

CTE Standards Unpacking
International Business & Marketing

Course: International Business & Marketing

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.

Career Cluster: Marketing

Prerequisites: Marketing Principles recommended

Program of Study Application: International Business and Marketing is a pathway course in the Marketing career cluster, Marketing Management pathway.

INDICATOR #IBM 1: Students will understand the scope of international business.		
SUB-INDICATOR 1.1 (Webb Level: 1 Recall): Define international business		
SUB-INDICATOR 1.2 (Webb Level: 1 Recall): Identify and explore career opportunities in international business		
Knowledge (Factual): -International business: Imports/exports Tariff Embargo Quota Protectionism -World Trade Organization - Differences between domestic and international businesses and the career opportunities in both -Understanding of Geography	Understand (Conceptual): -The decision-making processes in international business - Attributes needed for a career in International Business	Do (Application): -Discuss the different types of international business. -Examine potential careers in International Business
Benchmarks: <i>Students will be assessed on their ability to:</i> <ul style="list-style-type: none"> • Write a compare and contrast between domestic and international business operations. 		

- Investigate potential job opportunities and participate in a mock interview.

Academic Connections

ELA Literacy and/or Math Standard (if applicable, Science and/or Social Studies Standard):

ELA W.6- Technology, including the Internet, to produce, publish, and update individual or shared writing products in response to ongoing feedback

Sample Performance Task Aligned to the Academic Standard(s):

-Research International and Domestic businesses, and write a research paper comparing and contrasting the two.

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

SUB-INDICATOR 2.1 (Webb Level: 4 Extended Thinking): Apply ethical reasoning to a variety of international situations to make ethical decisions

SUB-INDICATOR 2.2 (Webb Level: 2 Skill/Concept): Evaluate alternative response to workplace situations based on legal responsibilities and employer policies

Knowledge (Factual):

- Legal environment
- Personal ethics
- Regional culture

Understand (Conceptual):

- Various ethical models:
 - Legal
 - Personal
 - Utilitarian
 - Regional
 - Workplace

Do (Application):

- Complete an ethics questionnaire
- Review advertising law

Benchmarks:

Students will be assessed on their ability to:

- Students will complete an ethical decision-making project.
- Students will present 5 unique international marketing ethical restrictions.

Academic Connections

ELA Literacy and/or Math Standard (if applicable, Science and/or Social Studies Standard):

ELA W.4 – Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience.

Sample Performance Task Aligned to the Academic Standard(s):

-Compose and present a brief presentation.

<p>INDICATOR #IBM 3: Students will understand the factors included in international marketing plan.</p>		
<p>SUB-INDICATOR 3.2 (Webb Level: 2 Skill/Concept): Research and identify current international business trends</p>		
<p>SUB-INDICATOR 3.2 (Webb Level: 2 Skill/Concept): Explain economic factors that affect international market entry</p>		
<p>SUB-INDICATOR 3.3 (Webb Level: 3 Strategic Thinking): Conduct an environmental scan for an international market</p>		
<p>SUB-INDICATOR 3.3 (Webb Level: 3 Strategic Thinking): Identify different market entry strategies and the risk and return associated with each</p>		
<p>SUB-INDICATOR 3.3 (Webb Level: 3 Strategic Thinking): Identify different modifications used within the marketing mix to effectively market internationally.</p>		
<p>Knowledge (Factual):</p> <ul style="list-style-type: none"> -Marketing plan -Business trends -Basic economics -Market entry -Target market -Governmental regulations 	<p>Understand (Conceptual):</p> <ul style="list-style-type: none"> - The opportunities/ challenges in an International market -Barriers to foreign markets -Understanding cultural significance 	<p>Do (Application):</p> <ul style="list-style-type: none"> -Complete an International business vocabulary assessment -Discuss country-specific markets
<p>Benchmarks: <i>Students will be assessed on their ability to:</i></p> <ul style="list-style-type: none"> • Students will create a country-specific market assessment. 		
<p>Academic Connections</p>		
<p>ELA Literacy and/or Math Standard (if applicable, Science and/or Social Studies Standard):</p> <p>ELA W.4 – Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience.</p>	<p>Sample Performance Task Aligned to the Academic Standard(s):</p> <p>-Compose and present a brief presentation.</p>	

ELA SL.2. Integrate multiple sources of information presented in diverse media or formats (e.g., visually, quantitatively, orally) evaluating the credibility and accuracy of each source

-Working independently or with a partner, present research findings to the class.