertisements	SL 11-12.4	I.3.b
10. Identify types of public-relations activities	SL 11-12.2	I.4.a
11. Explain how businesses can use tradeshow/exposition participation to communicate with targeted audiences	SL 11-12.2	I.5.a
12. Explain the nature of word-of-mouth (WOM) strategies	SL 11-12.1	I.6.a
13. Explain considerations in developing viral marketing campaigns	SL 11-12.4	I.6.d
14. Develop viral marketing strategies	SL 11-12.5	I.6.e
15. Explain the use of celebrities/influencers as a WOM strategy	SL 11-12.2	I.6.f
16. Select celebrity/influencer to deliver promotional message	SL 11-12.2	I.6.g
17. Develop referral program to build brand/promote products	SL 11-12.5	I.6.h
18. Explain the use of product placement	SL 11-12.4	I.6.i
19. Identify opportunities for product placement	SL 11-12.4	I.6.j
20. Discuss types of direct marketing strategies	SL 11-12.2	I.7.a
21. Describe the use of advergaming	SL 11-12.5	I.8.a
22. Explain the nature of online advertisements	SL 11-12.5	I.9.a
23. Explain the nature of e-mail marketing strategies	SL 11-12.5	I.9.b
24. Describe mobile advertising strategies	SL 11-12.5	I.9.c
25. Identify effective advertising headlines	SL 11-12.5	I.10.a
26. Describe copy strategies	SL 11-12.5	I.10.b
27. Describe the nature of effective Internet ad copy	SL 11-12.5	I.10.c
28. Identify promotional messages that appeal to targeted markets	SL 11-12.5	I.10.d

	Common Core	National Standards (MBA Research)
29. Analyze the impact of color in advertisements	SL 11-12.1d	I.11.a
30. Describe the elements of design	SL 11-12.1a	I.11.b
31. Explain the use of illustrations in advertisements	SL 11-12.1a	I.11.c
32. Explain type styles used in advertisements	SL 11-12.1a	I.11.d
33. Describe effective advertising layouts	SL 11-12.1a	I.11.e
34. Explain the impact of color harmonies on composition	SL 11-12.1a	I.11.f
35. Check advertising proofs	SL 11-12.1a	I.12.a
36. Evaluate storyboards	SL 11-12.1-5	I.12.b
37. Critique advertisements	SL 11-12.1-5	I.12.c
38. Determine advertising reach of media	SL 11-12.1-5	I.13.a
39. Read media schedule	RI 11-12.1	I.13.b
40. Calculate media costs	W 11-12.6	I.13.c
41. Choose appropriate media outlets	W 11-12.6	I.13.e
42. Select placement of advertisements	SL 11-12.5	I.13.g
43. Develop a media plan (includes objectives, budget, media allocation, and timing of ads)	SL 11-12.2	I.14.a
44. Write a press release	WHST 11-12.2.a	I.15.a
45. Create a public-service announcement	WHST 11-12.2.a	I.15.b
46. Create a press kit	WHST 11-12.2.a	I.15.c
47. Analyze costs/benefits of company participation in community activities	SL 11-12.4	I.16.a
48. Explain current issues/trends in public relations	SL 11-12.1.a	I.16.b
49. Create a public-relations campaign	W 11-12.6	I.16.c
50. Create promotional signage	W 11-12.6	I.17.a
51. Collaborate in the design of slogans/taglines	W 11-12.6	I.17.b
52. Analyze considerations in designing a frequency/loyalty marketing program	WHST 11-12.6	I.17.c
53. Analyze use of specialty promotions	WHST 11-12.6	I.17.d
54. Develop strategy for creating a special event	SL 11-12.2	I.17.e
55. Set up cross-promotions	WHST 11-12.8	I.17.f
56. Explain the use of advertising agencies	SL 11-12.5	I.18.a
57. Propose community issues for company involvement	SL 11-12.4	I.19.a
58. Explain the use of visual merchandising in retailing	SL 11-12.5	I.20.a
59. Distinguish between visual merchandising and display	SL 11-12.5	I.20.b
60. Place merchandise for impact	SL 11-12.5	I.20.c
61. Use cross-merchandising techniques	SL 11-12.2	I.20.d
62. Analyze types of display arrangements	SL 11-12.2	I.21.a
63. Create and maintain displays	SL 11-12.5	I.21.b
64. Develop promotional calendar	W 11-12.2.a	I.22.a
65. Plan/Schedule displays/themes with management	SL 11-12.5	I.22.b
66. Plan a promotional strategy (promotional objectives, budget, promotional mix, etc.)	W 11-12.2.a	I.22.c
67. Persuade others	SL 11-12.1.c	J.1.a

