

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.

Link to Content Standards for California Public Schools

Benchmarks	English Standards	Math Standards	Science Standards	Social Science/ History Standards
5.1.1 Cultural Diversity– discuss a variety of cultures; indicate the guidelines for appropriate and effective communications within each culture	(9-10)R2.3-2.5; (9-10)W1.3-1.6; (9-10)W1.7-1.8; (9-10)W2.3; (9-10)W2.6a-d; (9-10)LS1.3-1.9; (9-10)LS2.6; (11-12)R2.3; (11-12)R3.5b-c; (11-12)W1.6-1.8; (11-12)LS1.1		(9-12)I&E1 m	(10)WH10.4; (10)WH10.5; (10)WH10.7-10.8; (10)WH10.9; (10)WH10.10.1; (11)USH11.2; (11)USH11.5.2; (12)AD12.2; (12)AD12.3; (12)AD12.9.7
5.1.2 Customer Relations– describe interpersonal skills needed to develop effective customer relationships, including conflict management and resolution in a workplace environment	(9-10)R2.3-2.5; (9-10)W1.3-1.6; (9-10)W1.7-1.8; (9-10)W2.3; (9-10)LS1.3-1.9; (9-10)LS2.6; (11-12)W1.6-1.8	(7)MR3.3	(9-12)I&E1 m	

Bold face type indicates those standards proposed for assessment on the High School Exit Exam

Link to Content Standards for California Public Schools

Benchmarks	English Standards	Math Standards	Science Standards	Social Science/ History Standards
5.1.3 Customer Service—explain customer service options appropriate for selected businesses and target markets	(9-10)R2.3-2.5; (9-10)W1.3-1.6; (9-10)W1.7-1.8; (9-10)W2.3; (9-10)W2.6; (9-10)LS1.3-1.9; (9-10)LS2.6; (11-12)R2.3; (11-12)W1.6-1.8; (11-12)LS1.4-1.14; (11-12)LS2.4	(7)MR3.3		
5.1.4 E-Commerce—demonstrate ethical applications in the use of electronic commerce	(11-12)R2.6c		(9-12)I&E1 m	
5.1.5 Profitability—explain the importance of customer service and the overall impact on profitability	(9-10)R2.3-2.5; (9-10)W1.3-1.6; (9-10)W1.7-1.8; (9-10)W2.3; (9-10)LS1.3-1.9; (9-10)LS2.6; (11-12)W1.6-1.8	(6)SDP2.5; (7)NS1.3; (7)NS1.6-1.7; (7)NS2.2; (7)AF1.2, 1.5; (7)MG1.3; (7)MR1.1, 1.2; (7)MR2.1, 2.3, 2.4, 3.1, 3.3; AI-5.0; AI-10.0; AI-13.0; AI-15.0		(12)ECON12.2.3; (12)ECON12.2.8

Bold face type indicates those standards proposed for assessment on the High School Exit Exam