

Idaho PTE Business Education Course with Essential Learning Outcomes and Learning Indicators

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
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Notes:

Accounting Acct_3: Financial Analysis

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

Learning Indicator: Acct_3.1.1	Discuss the information that can be obtained from analyzing financial statements
Learning Indicator: Acct_3.1.2	Interpret the need for the primary areas of analysis (trend analysis, profitability, liquidity, capital structure)
Learning Indicator: Acct_3.1.3	Perform a horizontal and vertical analysis of the income statement and balance sheet
Learning Indicator: Acct_3.1.4	Assess profitability by calculating a balance sheet
Learning Indicator: Acct_3.1.5	Assess liquidity and solvency by calculating financial ratios
Learning Indicator: Acct_3.1.6	Compare and contrast debt and equity financing and explain the impact on the financial ratios
Learning Indicator: Acct_3.1.7	Assess capital structure by calculating and interpreting financial ratios
Learning Indicator: Acct_3.1.8	Research industry averages and explain their use in assessing the financial condition, operating results, profitability, liquidity, and capital structure
Learning Indicator: Acct_3.1.9	Apply information technology to conduct financial analysis
Learning Indicator: Acct_3.1.10	Identify and explain common methods for manipulating financial statements and financial ratios
Learning Indicator: Acct_3.1.11	Describe the ethical and legal implications resulting from the manipulation of financial statements and financial ratios
Learning Indicator: Acct_3.1.12	Use the statement of cash flow to analyze business activities (operating, investing, financing)
Learning Indicator: Acct_3.1.13	Analyze cash flow from operating activities to assess profitability and liquidity

Business Law BLaw_1: Demonstrate Knowledge of Basics of the Law

BLaw_1.2 Describe the sources of the law.

Learning Indicator: BLaw_1.2.1	Define and describe the Constitution and the branches of government presented in the Constitution
Learning Indicator: BLaw_1.2.2	Define statutory law, identify the purposes of statutory law, and describe how a bill becomes a statute
Learning Indicator: BLaw_1.2.3	Define administrative agencies and regulations; explain where administrative agencies get their power and how they create regulations
Learning Indicator: BLaw_1.2.4	Describe the powers and limitations of the federal government as stated in the Constitution
Learning Indicator: BLaw_1.2.5	Identify the basic freedoms guaranteed by the Bill of Rights and describe several key Constitutional amendments beyond the Bill of Rights

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Learning Indicator: BLaw_1.2.6	Compare and contrast the national constitution with state, territory, and local constitutions
Learning Indicator: BLaw_1.2.7	Determine how courts make law and explain the role of precedent in the legal system
Learning Indicator: BLaw_1.2.8	Analyze the constitutionality of various statutes and regulations
Learning Indicator: BLaw_1.2.9	Compare and contrast the sources of the law in countries outside the United States and Canada
Learning Indicator: BLaw_1.2.10	Compare and contrast sources of international 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.

Learning Indicator: BLaw_2.1.1	List the elements required to create a contract
Learning Indicator: BLaw_2.1.2	Differentiate among classes of contracts, such as bilateral and unilateral; express and implied; and oral and written
Learning Indicator: BLaw_2.1.3	Explain how offer and acceptance can create contractual rights and duties
Learning Indicator: BLaw_2.1.4	Determine whether or not an agreement is definite enough to be enforced as a contract
Learning Indicator: BLaw_2.1.5	Differentiate among the ways that assent can be disrupted, such as fraud, non-disclosure, misrepresentation, mistake, duress, and undue influence
Learning Indicator: BLaw_2.1.6	Define and distinguish between different types of consideration and list the exceptions to the requirements of consideration
Learning Indicator: BLaw_2.1.7	Explain a minor's right to avoid a contract and identify people who lack contractual capacity
Learning Indicator: BLaw_2.1.8	Describe the concept of unconscionability and compare it to illegality
Learning Indicator: BLaw_2.1.9	List the essential information that should be included in writing under the statute of frauds
Learning Indicator: BLaw_2.1.10	Explain the parole evidence rule
Learning Indicator: BLaw_2.1.11	Describe the various rules applied to the interpretation of contracts
Learning Indicator: BLaw_2.1.12	Explain the various rules applied to contracts involving third parties
Learning Indicator: BLaw_2.1.13	List the ways a contract can be discharged
Learning Indicator: BLaw_2.1.14	Describe breach of contract and the remedies available when a contract is breached
Learning Indicator: BLaw_2.1.15	Discuss the impact of the law of different countries and the impact of international law on contractual transactions

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

Learning Indicator: BLaw_2.2.1	Differentiate among goods, service, and real property contracts
Learning Indicator: BLaw_2.2.2	Distinguish between a sale of goods and other transactions relating to goods
Learning Indicator: BLaw_2.2.3	Describe the Uniform Commercial Code (UCC) and explain why the UCC has been adopted by the states
Learning Indicator: BLaw_2.2.4	Identify various types of warranties and describe how each of the warranties may be excluded or modified
Learning Indicator: BLaw_2.2.5	List and explain the remedies of the seller when the buyer breaches the sales contract

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Learning Indicator: BLaw_2.2.6	List and explain the remedies of the buyer when the seller breaches the sales contract
Learning Indicator: BLaw_2.2.7	Define the statute of limitations and describe when the time period of this statute usually begins and ends in a sales transaction
Learning Indicator: BLaw_2.2.8	State when a contract for the sale of goods must be in writing
Learning Indicator: BLaw_2.2.9	List and define the performance obligations of the seller and buyer in a typical sales transaction; define the terms F.O.B., F.A.S., C.I.F., C.F., and C.&F. and state the legal consequences of using them
Learning Indicator: BLaw_2.2.10	Discuss the impact of the laws of different countries and the impact of international law on sales transactions

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.

