

5.0 MARKETING

5.5 Promotion (CL): Students will understand the concepts and promotional strategies needed to communicate information about products, services, images, and/or ideas. They will demonstrate competency by developing and presenting a promotional plan that will achieve a stated outcome.

Link to Content Standards for California Public Schools

Benchmarks	English Standards	Math Standards	Science Standards	Social Science/ History Standards
5.5.1 Advertising –identify the role of advertising in the promotional mix; describe the use of research, visual presentation, media selection, scheduling, and assessment in the advertising process	(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)LS2.2; (9-10)LS2.6; (11-12)R2.1, 2.3; (11-12)W1.6-1.8	(7)MR1.1; (7)MR3.1, 3.3	(9-12)I&E1 d	(12)ECON12.2.5
5.5.2 Electronic Marketing–identify the various functions of technology and electronic media in promotion	(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)W2.6; (11-12)LS2.4	(7)MR1.1; (7)MR3.1, 3.	(9-12)I&E1 a	

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Link to Content Standards for California Public Schools

Benchmarks	English Standards	Math Standards	Science Standards	Social Science/ History Standards
5.5.3 Promotional Mix– describe the four elements of promotion and their utilization in a global market	(9-10)R2.3-2.5; (9-10)LS1.1; (9-10)LS2.6; (11-12)W1.6-1.8; (11-12)LS1.1	(7)MR1.1; (7)MR3.1, 3.3		(12)ECON12.2.5
5.5.4 Public Relations/Publicity– describe effective public relations strategies as they relate to a product or service, and explain the use of the promotional mix in creating publicity	(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)LS2.5-2.6; (11-12)W1.6-1.8; (11-12)W2.6; (11-12)LS1.1-1.3; (11-12)LS2.4	(7)MR1.1; (7)MR3.1, 3.3		(12)ECON12.2.5
5.5.5 Sales Promotion– identify a variety of sales promotion activities and indicate the media which would be most effective for each activity	(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)LS2.5-2.6; (11-12)W1.6-1.8; (11-12)W2.6; (11-12)LS1.1-1.3; (11-12)LS2.4	(6)SDP2.5; (7)NS1.3; (7)NS1.6-1.7; (7)NS2.2; (7)MR1.1, 1.2; (7)MR2.1, 2.3, 2.4, 3.1, 3.3		(12)ECON12.2.5, 6

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