	Common Core	National Standards (MBA Research)
E. Selling		
1. Explain the nature of positive customer relations	SL 9-10.6	K.1.a
2. Demonstrate a customer-service mindset	SL 9-10.1.a	K.1.b
3. Explain management's role in customer relations	SL 9-10.1.a	K.1.c
4. Explain the role of ethics in customer relationship management	SL 11-12.4	K.2.a
5. Describe the use of technology in customer relationship management	W 11-12.6	K.2.b
6. Explain external planning considerations	WHST 11-12.5	L.1.a
7. Explain the nature and scope of the selling function	SL 11-12.4	M.1.a
8. Explain the role of customer service as a component of selling relationships	SL 9-10.1.d	M.1.b
9. Explain key factors in building a clientele	SL 11-12.1.d	M.1.c
10. Explain company selling policies	SL 11-12.4	M.1.d
11. Compare and contrast selling and regulations and business ethics in selling	RI 11-12.8	M.1.e
12. Acquire product information for use in selling	WHST 11-12.7	M.2.a
13. Analyze product information to identify product features and benefits	WHST 11-12.7	M.2.b
14. Explain the selling process	SL 11-12.5	M.3.a
15. Discuss motivational theories that impact buying behavior	SL 11-12.5	M.3.b
16. Provide service after the sale	W 11-12.2.f	M.4.a
17. Prepare cash drawers/banks	N-Q 1	N.1.a
18. Open/Close register/terminal	N-Q 1	N.1.b
19. Explain the impact of sales cycles	WHST11-12.7	M.5.a
20. Differentiate between consumer and organizational buying behavior	RST 11-12.5	M.6.a
21. Identify emerging trends	RST11-12.6	M.6.b
22. Explain the use of marketing-research information in professional selling	RST 11-12.7	M.7.a
23. Prospect for customers	WHST 11-12.8	M.7.b
24. Qualify customers/clients	SL 11-12.2	M.7.c
25. Conduct pre-visit research (e.g., customer's markets/products, customer's competitors, and competitors' offerings)	SL 11-12.1.a	M.7.d
26. Determine sales strategies	SL 11-12.1.a	M.7.e
27. Schedule appointments with prospective clients	W 11-12.10	M.7.f
28. Prepare sales presentation	W 11-12.5	M.7.g
29. Establish relationship with client/customer	SL 11-12.1.a	M.8.a
30. Process special orders	L 11-12.4.c	M.9.a
31. Process sales documentation	L 11-12.4.c	M.9.b
32. Prepare sales reports	S-ID 1	M.10.a
33. Gather customer/client feedback to improve service	WHST 11-12.6	M.10.b
34. Plan strategies for meeting sales quotas	WHST 11-12.9	M.11.a
35. Develop strategies to win back former customers	SL 9-10.1.c	M.11.b

	Common Core	National Standards (MBA Research)
36. Establish sales terms	WHST 11-12.1.d	M.11.c
37. Prepare and implement sales plans	WHST 11-12.1.d	M.11.d
38. Set sales quotas	WHST 11-12.6	M.12.a
39. Manage salesperson's underperformance	WHST 11-12.9	M.12.b
40. Design incentive programs	WHST 9-10.1.d	M.12.c
41. Provide legitimate responses to inquiries	SL 11-12.2	O.1.a
42. Defend ideas objectively	SL 11-12.1.c	O.1.b
43. Respond to customer inquiries	SL 11-12.1.d	O.2.a
44. Interpret business policies to customers/clients	SL 11-12.1.d	O.2.b
45. Establish relationship with customer/client	RI 11-12.3	M.13.a
46. Determine customer/client needs	SL 11-12.3	M.13.b
47. Recommend specific product	SL 11-12.1.d	M.13.c
48. Demonstrate good/service	SL 11-12.1.d	M.13.d
49. Convert customer/client objections into selling points	SL 11-12.2	M.13.e
50. Close the sale	SL 11-12.4	M.13.f
51. Demonstrate suggestion selling	SL 9-10.5	M.13.g
52. Collect payment from customer to complete customer transaction	A-SSE 1.a	M.13.h
53. Plan follow-up strategies for use in selling	W 11-12.2.f	M.13.i
54. Analyze sales performance	N-Q 1	M.14.a
F. Pricing		
1. Explain the nature and scope of the pricing function	SL 9-10.4	P.1.a
2. Describe the role of business ethics in pricing	SL 11-12.1.b	P.1.b
3. Explain the use of technology in the pricing function	SL 9-10.4	P.1.c
4. Explain legal considerations for pricing	SL 11-12.4	P.1.d
5. Explain factors affecting pricing decisions	N-Q 2	P.1.e
6. Explain pricing practices used in marketing communications	N-Q 1	P.2.a
7. Discuss the nature of pricing models	N-Q 1	P.2.b
8. Explain considerations in website pricing	N-Q 1	P.2.c
9. Set price objectives for marketing communications services	SL 11-12.2	P.2.d
10. Select pricing strategies	F-IF 4	P.2.e
11. Determine cost of product (breakeven, ROI, markup)	F-IF 4	P.3.a
12. Calculate break-even point	F-IF 4	P.3.b
13. Establish pricing objectives	F-IF 4	P.3.c
14. Select pricing policies	F-IF 1	P.3.d
15. Determine discounts and allowances that can be used to adjust base prices	A-REI 1	P.3.e
16. Set prices	A-REI 1	P.3.f
17. Adjust prices to maximize profitability	F-IF 4	P.3.g