Learning Indicator: BLaw_4.2.1	Define corporations and explain why a corporation is a legal entity
Learning Indicator: BLaw_4.2.2	Differentiate among types of corporations, such as profit, non-profit, domestic, foreign, and S corporations
Learning Indicator: BLaw_4.2.3	Explain the steps in forming a corporation
Learning Indicator: BLaw_4.2.4	Explain the circumstances under which the courts may disregard the corporate entity and "pierce the corporate veil"
Learning Indicator: BLaw_4.2.5	Describe the functions of the board of directors and officers of a corporation with regard to control of corporate affairs
Learning Indicator: BLaw_4.2.6	Differentiate among types of stock, such as common and preferred
Learning Indicator: BLaw_4.2.7	Identify shareholder rights, such as the right to receive dividends, the right to vote, the right to inspect books, and preemptive rights
Learning Indicator: BLaw_4.2.8	Explain the nature of the shareholders' liability
Learning Indicator: BLaw_4.2.9	Describe when promoters, directors, and officers are liable to the corporation, shareholders, and third persons
Learning Indicator: BLaw_4.2.10	Differentiate among types of corporate expansion, such as mergers, consolidations, and conglomerates
Learning Indicator: BLaw_4.2.11	Identify federal, state, territory, and province statutes that regulate corporations
Learning Indicator: BLaw_4.2.12	Describe the ways corporate existence may be terminated
Learning Indicator: BLaw_4.2.13	Describe the characteristics of a franchise and how it fits in the economic and legal framework
Learning Indicator: BLaw_4.2.14	Discuss the impact of the law of different countries and the impact of international law on corporations

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

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

Learning Indicator: BLaw_10.1.1	Define environmental law
Learning Indicator: BLaw_10.1.2	Relate the historical development of environmental law

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Learning Indicator: BLaw_10.1.3 Describe the various federal statutes, such as the National Environmental Policy Act, the Clean Air Act, the Clean Water Act, and the Toxic Substance Control Act, that impact upon the environment

Learning Indicator: BLaw_10.1.4 Describe the various state statutes that impact upon the environment

Career Development CDev_2: Demonstrate Knowledge of Career Research

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

Learning Indicator: CDev_2.3.1 List products from other countries and the occupations related to them

Learning Indicator: CDev_2.3.2 Describe the impact of the global economy on job availability

Learning Indicator: CDev_2.3.3 Relate career interests to opportunities in the global economy

Learning Indicator: CDev_2.3.4 Explore entrepreneurship opportunities in international trade

Computation Comp_6: Demonstrate Knowledge of Problem-Solving Applications

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

Learning Indicator: Comp_6.5.1 Calculate net sales, cost of goods sold, gross profit, operating expenses, and net profit for the income statement

Learning Indicator: Comp_6.5.2 Calculate total assets, liabilities, and owner's equity for the balance sheet

Learning Indicator: Comp_6.5.3 Calculate the cash flow and determine cash sufficiency for a given period of time

Learning Indicator: Comp_6.5.4 Calculate the change in equity for the statement of change of owner's equity or retained earnings statement

Learning Indicator: Comp_6.5.5 Calculate the distribution of profit/loss to the proprietor, partners, or stockholders

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

Learning Indicator: Comp_6.6.1 Using the simple interest equation $I=PRT$, solve for one of the variables and find maturity value

Learning Indicator: Comp_6.6.2 Calculate the bank discount and the proceeds on a discounted note

Learning Indicator: Comp_6.6.3 Determine the outstanding amount for installment purchases

Learning Indicator: Comp_6.6.4 Determine the finance/additional charges, the periodic payment, the total cost, and the APR on an installment contract

Learning Indicator: Comp_6.6.5 Compare cash price to installment price in order to make a purchase decision

Learning Indicator: Comp_6.6.6 Calculate the effects of early payoff of an installment plan

Learning Indicator: Comp_6.6.7 Calculate the present value of a simple interest loan

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

Learning Indicator: Comp_6.7.1 Calculate the total purchase price given the number of units and unit price

Learning Indicator: Comp_6.7.2 Calculate the net business purchases with discounts and purchase returns and allowances

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

Learning Indicator: Comp_6.8.1 Determine the dollar amount of cost, markup, or sales price when one of the three variables is unknown

Learning Indicator: Comp_6.8.2 Determine the dollar amount of markdown, regular selling price, or reduced price when one of the three variables is unknown

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Learning Indicator: Comp_6.8.3	Calculate the total sales and the sales tax for a sales transaction
Learning Indicator: Comp_6.8.4	Compute net sales with sales/returns allowances and sales discount
Learning Indicator: Comp_6.8.5	Compute the percent of markup when based on the cost or when based on the selling price
Learning Indicator: Comp_6.8.6	Compute the percent of markdown given the regular selling price and the reduced price
Learning Indicator: Comp_6.8.7	Calculate the operating profit or loss, the absolute loss, and the breakeven point

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.

