



International Business & Marketing

Career Cluster	Marketing
Course Code	12056
Prerequisite(s)	Marketing Principles recommended
Credit	0.5
Program of Study and Sequence	Marketing Principles– International Business and Marketing – additional pathway course or Capstone Experience
Student Organization	DECA – Family, Career and Community Leaders of America (FCCLA), Future Business Leaders of America (FBLA)
Coordinating Work-Based Learning	Job shadow-mentoring-informational interviews-internships
Industry Certifications	NA
Dual Credit or Dual Enrollment	NA
Teacher Certification	Business Management & Administration Cluster Endorsement; Business Marketing & Management Pathway Endorsement; Marketing Cluster Endorsement; Finance Cluster Endorsement; Banking Services & Business Finance Pathway Endorsement; Insurance, Securities & Investments Pathway Endorsement; Sales, Merchandising & Marketing Research Support Pathway Endorsement; *Business Education; *Marketing Education
Resources	

Course Description:

International Business and Marketing will introduce students to the tools and terminology needed to explore and understand marketing practices in a global environment. The scope and challenge of international marketing, the dynamic environment of international business, and ways to develop global marketing strategies will be examined.

Program of Study Application

International Business and Marketing is a pathway course in the Marketing career cluster, Marketing Management pathway.

Course Standards

IBM 1 Students will understand the scope of international business.

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
Level 1: Recall and Reproduction	IBM 1.1 Define international business	
Level 1: Recall and Reproduction	IBM 1.2 Identify and explore career opportunities in international business <ul style="list-style-type: none"> • Research career opportunities 	<i>SD MyLife</i>

Notes

IBM 2 Students will understand ethical challenges unique to international marketing.

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
Level 4: Extended Thinking	IBM 2.1 Apply ethical reasoning to a variety of international situations to make ethical decisions	
Level 2: Skill/Concept	IBM 2.2 Evaluate alternative response to workplace situations based on legal responsibilities and employer policies	

Notes

IBM 3 Students will understand the factors included in international marketing plan.

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
Level 2: Skill/Concept	IBM 3.1 Research and identify current international business trends	
Level 2: Skill/Concept	IBM 3.2 Explain economic factors that affect international market entry	Identify economic and financial factors (e.g., currency exchange rates, tariffs, etc.)
Level 3: Strategic Thinking	IBM 3.3 Conduct an environmental scan for an international market	Explain how modification to environmental factors are needed for successful entry into an international market (e.g., Political, Technology, Infrastructure, Economic, Cultural and Target market factors)
Level 3: Strategic Thinking	IBM 3.4 Identify different market entry strategies and the risk and return associated with each	Explain the different modes of entry (i.e., Export, Licensing, Franchising, Partnering, Joint Venture and Direct Ownership)
Level 3: Strategic Thinking	IBM 3.5 Identify different modifications used within the marketing mix to effectively market internationally.	

Notes