

## 5.0 MARKETING

**5.3 Marketing Strategies (CL):** Students will understand the strategies and concepts of marketing with a global perspective. They will demonstrate competency by applying marketing knowledge to a variety of business situations.

### Link to Content Standards for California Public Schools

Benchmarks	English Standards	Math Standards	Science Standards	Social Science/ History Standards
5.3.1 Distribution Strategy—explain how physical distribution, inventory management and logistics impact the marketing strategy	<b>(9-10)R2.3-2.5;</b> <b>(9-10)W1.3-1.6;</b> (9-10)W1.7-1.8; <b>(9-10)W2.3;</b> (9-10)LS1.3-1.9; (9-10)LS2.6; (11-12)W1.6-1.8	<b>(7)MR1.1, 3.1, 3.3</b>	(9-12)I&E1 d	(12)ECON12.6.3
5.3.2 Economic Benefits of Marketing—evaluate the role of marketing in various economic systems including economic resources, productivity, utility, supply and demand, competition, and profit motive	<b>(9-10)R2.3-2.5;</b> <b>(9-10)W1.3-1.6;</b> (9-10)W1.7-1.8; <b>(9-10)W2.3;</b> (9-10)LS1.3-1.9; (9-10)LS2.6; (11-12)W1.6-1.8	<b>(6)SDP2.5;</b> <b>(6)SDP3.1, 3.3, 3.5;</b> <b>(7)NS1.3; (7)NS1.6-1.7;</b> <b>(7)NS2.2;</b> <b>(7)AF1.1, 1.2, 1.5;</b> <b>(7)AF3.1, 3.3, 3.4;</b> <b>(7)MG1.3;</b> <b>(7)SDP1.1, 1.2;</b> <b>(7)MR1.1, 1.2;</b> <b>(7)MR2.1, 2.3, 2.4, 3.1, 3.3</b>	(9-12)I&E1 a (9-12)I&E1 d	(10)WH10.3.6; (11)USH11.8.7; (12)ECON12.1-12.2; (12)ECON12.3-12.5; (12)ECON12.6
5.3.3 Market Analysis—describe the principles of market segmentation, target marketing, positioning, utilizing market research	<b>(9-10)R2.3-2.5;</b> <b>(9-10)W1.3-1.6;</b> (9-10)W1.7-1.8; <b>(9-10)W2.3;</b> (9-10)LS1.3-1.9; (9-10)LS2.6; (11-12)W1.6-1.8; (11-12)LS1.1, 1.3, 1.5	<b>(7)MR1.1, 3.1, 3.3;</b> <b>AI-10.0; AI-13.0;</b> <b>AI-15.0; P&amp;S4.0-8.0</b>		

