

Idaho PTE Business Education Course w/Essential Learning Outcomes

Course Title

INTERNATIONAL MARKETING I

SDPTE Course ID

BE 0341 (ME 0341)

IBED

IBED 12056

A course in which students will discover the global world of Marketing while studying management styles; business/marketing principles, problems and practices; money and banking; organization; foreign culture; credits and investing; and other factors influencing world trade.

Term

Semester/Trimester

Prereq

BE 0340 (ME 0340) or Instructor Permission

Notes:

Accounting Acct_3: Financial Analysis

Acct_3.1 Interpret financial statements to make informed business decisions.

Business Law BLaw_1: Demonstrate Knowledge of Basics of the Law

BLaw_1.2 Describe the sources of the law.

Business Law BLaw_2: Demonstrate Knowledge of Contract Law, Law of Sales, and Consumer Law

BLaw_2.1 Describe the nature of a contractual relationship and analyze the relationship between it and law of sales and consumer law.

BLaw_2.2 Identify and describe legal issues involved with the sale of goods as they relate to contract and consumer law.

Business Law BLaw_4: Demonstrate Knowledge of Business Organizations

BLaw_4.2 Define and distinguish among different types of corporations, discuss why a corporation is a legal entity and interpret the laws that effect them.

Business Law BLaw_10: Demonstrate Knowledge of Environmental Law and Energy Regulation

BLaw_10.1 Explain the legal rules that apply to environmental law.

Career Development CDev_2: Demonstrate Knowledge of Career Research

CDev_2.3 Demonstrate an understanding of career opportunities at an international level.

Computation Comp_6: Demonstrate Knowledge of Problem-Solving Applications

Comp_6.5 Use mathematical procedures to analyze and solve business problems for financial statements.

Comp_6.6 Use mathematical procedures to analyze and solve business problems for credit management.

Comp_6.7 Use mathematical procedures to analyze and solve business problems for purchases.

Comp_6.8 Use mathematical procedures to analyze and solve business problems for sales.

Economics and Personal Finance EcPF_7: Demonstrate Knowledge of Markets and Prices

EcPF_7.1 Describe the role of markets and prices in the U.S. economy.

Economics and Personal Finance EcPF_14: Demonstrate Knowledge of International Economic Concepts

EcPF_14.1 Examine the importance of economic relationships among nations and discuss the role of international trade and investment monetary relations in the global economy.

Entrepreneurship Entr_8: Demonstrate Knowledge of Global Markets

Entr_8.3 Describe current trends in a global marketplace can affect an entrepreneurial venture.

International Business IntB_1: Demonstrate Knowledge of International Business Awareness

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| IntB_1.1 | Explain the role of international business and analyze its impact on careers and doing business at the local, state, national, and international levels. |
| IntB_1.2 | Explain how geography impacts the conduct of international business. |
| IntB_1.4 | Explain international travel considerations. |
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International Business IntB_2: Demonstrate Knowledge of International Business Ethics

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| IntB_2.1 | Describe the environmental factors that define what is considered ethical business behavior. |
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International Business IntB_3: Demonstrate Knowledge of International Business Communications

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| IntB_3.1 | Apply oral and written communication strategies necessary and appropriate for effective and profitable international business relations. |
| IntB_3.2 | Apply non verbal communication strategies necessary and appropriate for effective and profitable international business relations. |
| IntB_3.3 | Apply technology to communication in a necessary and appropriate manner for effective and profitable international business relations. |
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International Business IntB_4: Demonstrate Knowledge of International Business Environment

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| IntB_4.1 | Describe the social and cultural factors that shape and impact the international business environment. |
| IntB_4.2 | Describe political factors that shape and impact the international business environment. |
| IntB_4.3 | Describe the legal factors that shape and impact the international business environment. |
| IntB_4.4 | Describe the economic factors that shape and impact the international business environment. |
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International Business IntB_6: Demonstrate Knowledge of Management

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| IntB_6.2 | Address special challenges in management of human resources for international business. |
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International Business IntB_7: Demonstrate Knowledge of International Business Environment

