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**PROGRAM CONCENTRATION:** Marketing Sales & Service  
**CAREER PATHWAY:** Optional Course for All  
Marketing Pathways  
**COURSE TITLE:** International Business & Marketing

International business and marketing will focus on raising awareness of the interrelatedness of one country's political policies and economic practices to another; learning to improve international business relations through appropriate communication strategies; understanding the global business environment and the interconnectedness of cultural, political, legal, economic, and ethical systems; identifying forms of business ownership and international business opportunities; exploring basic concepts underlying international finance, management, and trade relations; and developing an understanding of marketing functions in an international setting.

In order to increase the number of application experiences, students should participate in work-based learning activities and the student organization, DECA, An Association of Marketing Students. It is also highly advantageous for students to participate in a school-based enterprise.

## **FUNDAMENTALS OF INTERNATIONAL BUSINESS AND MARKETING**

Students will understand the fundamental concepts of international business and marketing and the various factors that influence the international business environment.

### **MKT-IBM-1. Students will develop an understanding of the fundamental concepts of international business and marketing.**

- a. Explain the difference between a domestic and international company.
- b. Report on historical developments illustrating the past experience of the United States' role in international trade and in the international landscape for business.
- c. Identify international trade partners and point out the trading patterns of companies based on region, state, and country.
- d. Demonstrate an understanding of the relationship between international events and the daily conduct of business.
- e. Determine the impact of geography on international business to include areas such as climate, time zones, distance, topography, and social, economic, and natural resources.
- f. Explain the role of international business at local, regional, and national levels citing examples at each level and how each level affects the world economy.

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- g. Analyze the potential impact (on a community, region, state, and country in which it is located) of a domestic company involving itself in international trade opportunities.

**Academic Standards:**

*SSEIN1. The student will explain why individuals, businesses, and governments trade goods and services.*

*SSWG1. The student will explain the physical aspects of geography.*

*SSWH21. The student will analyze globalization in the contemporary world.*

**MKT-IBM-2. Students will analyze various factors and influences affecting the international business environment.**

- a. Identify international cultural differences in food, dress, language, gift-giving, social behaviors, and major holidays of various cultures and discuss how they are celebrated as well as their impact on the business community.
- b. Analyze the components of the Foreign Corrupt Practices Act and its impact on a company's activities.
- c. Identify and differentiate between types of governments and political environments and determine the impact of the government on international business through the use of barriers, tariffs, quotas, and taxation policies.
- d. Recognize legal differences that exist between and among countries in areas such as consumer protection, product guidelines, labor laws, contract formulation, liability, and taxation.
- e. Describe the decision-making process, opportunity costs, and scarcity as they relate to international business situations.
- f. Define terms such as GDP (GNP), balance of trade, foreign debt, and cost of living.
- g. Analyze the availability of resources (natural, human, and capital) in a country and the economic potential of the country to improve its quality of life by engaging in international trade.
- h. Identify the economic systems used to decide what to produce, how it is produced, and for whom it is produced in a country.

**Academic Standards:**

*SSWG2. The student will explain the cultural aspects of geography.*

*SSEF4. The student will compare and contrast different economic systems and explain how they answer the three basic economic questions of what to produce, how to produce, and for whom to produce.*

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*SSWH20. The student will examine change and continuity in the world since the 1960's.*

*SSWH21. The student will analyze globalization in the contemporary world.*

## **TECHNOLOGY AND ETHICS AFFECTING INTERNATIONAL BUSINESS AND MARKETING**

Students will examine the information technology/communication strategies and ethical issues associated with international business and marketing.

### **MKT-IBM-3. Students will apply appropriate informational technology and communication strategies for international business and marketing situations.**

- a. Determine how to communicate internationally using electronic communications (i.e., telephone, fax, telex) and channels (i.e., Internet, email).
- b. Evaluate electronic communications and channels as appropriate for given international business and marketing situations.
- c. Apply communication strategies (oral, written, and non-verbal) necessary and appropriate for effective and profitable international business and marketing relations.
- d. Analyze complications involved in communication strategies (oral, written, and non-verbal) in an international business and marketing environment.