Learning Indicator: EcPF_7.1.1	Define price
Learning Indicator: EcPF_7.1.2	Describe and give examples of markets for goods and services in our economy
Learning Indicator: EcPF_7.1.3	Analyze the relationship of relative price to relative scarcity when prices are set by the market forces of supply and demand
Learning Indicator: EcPF_7.1.4	Describe how relative prices affect buying and selling decisions of producers and consumers and determine what, how, and for whom economic goods and services are produced in our economy
Learning Indicator: EcPF_7.1.5	Explain how prices are used to ration limited resources, goods, and services in our economy
Learning Indicator: EcPF_7.1.6	Explain market clearing price and graph with supply and demand curves
Learning Indicator: EcPF_7.1.7	Describe why and how consumers in our economy use relative prices to determine the most advantageous combination of goods and services to purchase
Learning Indicator: EcPF_7.1.8	Explain how efficient production and allocation of goods and services in a market economy are based on pricing information
Learning Indicator: EcPF_7.1.9	Explain why changes in relative price rations among resources create incentives for resources to move or be reallocated in our economy
Learning Indicator: EcPF_7.1.10	Describe the difference between absolute and relative prices and how changes in both affect supply and demand
Learning Indicator: EcPF_7.1.11	Describe the effect of global economy on the U.S. markets

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.

Learning Indicator: EcPF_14.1.1	Identify resources that are abundant or in short supply in the various countries throughout the world
Learning Indicator: EcPF_14.1.2	Identify examples of goods or services that are exported from a particular state and the countries to which they are exported
Learning Indicator: EcPF_14.1.3	Identify examples of goods or services that are used in a particular state or community which are imported and list the countries from which they came
Learning Indicator: EcPF_14.1.4	Explain how specialization promotes international trade and how international trade increases total world output
Learning Indicator: EcPF_14.1.5	Explain absolute advantage and comparative advantage and how each influences trade among regions and nations

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Learning Indicator: EcPF_14.1.6	Explain foreign exchange rates and why the value of currency changes
Learning Indicator: EcPF_14.1.7	Explain how a change in the value of a nation's currency can affect the level of its imports and exports
Learning Indicator: EcPF_14.1.8	Describe how and why nations restrict the free flow of goods and services into and out of their economy
Learning Indicator: EcPF_14.1.9	Describe the components that make up the balance of payments between two nations
Learning Indicator: EcPF_14.1.10	Describe how what is done in one nation affects the rest of the world and what is done in the rest of the world affects each individual nation

Entrepreneurship Entr_8: Demonstrate Knowledge of Global Markets

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

Learning Indicator: Entr_8.3.1	Discuss how a former trend led to an opportunity in the global marketplace
Learning Indicator: Entr_8.3.2	Describe current trends in opportunities in the global marketplace for entrepreneurs
Learning Indicator: Entr_8.3.3	Discuss current trends in the global marketplace and predict their future impact on American businesses
Learning Indicator: Entr_8.3.4	Identify opportunities for small business development based on trends in the global marketplace

International Business IntB_1: Demonstrate Knowledge of International Business Awareness

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.

Learning Indicator: IntB_1.1.1	Explain the difference between a domestic and international company
Learning Indicator: IntB_1.1.2	List examples of international trade in the local community
Learning Indicator: IntB_1.1.3	Report on historical developments illustrating the past experience of the U.S.'s role in international trade
Learning Indicator: IntB_1.1.4	Demonstrate an understanding of the relationship between international events and the daily conduct of business
Learning Indicator: IntB_1.1.5	Interpret the impact of emerging economic and political changes in international operations
Learning Indicator: IntB_1.1.6	Identify international trade partners and point out the trading patterns of companies based on region, state, and country
Learning Indicator: IntB_1.1.7	Explain the role of international business at local, regional, and national levels
Learning Indicator: IntB_1.1.8	Describe the impact of international business activities on the local, regional, national, and international economies
Learning Indicator: IntB_1.1.9	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

IntB_1.2 Explain how geography impacts the conduct of international business.

Learning Indicator: IntB_1.2.1	Demonstrate an awareness of major geographical features of countries of the world
Learning Indicator: IntB_1.2.2	Locate the major trade regions of the world
Learning Indicator: IntB_1.2.3	Differentiate time zones throughout the world
Learning Indicator: IntB_1.2.4	Recognize major cities of the world and identify the countries in which they are located

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- Learning Indicator: IntB_1.2.5 Explain how time zones around the world affect business
- Learning Indicator: IntB_1.2.6 Illustrate and explain the relationships of the major trade alliances with each other
- Learning Indicator: IntB_1.2.7 Describe the resources (e.g., ports, trade routes, transportation centers, foreign trade zones, and natural, financial, and human resources) of major cities around the world
- Learning Indicator: IntB_1.2.8 Determine the impact of geography on international business to include areas such as climate, time zones, distance, topography, and social, economic, and natural resources
- Learning Indicator: IntB_1.2.9 Identify the individual and collective roles in international business of countries referred to as industrialized, developing, and less developed

IntB_1.4 Explain international travel considerations.

- Learning Indicator: IntB_1.4.1 Identify and locate major U.S. representational offices and sources of assistance located abroad
- Learning Indicator: IntB_1.4.2 Detail the processes for securing travel documents
- Learning Indicator: IntB_1.4.3 Explain the role of U.S. Customs and the customs agencies of other countries

International Business IntB_2: Demonstrate Knowledge of International Business Ethics

IntB_2.1 Describe the environmental factors that define what is considered ethical business behavior.

- Learning Indicator: IntB_2.1.1 Define terms such as ethics, social responsibility, and bribe
- Learning Indicator: IntB_2.1.2 List business actions that may positively or negatively impact the environment and consumer well-being of a society
- Learning Indicator: IntB_2.1.3 Identify groups to whom international companies are responsible
- Learning Indicator: IntB_2.1.4 Analyze the components of the Foreign Corrupt Practices Act and its impact on a company's activities
- Learning Indicator: IntB_2.1.5 Analyze the effect of an international business organization's actions on a host country, the company's home country, owners, employees, consumers, and society

International Business IntB_3: Demonstrate Knowledge of International Business Communications

IntB_3.1 Apply oral and written communication strategies necessary and appropriate for effective and profitable international business relations.

