

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

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)
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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.**

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

- Learning Indicator: BLaw\_2.3.1 Identify legislation which regulates consumer credit, such as Fair Credit Reporting Act, Fair Credit Billing Act, Equal Credit Opportunity Act, Fair Credit Collection Practices Act, and Consumer Credit Protection Act
- Learning Indicator: BLaw\_2.3.2 Discuss consumer protection legislation, such as the Federal Trade Commission Act, the Consumer Product Safety Act, and the Consumer Leasing Act
- Learning Indicator: BLaw\_2.3.3 Discuss the impact of the law of different countries and the impact of international law on consumer protection

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## Business Law *B*Law\_4: Demonstrate Knowledge of Business Organizations

**B**Law\_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: B	Law_4.2.1	Define corporations and explain why a corporation is a legal entity
Learning Indicator: B	Law_4.2.2	Differentiate among types of corporations, such as profit, non-profit, domestic, foreign, and S corporations
Learning Indicator: B	Law_4.2.3	Explain the steps in forming a corporation
Learning Indicator: B	Law_4.2.4	Explain the circumstances under which the courts may disregard the corporate entity and "pierce the corporate veil"
Learning Indicator: B	Law_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: B	Law_4.2.6	Differentiate among types of stock, such as common and preferred
Learning Indicator: B	Law_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: B	Law_4.2.8	Explain the nature of the shareholders' liability
Learning Indicator: B	Law_4.2.9	Describe when promoters, directors, and officers are liable to the corporation, shareholders, and third persons
Learning Indicator: B	Law_4.2.10	Differentiate among types of corporate expansion, such as mergers, consolidations, and conglomerates
Learning Indicator: B	Law_4.2.11	Identify federal, state, territory, and province statutes that regulate corporations
Learning Indicator: B	Law_4.2.12	Describe the ways corporate existence may be terminated
Learning Indicator: B	Law_4.2.13	Describe the characteristics of a franchise and how it fits in the economic and legal framework
Learning Indicator: B	Law_4.2.14	Discuss the impact of the law of different countries and the impact of international law on corporations

## Career Development *C*Dev\_2: Demonstrate Knowledge of Career Research

**C**Dev\_2.3 Demonstrate an understanding of career opportunities at an international level.

Learning Indicator: C	Dev_2.3.1	List products from other countries and the occupations related to them
Learning Indicator: C	Dev_2.3.2	Describe the impact of the global economy on job availability
Learning Indicator: C	Dev_2.3.3	Relate career interests to opportunities in the global economy
Learning Indicator: C	Dev_2.3.4	Explore entrepreneurship opportunities in international trade

## Economics and Personal Finance *E*cPF\_7: Demonstrate Knowledge of Markets and Prices

**E**cPF\_7.1 Describe the role of markets and prices in the U.S. economy.

Learning Indicator: E	cPF_7.1.1	Define price
Learning Indicator: E	cPF_7.1.2	Describe and give examples of markets for goods and services in our economy
Learning Indicator: E	cPF_7.1.3	Analyze the relationship of relative price to relative scarcity when prices are set by the market forces of supply and demand

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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
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\_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.**

Learning Indicator: Entr_1.1.1	Identify the characteristics of a successful entrepreneur
Learning Indicator: Entr_1.1.2	Describe the characteristics of a successful entrepreneur

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- Learning Indicator: Entr\_1.1.3 Identify one's own personal traits that are typical characteristics of an entrepreneur
- Learning Indicator: Entr\_1.1.4 Identify the costs and benefits of choosing to become an entrepreneur
- Learning Indicator: Entr\_1.1.5 Explain and evaluate the primary characteristics of a successful entrepreneur
- Learning Indicator: Entr\_1.1.6 Analyze the degree to which one possesses the characteristics of an entrepreneur
- Learning Indicator: Entr\_1.1.7 Analyze the personal advantages and risks of owning your own business

## **Entr\_1.2 Characterize the role of an entrepreneur in business.**

- Learning Indicator: Entr\_1.2.1 Describe the differences between an employer and an employee
- Learning Indicator: Entr\_1.2.2 Differentiate between a manager and an entrepreneur
- Learning Indicator: Entr\_1.2.3 Analyze the tradeoffs between the roles of a manager and an entrepreneur
- Learning Indicator: Entr\_1.2.4 Describe the unique contributions of entrepreneurs in the American economy

## **Entrepreneurship Entr\_8: Demonstrate Knowledge of Global Markets**

### **Entr\_8.1 Describe how cultural differences can affect an entrepreneurial venture.**

- Learning Indicator: Entr\_8.1.1 Define culture
- Learning Indicator: Entr\_8.1.2 Develop an understanding of cultural differences
- Learning Indicator: Entr\_8.1.3 Describe influences of other cultures on American business
- Learning Indicator: Entr\_8.1.4 Compare and contrast business practices in different cultures
- Learning Indicator: Entr\_8.1.5 Analyze necessary modifications to American business practices to facilitate interaction in the global marketplace