### ***Academic Standards:***

*ELA11W3. The student will use research and technology to support writing.*

*ELA11W1. The student will produce writing that establishes an appropriate organizational structure, sets a context and engages a reader, maintains a coherent focus throughout and signals a satisfying closure.*

### **MKT-IBM-4. Students will analyze the importance of ethical business operations in an international business environment.**

- a. Identify the levels of regulation applied to intellectual properties (e.g., copyrights, trademarks, and patents) in different countries.
- b. Discuss the Marketing Code of Ethics and the application of the Marketing Code of Ethics in international business.
- c. Discuss the importance of maintaining integrity in dealing with others.
- d. Demonstrate awareness of social responsibilities.
- e. Define terms such as ethics, social responsibility, and bribe.

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- f. List business actions that may positively or negatively impact the environment and consumer well-being of a society.
- g. Identify groups to whom international companies are responsible.
- h. Analyze the components of the Foreign Corrupt Practices Act and its impact on a company's activities.
- i. Analyze the effect of an international business organization's actions on a host country, the company's home country, owners, employees, consumers, and society.

***Academic Standards:***

*SSWG2. The student will explain the cultural aspects of geography.*

*SSWH21. The student will analyze globalization in the contemporary world.*

*ELA11W3. The student will use research and technology to support writing.*

**ORGANIZATIONAL STRUCTURES IN THE INTERNATIONAL BUSINESS ENVIRONMENT**

The student will demonstrate knowledge of the organizational structure of international business.

**MKT-IBM-5. Students will determine characteristics of various organizational structures in the international business environment.**

- a. Suggest an appropriate form of business ownership (e.g., sole proprietorship, corporation, partnership) for different international business situations.
- b. Determine social and cultural influences on the form of business ownership used or required in different countries.
- c. Identify companies doing business in a foreign market and identify potential new international business ventures for locally based companies.
- d. Identify risks and rewards related to doing business in a foreign market.
- e. Identify organizations, government agencies, and other resources that a small and/or medium-size business might use to investigate international trade opportunities.
- f. Describe situations appropriate for indirect and direct exporting.
- g. Distinguish between licensing and franchising for international business activities.
- h. Describe internal and external factors which influence a company's international expansion.

***Academic Standards:***

*SSEF5. The student will describe the role of government in a market economy.*

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SSEIN1. The student will explain why individuals, businesses, and governments trade goods and services.

SSEIN2. The student will explain why countries sometimes erect trade barriers and sometimes advocate free trade.

## **INTERNATIONAL MARKETING FUNCTIONS**

Student will demonstrate knowledge of international marketing functions.

**MKT-IBM-6. Students will determine the importance of market research, product development and pricing strategies in successful international marketing strategies.**

- a. Describe how marketing mix elements need to be adapted for international marketing efforts for goods and services.
- b. Identify characteristics of international consumer markets and commercial markets including social, cultural, and political factors that would affect international marketing.
- c. Explain how the marketing research process, including secondary data and primary data collection, differs in an international application.
- d. Create a data collection survey instrument for an international marketing research study based on knowledge of social and cultural factors in a specific foreign market.
- e. Explain how brands and packages are affected by culture and determine situations in which global (standardized) versus international (adapted) products would be sold.
- f. Describe how the product life cycle differs in the international business environment.
- g. Develop an international marketing plan for a company entering a foreign market.

### ***Academic Standards:***

*SSWG2. The student will explain the cultural aspects of geography.*

*SSEM13. The student will explain how markets, prices, and competition influence economic behavior.*

*SCSh5. The student will demonstrate the computation and estimation skills necessary for analyzing data and developing reasonable scientific explanations.*

*SCSh4. The student will use tools and instruments for observing, measuring, and manipulating scientific equipment and materials.*

*SCSh3. The student will identify and investigate problems scientifically.*

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*SCSh8. The student will understand important features of the process of scientific inquiry.*

*MM1D1. The student will determine the number of outcomes related to a given event.*