- Learning Indicator: IntB_3.1.1 Identify basic words and phrases in languages used in business throughout the world
- Learning Indicator: IntB_3.1.2 Recognize challenges in business related to people speaking various languages
- Learning Indicator: IntB_3.1.3 Discuss complications involved when speaking or interpreting a language incorrectly abroad
- Learning Indicator: IntB_3.1.4 Use words and phrases important to business people in a given language
- Learning Indicator: IntB_3.1.5 Explain modifications of conversation with a person who speaks English as a second language
- Learning Indicator: IntB_3.1.6 Compare the use of business cards throughout the world
- Learning Indicator: IntB_3.1.7 Explain usage of names, titles, and ranks in different cultures and countries
- Learning Indicator: IntB_3.1.8 Prepare international trade documentation
- Learning Indicator: IntB_3.1.9 Compose effective business communication based on an understanding of the relevant environments and differences in tone, style, and format

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Learning Indicator: IntB_3.1.10 Analyze the effectiveness of individuals communicating in an international environment given a specific situation

Learning Indicator: IntB_3.1.11 Analyze international business blunders resulting from ineffective or incorrect communications patterns and discuss appropriate corrective actions

IntB_3.2 Apply non verbal communication strategies necessary and appropriate for effective and profitable international business relations.

Learning Indicator: IntB_3.2.1 Identify international cultural differences in food, dress, and social behaviors

Learning Indicator: IntB_3.2.2 Identify major holidays of various cultures and discuss how they are celebrated

Learning Indicator: IntB_3.2.3 Recognize gift giving in business relationships in several cultures and give examples of appropriate and inappropriate gifts for persons in a given country

Learning Indicator: IntB_3.2.4 Compare business entertainment among people in various parts of the world

Learning Indicator: IntB_3.2.5 Compare business protocol of various countries

Learning Indicator: IntB_3.2.6 Find and discuss examples of non verbal communications affecting international business relationships and negotiations

Learning Indicator: IntB_3.2.7 Relate cultural attitudes toward time, silence, space, and body/eye contact for successful international business relationships

Learning Indicator: IntB_3.2.8 List the steps to receive business visitors from specific countries

Learning Indicator: IntB_3.2.9 Compare negotiation tactics and types of business relationships in different cultures

IntB_3.3 Apply technology to communication in a necessary and appropriate manner for effective and profitable international business relations.

Learning Indicator: IntB_3.3.1 Communicate internationally using electronic communications such as the telephone, fax, telex, and other electronic communication channels such as the Internet and e-mail

Learning Indicator: IntB_3.3.2 Evaluate which telecommunication methods are most appropriate for given international business situations

International Business IntB_4: Demonstrate Knowledge of International Business Environment

IntB_4.1 Describe the social and cultural factors that shape and impact the international business environment.

Learning Indicator: IntB_4.1.1 Define terms, such as ethnocentrism, stereotyping, and cultural bias

Learning Indicator: IntB_4.1.2 Illustrate the differences between a multicultural (heterogeneous) and single cultural (homogeneous) environment

Learning Indicator: IntB_4.1.3 Explain how educational and career opportunities relate to regional/global economies

Learning Indicator: IntB_4.1.4 Compare the social roles of various subpopulations (e.g., women and minorities) in different countries

Learning Indicator: IntB_4.1.5 Identify distinctive social and cultural factors affecting business activities (e.g., time, workday, workweek, schedules, and holidays)

Learning Indicator: IntB_4.1.6 Predict how the social and cultural environment of a given country might impact a company beginning to do business in that country

IntB_4.2 Describe political factors that shape and impact the international business environment.

Learning Indicator: IntB_4.2.1 Identify various types of governments

Learning Indicator: IntB_4.2.2 Differentiate between types of governments

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Learning Indicator: IntB_4.2.3 Describe how trade barriers, tariffs, quotas, and taxation policies affect choice of location for companies operating internationally

Learning Indicator: IntB_4.2.4 Analyze the impact of political environments on international business

Learning Indicator: IntB_4.2.5 Analyze how the political and geographical environment of a given country will impact international business

IntB_4.3 Describe the legal factors that shape and impact the international business environment.

Learning Indicator: IntB_4.3.1 Describe the differences among various legal systems such as code, statutory, and common law

Learning Indicator: IntB_4.3.2 Describe U.S. licensing requirements for the export of products and services and foreign market entry requirements

Learning Indicator: IntB_4.3.3 Recognize legal differences that exist between and among countries in areas such as consumer protection, product guidelines, labor laws, contract formulation, liability, and taxation

Learning Indicator: IntB_4.3.4 Define methods for resolving legal differences such as mediation, arbitration, and litigation in different cultures

Learning Indicator: IntB_4.3.5 Identify the levels of regulation applied to intellectual properties (e.g., copyrights, trademarks, and patents) in different countries

Learning Indicator: IntB_4.3.6 Discuss legal implications on the ethical conduct of business across national boundaries

IntB_4.4 Describe the economic factors that shape and impact the international business environment.