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Benchmarks	English Standards	Math Standards	Science Standards	Social Science/ History Standards
5.3.4 Market Strategy and Planning—develop a strategic plan and corresponding marketing plan based on marketing mix decisions	<b>(9-10)R2.3-2.5;</b> <b>(9-10)W2.3;</b> <b>(9-10)W2.4;</b> (9-10)LS1.3-1.9; (9-10)LS2.5-2.6; (11-12)W1.6-1.8; (11-12)W2.6; (11-12)LS1.1, 1.3; (11-12)LS2.4	<b>(6)SDP1.1; (6)SDP2.5;</b> <b>(6)SDP3.1, 3.5; (7)NS1.3;</b> <b>(7)NS1.6-1.7; (7)NS2.2;</b> <b>(7)AF1.1, 1.2, 1.5;</b> <b>(7)AF3.1, 3.3, 3.4;</b> <b>(7)MG1.3; (7)SDP1.1-1.3;</b> <b>(7)MR1.1, 1.2;</b> <b>(7)MR2.1, 2.3, 2.4, 3.1, 3.3;</b> <b>AI-5.0; AI-10.0;</b> AI-13.0; <b>AI-15.0;</b> P&S4.0-8.0	(9-12)I&E1 a, d	(10)WH10.10.1-3; (12)ECON12.1; (12)ECON12.6
5.3.5 Marketing Research—design a marketing research project	<b>(8)R2.1;</b> <b>(9-10)R2.3-2.5;</b> <b>(9-10)W2.3;</b> <b>(9-10)W2.4;</b> (9-10)LS1.3-1.9; (9-10)LS2.5-2.6; (11-12)W1.6-1.8; (11-12)W2.6; (11-12)LS1.1, 1.3; (11-12)LS2.4	<b>(6)SDP1.1;</b> <b>(6)SDP2.5;</b> <b>(6)SDP3.1, 3.5;</b> <b>(7)AF1.5;</b> <b>(7)AF3.1, 3.3, 3.4;</b> <b>(7)SDP1.1-1.3;</b> <b>(7)MR1.1, 1.2;</b> <b>(7)MR2.1, 2.3, 2.4, 3.1, 3.3</b>	(9-12)I&E1 a	
5.3.6 Pricing Strategy—analyze the elements involved in determining prices	<b>(9-10)W1.1;</b> (9-10)LS2.6; (11-12)R2.3; (11-12)W1.3	<b>(6)SDP1.1; (6)SDP2.5;</b> <b>(7)NS1.3;</b> <b>(7)NS1.6-1.7; (7)NS2.2;</b> <b>(7)AF1.1, 1.2, 1.5;</b> <b>(7)AF3.1, 3.3, 3.4;</b> <b>(7)MG1.3; (7)MR1.1, 1.2;</b> <b>(7)MR2.1, 2.3, 2.4, 3.1, 3.3;</b> <b>AI-5.0; AI-10.0;</b> AI-13.0; <b>AI-15.0;</b> P&S4.0-8.0; C11.0; C12.0	(9-12)I&E1 d	(12)ECON12.1-12.2; (12)ECON12.3; (12)ECON12.4.3, 4

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<b>Benchmarks</b>	<b>English Standards</b>	<b>Math Standards</b>	<b>Science Standards</b>	<b>Social Science/ History Standards</b>
5.3.7 Product/Service Strategy—justify the concepts and processes needed to purchase, develop, maintain, and improve a product or service mix in response to market opportunities	<b>(8)R2.1;</b> <b>(9-10)R2.3-2.5;</b> <b>(9-10)W1.3-1.6;</b> (9-10)W1.7-1.8; <b>(9-10)W2.3;</b> <b>(9-10)W2.4a,c,d;</b> (9-10)LS1.3-1.9; (9-10)LS2.5, 2.6; (11-12)W1.6-1.8; (11-12)W2.6	<b>(6)SDP1.1;</b> <b>(6)SDP2.5;</b> <b>(7)NS1.3;</b> <b>(7)NS1.6-1.7;</b> <b>(7)NS2.2;</b> <b>(7)AF1.1, 1.2, 1.5;</b> <b>(7)AF3.1, 3.3, 3.4;</b> <b>(7)MG1.3;</b> <b>(7)MR1.1, 1.2;</b> <b>(7)MR2.1, 2.3, 2.4, 3.1, 3.3</b>	(9-12)I&E1d	(12)ECON12.1-12.2; (12)ECON12.3.1, 4; (12)ECON12.4; (12)ECON12.6
5.3.8 Risk Management—list various risk factors affecting business	(9-10)LS1.13		(9-12)I&E1d	(10)WH10.9.1; (12)ECON12.3; (12)ECON12.5.3; (12)ECON12.6.2; (12)ECON12.6.4
5.3.9 Technology—explain how current technology can be used in marketing, sales, mass media, research, and customer service presentations	<b>(9-10)R2.3-2.5;</b> <b>(9-10)W1.3-1.6;</b> (9-10)W1.7-1.8; <b>(9-10)W2.3;</b> (9-10)LS1.3-1.9; (9-10)LS2.6; (11-12)W1.6-1.8; (11-12)W2.6; (11-12)LS2.4	<b>(7)MR1.1;</b> <b>(7)MR3.1, 3.3</b>	(9-12)I&E1d	(10)WH10.3.2; (11)USH11.5.7; (11)USH11.8.7; (12)ECON12.4.2

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