

Idaho PTE Business Education Course w/Essential Learning Outcomes

Course Title

INTERNATIONAL MARKETING II

SDPTE Course ID

BE 0342 (ME 0342)

IBED

IBED 12056

A course which studies the rapidly increasing area of international business and marketing. This second semester class covers areas related to our economy as well as other countries' economic and trade systems; proper procedures for linking with international business customers; and valuable aspects of becoming a part of this dynamic growing marketplace.

Term

Semester/Trimester

Preq

BE 0341 (ME 0341)

Notes:

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_2.3 Identify and discuss laws that are intended to protect consumers as they relate to contract law and the law of sales.

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.

Career Development CDev_2: Demonstrate Knowledge of Career Research

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

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_1: Demonstrate Knowledge of Entrepreneurship Characteristics

- Entr_1.1 Identify unique characteristics of an entrepreneur and evaluate the degree to which one possesses those characteristics.
- Entr_1.2 Characterize the role of an entrepreneur in business.

Entrepreneurship Entr_8: Demonstrate Knowledge of Global Markets

- Entr_8.1 Describe how cultural differences can affect an entrepreneurial venture.
- Entr_8.2 Describe how export/import opportunities can affect an entrepreneurial venture.
- Entr_8.3 Describe current trends in a global marketplace can affect an entrepreneurial venture.

International Business IntB_5: Demonstrate Knowledge of International Finance and Risk Management

- IntB_5.1 Explain the role, importance, and concepts of international currency and exchange in the market.
- IntB_5.2 Explain the role, importance, and concepts of international agreements.
- IntB_5.3 Explain the role, importance, and concepts of international finance and risk management.
- IntB_5.4 Explain the role, importance, and concepts of international finance and risk management.

International Business IntB_6: Demonstrate Knowledge of Management

- IntB_6.1 Address special challenges in operations for international business.
- 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

- IntB_7.1 Describe how a company markets a product/service in other countries.
- IntB_7.2 Explain how the marketing research process differs in an international application.
- IntB_7.4 Convert units and exchange foreign money.

International Business IntB_8: Demonstrate Knowledge of Import/Export and Balance of Trade

- 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.

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.
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