Learning Indicator: IntB_4.4.1 Identify the natural, human, and capital resources used to produce goods and services exported to other countries

Learning Indicator: IntB_4.4.2 Describe the decision-making process, opportunity costs, and scarcity as they relate to international business situations

Learning Indicator: IntB_4.4.3 List factors that distinguish economic development among countries

Learning Indicator: IntB_4.4.4 Define terms such as GDP (GNP), balance of trade, foreign debt, and cost of living

Learning Indicator: IntB_4.4.5 Analyze the availability of resources in a country and the economic potential of the country to improve its quality of life by engaging in international trade

Learning Indicator: IntB_4.4.6 Explain how decision making and opportunity cost are used to allocate the scarce resources of companies and countries

Learning Indicator: IntB_4.4.7 Describe situations in which comparative and absolute advantages occur

Learning Indicator: IntB_4.4.8 Identify the economic systems used to decide what to produce, how it is produced, and for whom it is produced in a country

Learning Indicator: IntB_4.4.9 Discuss the effect of literacy level, technology, natural resource availability, and infrastructure on the level of a company's economic development

Learning Indicator: IntB_4.4.10 Analyze competitive situations that companies face in global business markets

Learning Indicator: IntB_4.4.11 Interpret current economic statistics for different countries

International Business IntB_6: Demonstrate Knowledge of Management

IntB_6.2 Address special challenges in management of human resources for international business.

Learning Indicator: IntB_6.2.1 Describe the different living and working conditions found in foreign countries

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Learning Indicator: IntB_6.2.2	Identify the factors that influence the application of managerial styles in different countries
Learning Indicator: IntB_6.2.3	Define such terms as host country, home country, expatriate, host country national, third country national, labor organizations, and ISO 9000
Learning Indicator: IntB_6.2.4	Compare ethnocentric, polycentric, egocentric, and geocentric approaches to managing human resources
Learning Indicator: IntB_6.2.5	Describe how compensation and employee benefits differ in various cultures
Learning Indicator: IntB_6.2.6	Identify how differences in occupational health and safety standards impact the conduct of business internationally

International Business IntB_7: Demonstrate Knowledge of International Business Environment

IntB_7.1 Describe how a company markets a product/service in other countries.

Learning Indicator: IntB_7.1.1	Describe how a company markets a product/service in other countries
Learning Indicator: IntB_7.1.2	Illustrate how social, cultural, technological, and geographic factors influence consumer buying behavior in different cultures
Learning Indicator: IntB_7.1.3	Contrast international consumer markets and commercial markets
Learning Indicator: IntB_7.1.4	Evaluate market potential for a good or service in a foreign market
Learning Indicator: IntB_7.1.5	Describe how marketing mix elements need to be adapted for international marketing efforts
Learning Indicator: IntB_7.1.6	Develop an international marketing plan for a company entering a foreign market
Learning Indicator: IntB_7.1.7	Propose a strategy for bringing a good or service into a foreign market

IntB_7.3 Describe the process of developing products at an international level.

Learning Indicator: IntB_7.3.1	List items produced only in some countries
Learning Indicator: IntB_7.3.2	Describe how a company might assess the potential for a product in different foreign markets
Learning Indicator: IntB_7.3.3	Explain how brands and packages are affected by culture and how they may need to be altered before marketing in a new environment
Learning Indicator: IntB_7.3.4	Describe situations in which global (standardized) vs. international (adapted) products would be sold
Learning Indicator: IntB_7.3.5	Explain the marketing mix elements for a service company that sells in several countries
Learning Indicator: IntB_7.3.6	Explain how social, cultural, and political factors affect the new product development process
Learning Indicator: IntB_7.3.7	Describe how the product life cycle differs in the international business environment
Learning Indicator: IntB_7.3.8	Develop a marketing strategy for selling a service in a foreign market

IntB_7.5 Describe differences in distribution channels and intermediaries for international distribution.

Learning Indicator: IntB_7.5.1	Contrast direct and indirect distribution channels for international marketing
Learning Indicator: IntB_7.5.2	Identify the differences in roles of agents, wholesalers, retailers, freight forwarders, export companies, trading companies, and customs brokers
Learning Indicator: IntB_7.5.3	Select distribution channels for a company involved in international business

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IntB_7.6 Discuss transportation methods and issues for international business activities.

Learning Indicator: IntB_7.6.1	Describe main transportation methods used for international business activities
Learning Indicator: IntB_7.6.2	Describe situations in which each transportation method would be most appropriate
Learning Indicator: IntB_7.6.3	Explain activities needed to prepare a shipment to a foreign country
Learning Indicator: IntB_7.6.4	Explain the purpose of shipping documents used for transporting products to other countries
Learning Indicator: IntB_7.6.5	Describe shipping terms (e.g., FOB, CIF)
Learning Indicator: IntB_7.6.6	Evaluate which shipping option (e.g., FOB, CIF) and method (e.g. surface, air, water, electronic) is most appropriate in a given trade situation

IntB_7.7 Discuss and critique international promotions.

Learning Indicator: IntB_7.7.1	Collect advertisements related to international business
Learning Indicator: IntB_7.7.2	Discuss media used in different foreign markets
Learning Indicator: IntB_7.7.3	Analyze the influence of social and cultural factors affecting promotions used in foreign markets
Learning Indicator: IntB_7.7.4	Create a sales presentation for a product which is appropriate to a foreign market
Learning Indicator: IntB_7.7.5	Critique advertisements aimed at consumers in foreign markets
Learning Indicator: IntB_7.7.6	Evaluate the effectiveness of a promotional campaign used by a company in a foreign market

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

IntB_8.1 Relate balance of trade concepts to the import/export business.

