



International Business and Marketing

Career Cluster	Marketing
Course Code	12056
Prerequisite(s)	Marketing Principles recommended
Credit	0.5 to 1.0
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	N/A
Dual Credit or Dual Enrollment	https://sdmylife.com/prepping-for-college/dual-credit
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	N/A

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>
One Recall and Recognition	IBM 1.1 Define international business.
One Recall and Recognition	IBM 1.2 Identify, explore, and research career opportunities in international business.

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

<i>Webb Level</i>	<i>Sub-indicator</i>
Four Extended Thinking	IBM 2.1 Apply ethical reasoning to a variety of international situations to make ethical decisions.
Two Skill/Concept	IBM 2.2 Understand the role of international law and evaluate alternative responses to workplace situations.

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

<i>Webb Level</i>	<i>Sub-indicator</i>
Two Skill/Concept	IBM 3.1 Research and identify current international business trends and innovations. <ul style="list-style-type: none">● Understand the role of culture in international business and marketing
Two Skill/Concept	IBM 3.2 Explain economic factors that affect international market entry.
Three Strategic Thinking	IBM 3.3 Understand environmental factors and conduct an environmental scan for an international market.
Three Strategic Thinking	IBM 3.4 Identify different market entry strategies and the risk and return associated with each.
Three Strategic Thinking	IBM 3.5 Identify different modifications used within the marketing mix to effectively market internationally. <ul style="list-style-type: none">● Understand the role of collecting, analyzing, and applying marketing data