

5.0 MARKETING

5.2 Global Marketing (CL): Students will understand the global business environment and its impact on marketing strategies. They will demonstrate competency by applying marketing strategies to a global marketplace.

Link to Content Standards for California Public Schools

Benchmarks	English Standards	Math Standards	Science Standards	Social Science/ History Standards
5.2.1 Balance of Trade—evaluate the impact of imports/exports on local, state, and national economies	(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; (11-12)LS1.3	(6)SDP2.5, 3.5; (7)NS1.3; (7)NS1.6-1.7; (7)NS2.2; (7)AF1.1, 1.2, 1.5; (7)AF3.1, 3.3; (7)MG1.3; (7)SDP1.1-1.3; (7)MR1.1, 1.2; (7)MR2.1, 2.3, 2.4, 3.1, 3.3; AI-10.0; AI-13.0; AI-15.0; P&S4.0-8.0	(9-12)I&E1 m	H 10.9; (11)USH11.5.7; (11)USH11.9; (11)USH11.9.3, 4, 6, 7; (12)ECON12.2.7; (12)ECON12.4; (12)ECON12.5.3; (12)ECON12.6; (12)ECON12.6.2
5.2.2 Culture—discuss international cultural differences in language, values, social behavior, and business protocol as they apply to market behavior	(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)R3.5 b; (11-12)W1.6-1.8; (11-12)LS1.3	(7)MR3.3	(9-12)I&E1 m	(10)WH10.9; (10)WH10.10.1; (11)USH11.5.6
5.2.3 Global Alliances—research and discuss the history and development of trade alliances, such as NAFTA, EU, Pacific Rim	(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			(11)USH11.9.1; (12)ECON12.4; (12)ECON12.6; (12)ECON12.6.3

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Link to Content Standards for California Public Schools

Benchmarks	English Standards	Math Standards	Science Standards	Social Science/ History Standards
5.2.4 Infra Structure—compare and contrast the political, technological, economic and commercial development in global 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)LS1.3-1.9; (9-10)LS2.6; (11-12)R2.6; (11-12)W1.6-1.8; (11-12)W2.4	(7)MR3.3	(9-12)I&E1 m	(10)WH10.9; (10)WH10.10.1-3; (11)USH11.5.7; (11)USH11.9; (12)ECON12.1; (12)ECON12.2; (12)ECON12.3-12.4; (12)ECON12.6
5.2.5 Logistics—discuss logistics such as trade zones, containerization, and distribution centers, and ways in which they facilitate the movement of goods	(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)MR1.1, 3.1, 3.3		(12)ECON12.6.3
5.2.6 Market Entry—evaluate advantages and disadvantages of strategies such as franchising, exporting, and licensing	(8)R2.1; (9-10)R2.3-2.5; (9-10)W1.3-1.6; (9-10)W1.7-1.8; (9-10)W2.3-2.4; (9-10)LS1.3-1.9; (9-10)LS2.6; (11-12)R2.3; (11-12)R2.6; (11-12)W1.6-1.8	(6)SDP2.5, 3.5; (7)NS1.3; (7)NS1.6-1.7; (7)NS2.2; (7)AF1.1, 1.2, 1.5; (7)AF3.1, 3.3; (7)MG1.3; (7)SDP1.1-1.3; (7)MR1.1, 1.2; (7)MR2.1, 2.3, 2.4, 3.1, 3.3	(9-12)I&E1 d	(12)ECON12.4; (12)ECON12.6

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Benchmarks	English Standards	Math Standards	Science Standards	Social Science/ History Standards
5.2.7 Marketing Mix—identify marketing mix decisions crucial to marketing in a global economy	(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)R2.3; (11-12)W1.6-1.8	(7)MR1.1, 1.2; (7)MR3.1, 3.3; AI-10.0; AI-13.0; AI-15.0; P&S4.0-8.0	(9-12)I&E1 d	
5.2.8 Markets—identify and classify international, consumer and organizational markets and segments	(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)MR1.1, 1.2; (7)MR3.1, 3.3		(12)ECON12.4; (12)ECON12.6
5.2.9 Trade Barriers—assess the impact of tariff and non-tariff barriers	(9-10)R2.3-2.5; (9-10)W1.3-1.6; (9-10)W1.7-1.8; (9-10)W2.3-2.4; (9-10)LS1.1, 1.3-1.9; (9-10)LS2.2; (9-10)LS2.6; (11-12)W1.6-1.8	(6)SDP2.5, 3.5; (7)NS1.3; (7)NS1.6-1.7; (7)NS2.2; (7)AF1.1, 1.2, 1.5; (7)AF3.1, 3.3, 3.4; (7)MG1.3; (7)SDP1.1-1.3; (7)MR1.1, 1.2; (7)MR2.1, 2.3, 2.4, 3.1, 3.3; AI-10.0; AI-13.0; AI-15.0; P&S4.0-8.0	(9-12)I&E1 d	(10)WH10.4; (10)WH10.9; (11)USH11.9; (12)ECON12.2; (12)ECON12.4; (12)ECON12.5.3; (12)ECON12.6

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