Learning Indicator: IntB_8.1.1	List examples of importing/exporting
Learning Indicator: IntB_8.1.2	Identify information and financial sources of assistance for facilitating the import/export process
Learning Indicator: IntB_8.1.3	Identify goods and services imported to or exported from a state, region, or country
Learning Indicator: IntB_8.1.4	Identify circumstances under which countries would trade with each other
Learning Indicator: IntB_8.1.5	List the steps in the importing and exporting process
Learning Indicator: IntB_8.1.6	Identify the risks associated with importing and/or exporting
Learning Indicator: IntB_8.1.7	Explain how a company that exports has a different level of commitment than a global company with operations in several countries
Learning Indicator: IntB_8.1.8	Compare the benefits and costs of indirect and direct exporting
Learning Indicator: IntB_8.1.9	Identify documents commonly used in the importing and exporting process
Learning Indicator: IntB_8.1.10	Analyze the import or export potential for a good or service and the ability of the company to carry out the role
Learning Indicator: IntB_8.1.11	Debate the relationship between involvement in international trade and creation of economic value for the region, state, and companies involved
Learning Indicator: IntB_8.1.12	Describe the role that U.S. Customs and the customs agencies of other countries play in international trade activities
Learning Indicator: IntB_8.1.13	Explain how historical events have contributed to the formation of strategic trade alliances
Learning Indicator: IntB_8.1.14	Compare the exporting and importing processes for a service vs. goods company
Learning Indicator: IntB_8.1.15	Evaluate a good or service as an import option

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IntB_8.2 Identify trade barriers and agreements and discuss their effects.

Learning Indicator: IntB_8.2.1 Define why trade barriers are imposed by governments (such as quotas, tariffs, licensing requirements, exchange rate controls)

Learning Indicator: IntB_8.2.2 Describe several international trade agreements (e.g., GATT, NAFTA)

Learning Indicator: IntB_8.2.3 Analyze the effects of a trade barrier on the company, product category, and economics involved in a specific transaction

Learning Indicator: IntB_8.2.4 Assess the impact of current and emerging trade issues on a specific region

IntB_8.3 Discuss balance of trade and policies to improve a country's balance of trade.

Learning Indicator: IntB_8.3.1 Calculate positive and negative trade balances

Learning Indicator: IntB_8.3.2 Describe potential resolutions for a negative trade balance

Learning Indicator: IntB_8.3.3 Analyze a country's balance of trade and determine specific conditions that would improve its trading potential

International Business IntB_9: Demonstrate Knowledge of Organizational Structure of International Businesses

IntB_9.1 Identify forms of business ownership available in international business.

Learning Indicator: IntB_9.1.1 Suggest an appropriate form of business ownership (e.g., sole proprietorship, corporation, partnership) for different international business situations

Learning Indicator: IntB_9.1.2 Determine social and cultural influences on the form of business ownership used or required in different countries

IntB_9.2 Identify entrepreneurial opportunities available in international business.

Learning Indicator: IntB_9.2.1 Identify a company doing business in a foreign market

Learning Indicator: IntB_9.2.2 Identify potential new international business ventures for locally based companies

Learning Indicator: IntB_9.2.3 Identify risks and rewards related to doing business in a foreign market

Learning Indicator: IntB_9.2.4 Identify organizations, government agencies, and other resources that a small and/or medium-size business might use to investigate international trade opportunities

IntB_9.3 Identify and describe methods of doing international business.

Learning Indicator: IntB_9.3.1 Describe situations appropriate for indirect and direct exporting

Learning Indicator: IntB_9.3.2 Distinguish between licensing and franchising for international business activities

Learning Indicator: IntB_9.3.3 Describe internal and external factors which influence a company's international expansion

Learning Indicator: IntB_9.3.4 Create examples of joint ventures for international business activities

Learning Indicator: IntB_9.3.5 Analyze a company's resources to determine its potential for becoming a global company

Management Mgmt_1: Demonstrate Knowledge of Functions of Management

Mgmt_1.1 Illustrate how the planning function is implemented and explain why it is important.

Learning Indicator: Mgmt_1.1.1 Explain what planning is and why it is done

Learning Indicator: Mgmt_1.1.2 Demonstrate the ability to set priorities

Learning Indicator: Mgmt_1.1.3 Apply the decision-making process to a business application

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Learning Indicator: Mgmt_1.1.4	List the steps in problem solving
Learning Indicator: Mgmt_1.1.5	Define the role of strategic planning in a business
Learning Indicator: Mgmt_1.1.6	Identify factors involved with a strategic plan
Learning Indicator: Mgmt_1.1.7	Describe the process involved in developing a budget
Learning Indicator: Mgmt_1.1.8	Identify tools used in project planning (e.g., PERT, GANTT)

Mgmt_1.2 Illustrate how the organizing function is implemented and explain why it is important.

Learning Indicator: Mgmt_1.2.1	Explain the importance of organizing for the business
Learning Indicator: Mgmt_1.2.2	Explain how the organizing function relates to using various resources to accomplish strategic goals
Learning Indicator: Mgmt_1.2.3	Explain the advantages and disadvantages of centralization and decentralization
Learning Indicator: Mgmt_1.2.4	Describe how the organization provides for accountability through authority and responsibility
Learning Indicator: Mgmt_1.2.5	Demonstrate ability to delegate responsibilities
Learning Indicator: Mgmt_1.2.6	Develop procedures for efficient workflow
Learning Indicator: Mgmt_1.2.7	Prepare an agenda and conduct an orderly meeting

Mgmt_1.3 Illustrate how the directing function is implemented and explain why it is important.