	Common Core	National Standards (MBA Research)
G. Product Service Management		
1. Explain the nature and scope of the product/service management function	RI 11-12.3	Q.1.a
2. Identify the impact of product life cycles on marketing decisions	RI 11-12.3	Q.1.b
3. Describe the use of technology in the product/service management function	SL 11-12.4	Q.1.c
4. Explain business ethics in product/service management	SL 11-12.1.b	Q.1.d
5. Identify product opportunities	SL 11-12.4	Q.2.a
6. Identify methods/techniques to generate a product idea	WHST 11-12.1	Q.2.b
7. Generate product ideas	WHST 11-12.7	Q.2.c
8. Determine initial feasibility of product idea	WHST 11-12.7	Q.2.d
9. Describe the uses of grades and standards in marketing	SL 11-12.2	Q.3.a
10. Explain warranties and guarantees	SL 11-12.2	Q.3.b
11. Identify consumer protection provisions of appropriate agencies	L 11-12.6	Q.3.c
12. Evaluate customer experience	WHST 11-12.6	Q.3.d
13. Explain the concept of product mix	RST 11-12.5	Q.4.a
14. Describe the nature of product bundling	RST 11-12.5	Q.4.b
15. Identify product to fill customer need	SL 11-12.2	Q.4.c
16. Plan product mix	L 11-12.6	Q.4.d
17. Describe factors used by marketers to position products/services	WHST 11-12.8	Q.5.a
18. Develop positioning concept for a new product idea	WHST 11-12.7	Q.5.b
19. Explain the nature of product/service branding	WHST 11-12.8	Q.5.c
20. Explain the nature of branding	WHST 11-12.8	Q.6.a
21. Describe factor used by businesses to position brands	WHST 9-10.8	Q.6.b
22. Develop strategies to position brands	WHST 9-10.8	Q.6.c
23. Explain the nature of product extension in services marketing	WHST 11-12.7	Q.7.a
24. Identify product extensions that can be used in marketing communications	RI 11-12.10	Q.7.b
25. Determine quality of merchandise to offer	RH 11-12.10	Q.8.a
26. Determine width and depth of assortment strategies	RH 11-12.10	Q.8.b
27. Select mix of brands	RST 11-12.9	Q.8.c
28. Plan merchandise assortment (e.g., styling, sizes, quantities, colors)	RST 11-12.9	Q.8.d
29. Identify new private brand opportunities	RST 11-12.8	Q.8.e
30. Develop seasonal assortment strategies	RST 11-12.8	Q.8.f
31. Identify company's unique competitive advantage	SL 11-12.1.d	R.1.a
32. Identify internal and external service standards	SL 11-12.2	R.1.b

	Common Core	National Standards (MBA Research)
H. Career & Professional Development		
1. Describe traits important to the success of employees in the marketing communications	SL 11-12.4	S.1.a
2. Describe employment opportunities in the marketing communications industry (structure, jobs in, structures in different size agencies, key departments in)	WHST 9-10.7	S.1.b
3. Explain factors affecting the growth and development of the marketing communications industry	WHST 11-12.7	S.1.c
4. Discuss the economic and social effects of marketing communications	WHST 11-12.7	S.1.d
5. Analyze marketing communications careers to determine careers of interest	WHST 11-12.8	S.1.e
6. Identify career opportunities in retailing	WHST 11-12.8	S.2.a
7. Explain career opportunities in merchandising	WHST 11-12.8	S.2.b
8. Describe the role of merchandisers in retailing	SL 11-12.4	S.2.c
9. Explain the nature of professional selling	SL 11-12.4	S.3.a
10. Explain employment opportunities in professional selling	SL 11-12.4	S.3.b
11. Discuss the economic and social effects of professional selling	WHST 11-12.7	S.3.c
I. Marketing Service Management		
1. Assess product-packaging requirements	RH 11-12.10	T.1.a
2. Evaluate graphic design on packages	RI 9-10.10	T.1.b
3. Evaluate adequacy of product packaging	RI 11-12.10	T.1.c
4. Conduct reviews of product packaging	RH 11-12.10	T.1.d
5. Communicate core values of product/service	RH 11-12.10	T.2.a

Note: Coding for the MBA Research Standards is from the Missouri Marketing I Standards document, not the MBA Research Standards.