### **Entr\_8.2 Describe how export/import opportunities can affect an entrepreneurial venture.**

- Learning Indicator: Entr\_8.2.1 Identify products that have been imported into the United States and their country of origin as well as products that have been exported by the United States and their receiving countries
- Learning Indicator: Entr\_8.2.2 Describe the concepts of export and import
- Learning Indicator: Entr\_8.2.3 Discuss the influence of domestic businesses on foreign markets
- Learning Indicator: Entr\_8.2.4 Describe the benefits/risks of international trade
- Learning Indicator: Entr\_8.2.5 Explain ways of investigating international trade opportunities
- Learning Indicator: Entr\_8.2.6 Explain the effect government regulations have on international trade
- Learning Indicator: Entr\_8.2.7 Identify forms of financial export assistance programs offered by U.S. government agencies and investment corporations
- Learning Indicator: Entr\_8.2.8 Analyze the impact on a business where the scope was increased from domestic to international
- Learning Indicator: Entr\_8.2.9 Identify requirements facing small businesses considering exporting

### **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

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## *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.**

Learning Indicator: IntB\_5.1.1 Define basic terms, such as currency and currency exchange

Learning Indicator: IntB\_5.1.2 List the currencies of various countries

Learning Indicator: IntB\_5.1.3 Calculate simple currency exchange transactions

Learning Indicator: IntB\_5.1.4 Explain how currency exchange rates affect companies

Learning Indicator: IntB\_5.1.5 Identify potential problems of dealing in foreign currencies

Learning Indicator: IntB\_5.1.6 Describe how economic conditions, balance of payment situations, and political issues affect currency values

Learning Indicator: IntB\_5.1.7 Distinguish between currencies (e.g., hard vs. soft, convertible vs. non-convertible)

### **IntB\_5.2 Explain the role, importance, and concepts of international agreements.**

Learning Indicator: IntB\_5.2.1 List sources of capital for international, transnational, multinational, and global companies

Learning Indicator: IntB\_5.2.2 Describe the international monetary system, including the International Monetary Fund, World Bank, and Eurocurrencies

Learning Indicator: IntB\_5.2.3 Identify different types of international banking organizations

Learning Indicator: IntB\_5.2.4 Identify basic elements of the international securities markets

Learning Indicator: IntB\_5.2.5 Compare international financial markets

### **IntB\_5.3 Explain the role, importance, and concepts of international finance and risk management.**

Learning Indicator: IntB\_5.3.1 Describe the mechanics, terminology, conditions, and terms of letters of credit and other documents

Learning Indicator: IntB\_5.3.2 Identify potential errors in constructing the various types of payment documents used for payment of international trade activities

### **IntB\_5.4 Explain the role, importance, and concepts of international finance and risk management.**

Learning Indicator: IntB\_5.4.1 Identify major country, foreign exchange, and commercial risks associated with international business activities

Learning Indicator: IntB\_5.4.2 Describe available insurance options to protect against trade risks

Learning Indicator: IntB\_5.4.3 Discuss strategies to minimize overall risk

## *International Business IntB\_6: Demonstrate Knowledge of Management*

### **IntB\_6.1 Address special challenges in operations for international business.**

Learning Indicator: IntB\_6.1.1 Describe the production processes used to create goods and services in different countries

Learning Indicator: IntB\_6.1.2 Identify environmental factors that influence the use of a particular organizational structure for global business operations (e.g., functional, product, geographic, or matrix)

Learning Indicator: IntB\_6.1.3 Describe how quality control, quality circle, and total quality management relate to an organization's international business operations

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Learning Indicator: IntB\_6.1.4 Discuss the effect of economic and cultural factors on the use of manual, automated, and computerized production systems

## **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

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\_7.2 Explain how the marketing research process differs in an international application.**

Learning Indicator: IntB\_7.2.1 Identify secondary data sources specific to international marketing

Learning Indicator: IntB\_7.2.2 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

### **IntB\_7.4 Convert units and exchange foreign money.**

Learning Indicator: IntB\_7.4.1 Convert weights and measures from English to the metric system

Learning Indicator: IntB\_7.4.2 Explain how foreign exchange, economic conditions, and the international business environment affect prices charged in foreign markets

Learning Indicator: IntB\_7.4.3 Explain the benefits and drawbacks of dumping to an international business company and country

Learning Indicator: IntB\_7.4.4 Evaluate the effects of governmental actions to prevent dumping

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## *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.**

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 potent

## *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)

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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

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 stage 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)

## 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)

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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

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