Learning Indicator: Mgmt_1.3.1	Identify the need for leadership
Learning Indicator: Mgmt_1.3.2	Identify leaders
Learning Indicator: Mgmt_1.3.3	Describe leadership qualities (e.g., personality traits) of effective leaders
Learning Indicator: Mgmt_1.3.4	Compare and contrast alternative leadership styles and the appropriate style for a given situation
Learning Indicator: Mgmt_1.3.5	Compare and contrast the leading/directing function to other management functions
Learning Indicator: Mgmt_1.3.6	Describe management's role in stimulating innovation and creativity

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

Learning Indicator: Mgmt_1.4.1	Define the control function and discuss how to apply it to one's life
Learning Indicator: Mgmt_1.4.2	Discuss why the control function is used in business
Learning Indicator: Mgmt_1.4.3	Determine the controlling strategy to be used for a given business situation
Learning Indicator: Mgmt_1.4.4	Determine alternative actions when goals are not being met in a specific situation (e.g., changing goals, changing strategies)
Learning Indicator: Mgmt_1.4.5	Prepare managerial reports about production, personnel, equipment, and operational costs
Learning Indicator: Mgmt_1.4.6	Evaluate job applicants based upon interviews
Learning Indicator: Mgmt_1.4.7	Choose appropriate action in situations requiring following a chain of command

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.

Learning Indicator: Mgmt_2.1.1	Explain the differences between Theories X, Y, and Z
Learning Indicator: Mgmt_2.1.2	Define Total Quality Management and its evolution (Deming)

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Learning Indicator: Mgmt_2.1.3 Identify motivational theories which impact management theory (Maslow, Herzberg, etc.)

Learning Indicator: Mgmt_2.1.4 Illustrate why current quality theories are a necessity to compete in the global marketplace

Learning Indicator: Mgmt_2.1.5 Explain how various theories of management evolved and are interrelated

Learning Indicator: Mgmt_2.1.6 Explain the synthesis of leadership approaches and theories

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.

Learning Indicator: Mgmt_3.2.1 Distinguish between short- and long-term plans

Learning Indicator: Mgmt_3.2.2 Describe how a sales forecast can be a short- or long-term plan

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

Learning Indicator: Mgmt_3.3.1 Explain how dynamic foreign exchange rates affect the profitability of a 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.

Learning Indicator: Mgmt_4.2.1 Calculate the return on investment when given a set of financial data

Learning Indicator: Mgmt_4.2.2 Describe ways to increase market share

Learning Indicator: Mgmt_4.2.3 Analyze relative competitive strengths and weaknesses using appropriate tools [e.g., strengths, weaknesses, opportunities, threats (SWOT)]

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

Learning Indicator: Mgmt_4.3.1 Explain the purposes of external research services and explain why businesses use them for competitive purposes

Learning Indicator: Mgmt_4.3.2 Explain the purposes of internal research services and why businesses use them (e.g., consumer affairs, consumer panels, and marketing research)

Learning Indicator: Mgmt_4.3.3 Describe why an ongoing analysis of customer satisfaction is necessary for attaining competitive advantage

Management Mgmt_6: Demonstrate Knowledge of Organizational Structure

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

Learning Indicator: Mgmt_6.1.1 Identify the levels of management

Learning Indicator: Mgmt_6.1.2 Describe line vs. staff departments and the authority relationship between them

Learning Indicator: Mgmt_6.1.3 Differentiate between tall and flat organizational structures

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

Learning Indicator: Mgmt_6.3.1 State the advantages and disadvantages of the team concept to the organization

Learning Indicator: Mgmt_6.3.2 Discuss the interrelationships of a variety of organizational models (e.g., line, line and staff, functional)

Learning Indicator: Mgmt_6.3.3 Analyze organizational charts and determine how they need to be modified

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Learning Indicator: Mgmt_6.3.4	Design an organizational chart
Learning Indicator: Mgmt_6.3.5	Describe the effects of group dynamics on group decision making and consensus building
Learning Indicator: Mgmt_6.3.6	Identify situations where alternative organizational structures should be used by multinational firms (e.g., holding companies, divisions, joint ventures)

Management Mgmt_7: Demonstrate Knowledge of General Management skills

Mgmt_7.3 Develop and use networking skills.

Learning Indicator: Mgmt_7.3.1	Describe the advantages of networking in order to achieve personal and professional advancement
Learning Indicator: Mgmt_7.3.2	Identify available resources inside and outside of the school useful for making professional contacts (e.g., career development centers, business schools, alumni, business leaders)
Learning Indicator: Mgmt_7.3.3	Develop liaisons with community and professional organizations using strategies such as internships, volunteer work, and membership in organizations
Learning Indicator: Mgmt_7.3.4	Demonstrate a knowledge of professional organizations

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.

Learning Indicator: Mgmt_8.1.1	Describe a personal code of ethical behavior
Learning Indicator: Mgmt_8.1.2	Explain the importance of trust for the successful conduct of business
Learning Indicator: Mgmt_8.1.3	Give examples of how unethical behavior results in higher prices for consumers (e.g., insurance fraud)
Learning Indicator: Mgmt_8.1.4	Describe how and why different cultures have different ethical systems
Learning Indicator: Mgmt_8.1.5	Explain the difference between ethics and governmental regulations
Learning Indicator: Mgmt_8.1.6	Describe a business code of ethical behavior
Learning Indicator: Mgmt_8.1.7	Give examples of how unethical behavior leads to governmental regulations
Learning Indicator: Mgmt_8.1.8	Determine appropriate action in situations requiring application of business ethics

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.