Examples Aligned to Common Core Standards

The following instructional examples follow the expectations of the Marketing I Instructional Framework and align to the Common Core standards.

Common Core English Language Arts and Literacy

Create flyers and posters to promote the DECA student organization. Students can also prepare a presentation or memo describing the benefits and requirements to join DECA or any other student organization.

SL 11-12.3, SL 11-12.2, SL 11-12.5, SL 11-12.1.b, SL 11-12.1.d

Create a video to promote DECA week.

SL 11-12.3, SL 11-12.2, SL 11-12.5, SL 11-12.1.b, SL 11-12.1.d

Assume the role as an assistant manager of an online printing company. Customers can phone, fax, or email orders. Students compose an email to customers regarding a special order.

L 11-12.1, SL 11-12.2, SL 11-12.5, SL 11-12.1.b, SL 11-12.6

Perform a SWOT analysis for a local and global company. Using the Internet and other resources available in a public or school library, answer questions about the local and global company staff, production, and the marketing mix (4Ps: product, price, placement, and promotion). An example of a local and global company would be McDonald's in the U.S. and McDonald's in China or India.

RI 11-12.3, RH 11-12.9, S-ID 5

Using the Internet, research multicultural greetings and exchange rates for the top 10 exporters of the United States. Create a chart or poster representing U.S. imports in dollars.

RH 11-12.3, RH 11-12.5

Prepare a sales presentation, using a product of the student's choice. Through the presentation, sell the product to a classmate.

RI 11-12.3, SL 11-12.3, SL 11-12.1.d, SL 11-12.2, SL 11-12.4, SL 9-10.5, A-SSE 1.a

Create a brand, package, and label for distribution of a new soft drink for the consumer market. Through this process, document the target market, idea screening process, concept testing process, and business feasibility.

WHST 11-12.1, WHST 11-12.7, L 11-12.6, SL 11-12.2, WHST 11-12.8, WHST 9-10.8, RH 11-12.10, RH 11-12.9, RH 11-12.8

Using the Occupational Outlook Handbook on the Internet, research a variety of marketing occupations and answer a number of key questions about each of the occupations.

SL 11-12.4, WHST 9-10.7, WHST 11-12.8

Create and package a new cereal. This process will involve the following steps: base decisions on an analysis of customer surveys, decide the ingredients, design and build a cereal box, and give a presentation of the design.

RH 11-12.10, RH 9-10.10

Common Core Mathematics

Perform a SWOT analysis for a local and global company. Using the Internet and other resources available in a public or school library, answer questions about the local and global company staff, production, and the marketing mix (4Ps: product, price, placement, and promotion). An example of a local and global company would be McDonald's in the U.S. and McDonald's in China or India.

RI 11-12.3, RH 11-12.9, S-ID 5

Prepare a sales presentation, using a product of the student's choice. Through the presentation, sell the product to a classmate.

RI 11-12.3, SL 11-12.3, SL 11-12.1.d, SL 11-12.2, SL 11-12.4, SL 9-10.5, A-SSE 1.a

Conduct transactions for purchases from a cash drawer set up with all coins and varieties of small bills totaling \$100.00. After eight transactions with other students, students balance out the register and verify the amount of money in the register with the amount of items sold.

N-Q 1

Determine the rates (with separate seasonal rates for each) for hotel accommodations, golf green fees, and health spa services for a new golf resort in Kissimmee, Florida. Three established competitors exist. Design at least two comprehensive golf packages that include breakfast, greens fees, admission to the spa, and any other special features the student may wish to add. Design a proposal presentation to share the proposed rates and packages, with background information on golf resorts and trends in the recreational industry.

SL 9-10.4, SL 11-12.1.b, SL 11-12.4, N-Q 2, A-REI 1, F-IF 1, F-IF 4

Codes for Common Core English Language Arts and Literacy are:

L = Language

RH = Reading for Literacy in
History/Social Studies

RI = Reading for Informational
Text

RST = Reading for Literacy in
Science and Technical
Subjects

SL = Speaking and Listening

W = Writing

WHST = Writing for Literacy in
History/Social Studies,
Science, and Technical
Subjects

Codes for Common Core Mathematics are:

A-SSE = Algebra: Seeing
Structure in Expressions

A-CED = Algebra: Creating
Equations

A-REI = Algebra: Reasoning with
Equations and Inequalities

F-IF = Functions: Interpreting
Functions

N-Q = Number and Quantity:
Quantities

S-ID = Statistics and Probability:
Interpreting Categorical
and Quantitative Data