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| IntB_7.1 | Describe how a company markets a product/service in other countries. |
| IntB_7.3 | Describe the process of developing products at an international level. |
| IntB_7.5 | Describe differences in distribution channels and intermediaries for international distribution. |
| IntB_7.6 | Discuss transportation methods and issues for international business activities. |
| IntB_7.7 | Discuss and critique international promotions. |
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International Business IntB_8: Demonstrate Knowledge of Import/Export and Balance of Trade

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| IntB_8.1 | Relate balance of trade concepts to the import/export business. |
| IntB_8.2 | Identify trade barriers and agreements and discuss their effects. |
| IntB_8.3 | Discuss balance of trade and policies to improve a country's balance of trade. |
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International Business IntB_9: Demonstrate Knowledge of Organizational Structure of International Businesses

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| IntB_9.1 | Identify forms of business ownership available in international business. |
| IntB_9.2 | Identify entrepreneurial opportunities available in international business. |
| IntB_9.3 | Identify and describe methods of doing international business. |
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Management Mgmt_1: Demonstrate Knowledge of Functions of Management

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| Mgmt_1.1 | Illustrate how the planning function is implemented and explain why it is important. |
| Mgmt_1.2 | Illustrate how the organizing function is implemented and explain why it is important. |
| Mgmt_1.3 | Illustrate how the directing function is implemented and explain why it is important. |

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Mgmt_1.4 Illustrate how the controlling and evaluating functions are implemented and explain why they are important.

Management Mgmt_2: Demonstrate Knowledge of Theories of Management

Mgmt_2.1 Compare and contrast the basic tenets of management theories and explain why they are important.

Management Mgmt_3: Demonstrate Knowledge of Financial Decision Making

Mgmt_3.2 Analyze financial data in order to make long-term and short-term plans.

Mgmt_3.3 Analyze foreign exchange rates and how they affect the firm.

Management Mgmt_4: Demonstrate Knowledge of Competitive Analysis and Marketing Strategies

Mgmt_4.2 Demonstrate an understanding of techniques used to gain and maintain competitive advantage.

Mgmt_4.3 Justify the need to gain and maintain competitive advantage through the use of internal comparisons and external research services.

Management Mgmt_6: Demonstrate Knowledge of Organizational Structure

Mgmt_6.1 Identify and differentiate between the basic organizational structures.

Mgmt_6.3 Identify and discuss the advantages and disadvantages of different organizational models.

Management Mgmt_7: Demonstrate Knowledge of General Management skills

Mgmt_7.3 Develop and use networking skills.

Management Mgmt_8: Demonstrate Knowledge of Ethics

Mgmt_8.1 Define ethics and discuss the importance of ethics in personal, social, and business decision making.

Mgmt_8.2 Define a code of ethics, develop a code of ethics, and apply a code of ethics to various issues confronted by businesses.

Marketing Mktg_1: Demonstrate Knowledge of Marketing Roles

Mktg_1.1 Identify the roles of marketing and analyze the impact of marketing on the individual, business, and society.

Marketing Mktg_2: Demonstrate Knowledge of Ethics in Marketing

Mktg_2.1 Define, develop, and apply a code of ethics to various marketing issues.

Marketing Mktg_3: Demonstrate Knowledge of External Factors to Business

Mktg_3.1 Identify and explain how government regulations influence/dictate marketing decisions.

Marketing Mktg_4: Demonstrate Product Knowledge

Mktg_4.1 Describe stages of product development and how new products are developed.

Marketing Mktg_5: Demonstrate Knowledge of Price

Mktg_5.1 Explain the role of pricing in the marketing process.

Marketing Mktg_6: Demonstrate Knowledge of Place/Distribution

Mktg_6.1 Apply distribution processes and methods to develop distribution plans.

Marketing Mktg_11: Demonstrate Knowledge of Forecasting

Mktg_11.1 Apply forecasting principles and methods to determine sales potential for specific products.