Learning Indicator: Mgmt_8.2.1	Identify ethical considerations resulting from technological advances (e.g., computer snooping or hacking)
Learning Indicator: Mgmt_8.2.2	Identify ethical considerations resulting from increasing international competition (e.g., dumping goods on the market at below-cost prices; and trading with countries where unfair labor practices, bribery, and human rights violations exist)
Learning Indicator: Mgmt_8.2.3	Identify ethical considerations resulting from increasing business positioning with politicians (e.g., should gifts, lobbying, and honoraria be given to political leaders for business gain?)
Learning Indicator: Mgmt_8.2.4	Identify ethical considerations involving employer/employee relationships (e.g., poor working conditions, hours wasted on the job, employee theft)
Learning Indicator: Mgmt_8.2.5	Identify ethical considerations affecting consumers (e.g., false advertising, shoplifting)
Learning Indicator: Mgmt_8.2.6	Select the best ways to handle confidential information

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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.

Learning Indicator: Mktg_1.1.1	Describe the historical evolution of marketing
Learning Indicator: Mktg_1.1.2	Define and describe the marketing concept
Learning Indicator: Mktg_1.1.3	Explain the impact of marketing on personal life
Learning Indicator: Mktg_1.1.4	Explain diversity of activities involved in marketing
Learning Indicator: Mktg_1.1.5	Compare and contrast marketing strategies for products, services, ideas, and persons
Learning Indicator: Mktg_1.1.6	Analyze ethical and social responsibility issues related to marketing
Learning Indicator: Mktg_1.1.7	Explain the role of utility in facilitating exchange (i.e., form, time, place, possession, information)
Learning Indicator: Mktg_1.1.8	Compare the American marketing system with those found in other countries

Marketing Mktg_2: Demonstrate Knowledge of Ethics in Marketing

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

Learning Indicator: Mktg_2.1.1	Describe how and why different cultures have different ethical systems
Learning Indicator: Mktg_2.1.2	Develop a personal code of ethical behavior
Learning Indicator: Mktg_2.1.3	Explain the importance of trust for the successful conduct of business
Learning Indicator: Mktg_2.1.4	Differentiate between ethics and government regulations
Learning Indicator: Mktg_2.1.5	Describe a code of ethical behavior for marketing
Learning Indicator: Mktg_2.1.6	Identify ethical considerations relating to truth in advertising (e.g., puffing vs. rational advertising)
Learning Indicator: Mktg_2.1.7	Identify ethical considerations relating to truth in selling (e.g., lack of full disclosure about product/service)
Learning Indicator: Mktg_2.1.8	Identify ethical considerations relating to truth in packaging (e.g., deceptive packaging, lack of full disclosure about product on label)
Learning Indicator: Mktg_2.1.9	Determine how patents, copyrights, and trademarks are used to combat unethical behavior
Learning Indicator: Mktg_2.1.10	Illustrate how unethical behavior can lead to fraudulent behavior (e.g., tobacco company denying health risks of smoking)
Learning Indicator: Mktg_2.1.11	Identify ethical considerations relating to pricing (e.g., gouging, price fixing)
Learning Indicator: Mktg_2.1.12	Give examples of how unethical behavior leads to governmental regulations
Learning Indicator: Mktg_2.1.13	Identify ethical considerations relating to product development (e.g., pilfering ideas, industrial espionage)

Marketing Mktg_3: Demonstrate Knowledge of External Factors to Business

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

Learning Indicator: Mktg_3.1.1	Identify specific marketing regulations and the government agencies that create them
Learning Indicator: Mktg_3.1.2	State the ways in which marketing regulations differ among countries and their effects on business

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Learning Indicator: Mktg_3.1.3	Analyze the impact of specific marketing regulations on doing business both domestically and internationally
Learning Indicator: Mktg_3.1.4	Compare the relative merits of having more or less government regulation of marketing
Learning Indicator: Mktg_3.1.5	Identify the effects marketing regulation has had on specific industries

Marketing Mktg_4: Demonstrate Product Knowledge

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

Learning Indicator: Mktg_4.1.1	Develop new products/services that are perceived as wanted by consumers
Learning Indicator: Mktg_4.1.2	Describe how new product/services are conceived, developed, and test marketed
Learning Indicator: Mktg_4.1.3	List the steps of the product life cycle and identify in which stag a product is located

Marketing Mktg_5: Demonstrate Knowledge of Price

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

Learning Indicator: Mktg_5.1.1	Identify the various objectives of pricing (e.g., revenue maximization, profit maximization)
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Marketing Mktg_6: Demonstrate Knowledge of Place/Distribution

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

Learning Indicator: Mktg_6.1.1	Differentiate among the various channels of distribution and explain their importance to the marketing process (e.g., indirect vs. direct)
Learning Indicator: Mktg_6.1.2	Explain the direct channel of distribution (producer to consumer) and when it is most appropriate to use
Learning Indicator: Mktg_6.1.3	Explain the role of the various intermediaries in the channel of distribution (e.g., retailer, wholesaler, broker, agent, warehouse, stock handler)
Learning Indicator: Mktg_6.1.4	Identify the major components of a physical distribution system (e.g., type of transportation, storage)
Learning Indicator: Mktg_6.1.5	Determine various indirect channels of distribution (e.g., wholesaler, agent) and when each is most appropriate to use
Learning Indicator: Mktg_6.1.6	Identify the most efficient means for distributing a product or service (e.g., agent, broker, retailer, wholesaler)
Learning Indicator: Mktg_6.1.7	Describe the importance of inventory control in the marketing process (e.g., maintain appropriate level, shrinkage)
Learning Indicator: Mktg_6.1.8	Develop a distribution plan for a given product

Marketing Mktg_11: Demonstrate Knowledge of Forecasting

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

Learning Indicator: Mktg_11.1.1	Describe why sales forecasting is an important determinant of business success
Learning Indicator: Mktg_11.1.2	Explain the concept of market potential (e.g., total number of products that can be sold)