

## **5.0    MARKETING**

**5.1 Communication & Interpersonal Skills (CL):** Students will understand concepts, strategies, and systems needed to interact effectively with others. They will demonstrate competency by utilizing effective communication.

5.1.1 Cultural Diversity—discuss a variety of cultures; indicate the guidelines for appropriate and effective communications within each culture

5.1.2 Customer Relations—describe interpersonal skills needed to develop effective customer relationships, including conflict management and resolution in a workplace environment

5.1.3 Customer Service—explain customer service options appropriate for selected businesses and target markets

5.1.4 E-Commerce—demonstrate ethical applications in the use of electronic commerce

5.1.5 Profitability—explain the importance of customer service and the overall impact on profitability