*MM1D2. The student will use the basic laws of probability.*

*MM1D3. The student will relate samples to a population.*

*MM1P3. The student will communicate mathematically.*

*ELA11W3. The student will use research and technology to support writing.*

*ELA11W1. The student will produce writing that establishes an appropriate organizational structure, sets a context and engages a reader, maintains a coherent focus throughout and signals a satisfying closure.*

**MKT-IBM-7. Students will evaluate effective methods of professional sales and promotional activities in the international business and marketing environment.**

- a. Define the promotional mix and provide examples of each aspect of the promotional mix as used in international marketing strategies.
- b. Discuss media used in different foreign markets.
- c. Analyze the influence of social and cultural factors affecting promotions used in foreign markets.
- d. Develop an understanding of major laws and regulations governing advertising in foreign markets.
- e. Create a sales presentation for a product which is appropriate to a foreign market.
- f. Discuss social and cultural factors in various countries that will affect a successful sales presentation.
- g. Evaluate the effectiveness of a promotional campaign used by a company in a foreign market.

**Academic Standards:**

*SCSh5. The student will demonstrate the computation and estimation skills necessary for analyzing data and developing reasonable scientific explanations.*

*SSWG2. The student will explain the cultural aspects of geography.*

*SSWH21. The student will analyze globalization in the contemporary world.*

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**MKT-IBM-8. Students will analyze channels of distribution and appropriate logistics required to successfully complete an international business transaction.**

- a. Contrast direct and indirect distribution channels for international business and marketing by identifying various distribution intermediaries (i.e., agents, wholesalers, retailers, freight forwarders, export companies, trading companies, and customs brokers) and discuss their functions in international business and marketing.
- b. Describe main methods of transporting (i.e., surface, air, water, electronic) used for international business activities and the situation in which a method would be most appropriate.
- c. Identify how products are prepared for international distribution, including packing and documentation.
- d. Identify different shipping documents and define their purpose.
- e. Evaluate trade barriers and trade agreements and their effect on the company, product, and economics involved in a specific international business and marketing transaction.
- f. Analyze security measures that are needed to protect businesses and products in an international business and marketing transaction.

***Academic Standards:***

*SCSh7. The student will analyze how scientific knowledge is developed.*

*SCSh4. The student will use tools and instruments for observing, measuring, and manipulating scientific equipment and materials.*

**FINANCE, RISK MANAGEMENT AND MANAGEMENT FUNCTIONS**

Students will demonstrate knowledge of finance, risk management and management in the international environment.

**MKT-IBM-9. Students will explain the impact of foreign exchange rates, international finance issues and risk management techniques on international business operations.**

- a. Develop an understanding of currencies and currency exchange rates from various countries.
- b. Describe how economic conditions, balance of payment situations, and political issues affect currency values.
- c. Describe the international monetary system and different types of international banking organizations within the system including securities markets and financial markets.

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- d. Describe the mechanics, terminology, conditions, and terms of letters of credit and other documents.
- e. Identify major country, foreign exchange, and commercial risks associated with international business and marketing activities.
- f. Discuss strategies to minimize overall risk in international business and marketing transactions.

**Academic Standards:**

*SSEIN3. The student will explain how changes in exchange rates can impact the purchasing power of individuals in the United States and in other countries.*

*SSWH21. The student will analyze globalization in the contemporary world.*

*MM1P3. The student will communicate mathematically.*

*MM1P1. The student will solve problems using appropriate technology.*

**MKT-IBM-10. Students will analyze various management theories and concepts in an international business and marketing setting and the effects of the theories and concepts on human resources and overall business operations.**

- a. Identify environmental factors that influence the use of a particular organizational structure for global business operations (e.g., functional, product, geographic, or matrix).
- b. Describe how quality control, quality circle, and total quality management relate to an organization's international business operations.
- c. Discuss the effect of economic and cultural factors on common styles of management found in foreign countries.
- d. Identify the factors that influence the application of managerial styles in different countries.
- e. Compare ethnocentric, polycentric, regiocentric, and geocentric approaches to managing human resources.
- f. Describe how compensation and employee benefits differ in various cultures.
- g. Identify how differences in occupational health and safety standards impact the conduct of business internationally.

**Academic Standards:**

*SSWH21. The student will analyze globalization in the contemporary world.*

**CAREERS IN INTERNATIONAL BUSINESS AND MARKETING**

Students will explore careers in the field of international business and marketing and identify credentials required for future advancement.



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**MKT-IBM-11. Students will identify potential career opportunities in international business and marketing and appropriate career path credentials.**

- a. Identify appropriate individual career titles and career paths within international business and marketing.
- b. Determine the skill requirements and educational qualifications to enter a selected international business and marketing career.
- c. Create a career plan to obtain the skills and educational qualifications to enter a selected international business and marketing career.

***Academic Standards:***

*ELA11W3. The student will use research and technology to support writing.*

*SSWH21. The student will analyze globalization in the contemporary world.*

**CTAE Foundation Skills**

The Foundation Skills for Career, Technical and Agricultural Education (CTAE) are critical competencies that students pursuing any career pathway should exhibit in order to be to be successful. As core standards for all career pathways in all program concentrations, these skills link career, technical and agricultural education to the state's academic performance standards.

The CTAE Foundation Skills are aligned to the foundation of the U. S. Department of Education's 16 Career Clusters. Endorsed by the National Career Technical Education Foundation (NCTEF) and the National Association of State Directors of Career Technical Education Consortium (NASDCTEC), the foundation skills were developed from an analysis of all pathways in the sixteen occupational areas. These standards were identified and validated by a national advisory group of employers, secondary and postsecondary educators, labor associations, and other stakeholders. The Knowledge and Skills provide learners a broad foundation for managing lifelong learning and career transitions in a rapidly changing economy.

**CTAE-FS-1 Technical Skills:** Learners achieve technical content skills necessary to pursue the full range of careers for all pathways in the program concentration.

**CTAE-FS-2 Academic Foundations:** Learners achieve state academic standards at or above grade level.

**CTAE-FS-3 Communications:** Learners use various communication skills in expressing and interpreting information.

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**CTAE-FS-4 Problem Solving and Critical Thinking:** Learners define and solve problems, and use problem-solving and improvement methods and tools.

**CTAE-FS-5 Information Technology Applications:** Learners use multiple information technology devices to access, organize, process, transmit, and communicate information.

**CTAE-FS-6 Systems:** Learners understand a variety of organizational structures and functions.

**CTAE-FS-7 Safety, Health and Environment:** Learners employ safety, health and environmental management systems in corporations and comprehend their importance to organizational performance and regulatory compliance.

**CTAE-FS-8 Leadership and Teamwork:** Learners apply leadership and teamwork skills in collaborating with others to accomplish organizational goals and objectives.

**CTAE-FS-9 Ethics and Legal Responsibilities:** Learners commit to work ethics, behavior, and legal responsibilities in the workplace.

**CTAE-FS-10 Career Development:** Learners plan and manage academic-career plans and employment relations.

**CTAE-FS-11 Entrepreneurship:** Learners demonstrate understanding of concepts, processes, and behaviors associated with successful entrepreneurial performance.

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**Marketing, Sales, and Service  
National Cluster Knowledge and Skill Standards**

**International Business and Marketing**

<b>National Standard (National Business Education Curriculum Standards/NBEA)</b>	<b>International Business and Marketing</b>
<p><b>NBEA 1:</b> The student will understand the fundamental concepts of international business.</p>	<p><b>MKT-IBM-1:</b> The student will develop an understanding of the fundamental concepts of international business and marketing.</p> <p><b>MKT-IBM-9:</b> The student will explain the impact of foreign exchange rates, international finance issues, and risk management techniques on international business operations.</p>
<p><b>NBEA 2:</b> The student will understand how geographic, cultural, political, legal, historical, and economic factors influence international trade.</p>	<p><b>MKT-IBM-2:</b> The student will analyze various factors and influences affecting the international business environment.</p> <p><b>MKT-IBM-4:</b> The student will analyze the importance of ethical business operations in an international business environment.</p> <p><b>MKT-IBM-10:</b> The student will analyze various management theories and concepts in an international business and marketing setting and the effects of the theories and concepts on human resources and overall business operations.</p>
<p><b>NBEA 3:</b> The student will understand the role of information technology in modern global trade.</p>	<p><b>MKT-IBM-3:</b> The student will apply appropriate informational technology and communication strategies for international business and marketing situations.</p> <p><b>MKT-IBM-6:</b> The student will determine the importance of market research, product development and pricing strategies in successful international marketing strategies.</p> <p><b>MKT-IBM-7:</b> The student will evaluate effective methods of professional sales and promotional activities in the international business and marketing environment.</p>

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<p><b>IBE 3:</b> The student will demonstrate knowledge of international business communications.</p>	<p><b>MKT-IBM-3:</b> The student will apply appropriate informational technology and communication strategies for international business and marketing situations.</p>
<p><b>IBE 4:</b> The student will demonstrate knowledge of international business environment.</p>	<p><b>MKT-IBM-2:</b> The student will analyze various factors and influences affecting the international business environment.</p>
<p><b>NBEA 4:</b> The student will understand the logistics of importing and exporting products and services.</p>	<p><b>MKT-IBM-5:</b> The student will determine characteristics of various organizational structures in the international business environment.</p> <p><b>MKT-IBM-8:</b> The student will analyze channels of distribution and appropriate logistics required to successfully complete an international business transaction.</p>
<p><b>IBE 1:</b> The student will demonstrate knowledge of international business awareness.</p>	<p><b>MKT-IBM-1:</b> The student will develop an understanding of the fundamental concepts of international business and marketing.</p> <p><b>MKT-IBM-11:</b> The student will identify potential career opportunities in international business and marketing and appropriate career path credentials.</p>
<p><b>IBE 2:</b> The student will demonstrate knowledge of international business ethics.</p>	<p><b>MKT-IBM-2:</b> The student will analyze various factors and influences affecting the international business environment.</p> <p><b>MKT-IBM-4:</b> The student will analyze the importance of ethical business operations in an international business environment</p>
<p><b>IBE 5:</b> The student will demonstrate knowledge of international finance and risk management.</p>	<p><b>MKT-IBM-9:</b> The student will explain the impact of foreign exchange rates, international finance issues and risk management techniques on international business operations.</p>

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**Marketing, Sales, and Service  
National Cluster Knowledge and Skill Standards**

**International Business and Marketing**

<b>National Standard (Idaho Business Education Curriculum Standards/IBEA)</b>	<b>International Business and Marketing</b>
<b>IBE 6:</b> The student will demonstrate knowledge of management.	<b>MKT-IBM-10:</b> The student will analyze various management theories and concepts in an international business and marketing setting and the effects of the theories and concepts on human resources and overall business operations.
<b>IBE 7:</b> The student will demonstrate knowledge of international marketing.	<p><b>MKT-IBM-6:</b> The student will determine the importance of market research, product development and pricing strategies in successful international marketing strategies.</p> <p><b>MKT-IBM-7:</b> The student will evaluate effective methods of professional sales and promotional activities in the international business and marketing environment</p> <p><b>MKT-IBM-8:</b> The student will analyze channels of distribution and appropriate logistics required to successfully complete an international business transaction.</p>
<b>IBE 8:</b> The student will demonstrate knowledge of import/export and balance of trade.	<p><b>MKT-IBM-2:</b> The student will analyze various factors and influences affecting the international business environment.</p> <p><b>MKT-IBM-8:</b> The student will analyze channels of distribution and appropriate logistics required to successfully complete an international business transaction.</p>
<b>IBE 9:</b> The student will demonstrate knowledge of the organizational structure of international business.	<p><b>MKT-IBM-5:</b> The student will determine characteristics of various organizational structures in the international business environment</p> <p><b>MKT-IBM-11:</b> The student will identify potential career opportunities in international business</p>

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	and marketing and appropriate career path credentials.
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***National Standards' Source(s):***

*NBEA: National Business Education Curriculum Standards*

*IBEA: Idaho Business Education Curriculum Standards*