

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

Course Title	E-COMMERCE		
SDPTE Course ID	BE 0348 (ME 0348)	IBED	IBED 12153

A course designed to provide students with an understanding of the concepts and skills necessary for conducting e-business. Students will develop an understanding of the economic, social, legal and ethical issues related to e-business. Skill development in creating and publishing web pages and using the Internet for research, decision-making, and business communication is emphasized.

Term	Semester	Preq	BE 0022 / BE 0110
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Notes:

Business Law BLaw_1: Demonstrate Knowledge of Basics of the Law

BLaw_1.1 Analyze the relationship between ethics and the law.

Learning Indicator: BLaw_1.1.1	Explain a person's responsibility to obey the law
Learning Indicator: BLaw_1.1.2	List the most common sources of the law
Learning Indicator: BLaw_1.1.3	Identify ethical character traits (e.g., honesty, integrity, compassion, justice)
Learning Indicator: BLaw_1.1.4	Explain the relationships between law and ethics
Learning Indicator: BLaw_1.1.5	Describe the role of values in constructing an ethical code and a legal system
Learning Indicator: BLaw_1.1.6	Identify unethical and illegal conduct and related consequences
Learning Indicator: BLaw_1.1.7	Describe how to develop an ethical and legal life style
Learning Indicator: BLaw_1.1.8	Explain the way social forces may sometimes conflict
Learning Indicator: BLaw_1.1.9	Demonstrate how a rule of law may be a synthesis of conflicting social forces
Learning Indicator: BLaw_1.1.10	Compare and contrast differences in ethical and legal systems from state to state and nation to nation

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

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- 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
- 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

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

Business Law BLaw_5: Demonstrate Knowledge of Property Law

BLaw_5.1 Explain the legal rules that apply to personal property.

- Learning Indicator: BLaw_5.1.1 Define real property, personal property, and fixtures and explain why property distinctions are important
- Learning Indicator: BLaw_5.1.2 List different methods by which property is acquired
- Learning Indicator: BLaw_5.1.3 Identify the forms of co-ownership of personal property
- Learning Indicator: BLaw_5.1.4 Explain how a bailment is created and describe the standard of care different bailees are required to exercise over bailed property
- Learning Indicator: BLaw_5.1.5 Distinguish between an ordinary bailment and a special bailment

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Learning Indicator: BLaw_5.1.6	Identify a common carrier's liability for loss or damage to goods
Learning Indicator: BLaw_5.1.7	Explain the effect of sale-on-consignment and a sale-on-approval
Learning Indicator: BLaw_5.1.8	Discuss the impact of the law of different countries and the impact of international law on personal property transactions

Blaw_5.3 Explain the legal rules that apply to intellectual property.

Learning Indicator: Blaw_5.3.1	Define the concept of intellectual property
Learning Indicator: Blaw_5.3.2	List and define the different types of intellectual property (e.g. trademark, trade name, trade dress, copyright, patent, trade secret)
Learning Indicator: Blaw_5.3.3	Describe how each type of intellectual property is created and legally protected
Learning Indicator: Blaw_5.3.4	Describe how intellectual property rights terminate or can be lost
Learning Indicator: Blaw_5.3.5	List the sources of law that provide protection for intellectual property and discuss their principal features
Learning Indicator: Blaw_5.3.6	Distinguish among a utility patent a design patent, and a plant patent
Learning Indicator: Blaw_5.3.7	Discuss the principal features of the Federal Patent Statute
Learning Indicator: Blaw_5.3.8	Explain copyright law, including the procedure for obtaining a copyright, copyright infringement, and the fair use doctrine
Learning Indicator: Blaw_5.3.9	Identify and analyze treaties and international laws that regulate intellectual property in global environment
Learning Indicator: Blaw_5.3.10	Describe the civil and criminal consequences for infringing on the intellectual property rights of another

Business Law BLaw_7: Demonstrate Knowledge of Computer Law

BLaw_7.1 Explain how the advances in computer technology impact upon such areas as property law, contract law, criminal law, and international law.

Learning Indicator: BLaw_7.1.1	Define the key terms and new issues involved in computer law including security, privacy, computer crime and viruses
Learning Indicator: BLaw_7.1.2	Determine when a computer program can be protected by a patent or a copyright and explain the steps in applying for each
Learning Indicator: BLaw_7.1.3	Identify the circumstances under which the copyright of a computer program has been violated
Learning Indicator: BLaw_7.1.4	Determine when computer-related contracts are service contracts and when they are sale of goods contracts
Learning Indicator: BLaw_7.1.5	Outline the various claims and defenses that are available in civil suits involving computer contracts
Learning Indicator: BLaw_7.1.6	Explain how common law, constitutional law, statutory law, and administrative regulations can be used to prevent the use of computers to invade privacy
Learning Indicator: BLaw_7.1.7	Outline the various types of federal and state statutes designed to combat computer crime
Learning Indicator: BLaw_7.1.8	Discuss the impact of the law of different countries and the impact of international law on computer law

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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
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

Communications *Comm_1: Demonstrate Knowledge of Foundations of Communications*

Comm_1.3 Communicate in a written format in a clear, courteous, concise, and correct manner on personal and professional levels.

Learning Indicator: Comm_1.3.1	Discuss the importance of correct spelling, grammar, word usage, mechanics, and legible writing
Learning Indicator: Comm_1.3.2	Write logical, coherent phrases, sentences, and paragraphs incorporating correct grammar, mechanics, and word usage
Learning Indicator: Comm_1.3.3	Compose simple requests for information, reports, and summaries; edit and revise written work
Learning Indicator: Comm_1.3.4	Outline to facilitate logical and understandable written documents
Learning Indicator: Comm_1.3.5	Use acceptable standards for grammar, mechanics, and word usage
Learning Indicator: Comm_1.3.6	Write coherent business correspondence, instructions, descriptions, summaries, and reports using appropriate formats
Learning Indicator: Comm_1.3.7	Proofread documents to ensure correct grammar, spelling, and punctuation
Learning Indicator: Comm_1.3.8	Distinguish between paraphrasing, documentation, and plagiarism; use proper documentation procedures to avoid plagiarism
Learning Indicator: Comm_1.3.9	Demonstrate a sensitivity to language bias (e.g., sexist, gender, race, religious, physically challenged, etc.) and avoid use of language bias
Learning Indicator: Comm_1.3.10	Use note taking skills incorporating critical listening and reading techniques
Learning Indicator: Comm_1.3.11	Identify factors affecting the readability of text
Learning Indicator: Comm_1.3.12	Compare drafts to final documents and make editorial changes
Learning Indicator: Comm_1.3.13	Proofread business documents to ensure that they are clear, correct, concise, complete, consistent, and courteous
Learning Indicator: Comm_1.3.14	Compose messages that promote positive human behavior
Learning Indicator: Comm_1.3.15	Use a wide variety of references and resources (both electronic and printed) for the purpose of writing business documents
Learning Indicator: Comm_1.3.16	Write formal and informal reports using suitable format supported by appropriate graphic aids
Learning Indicator: Comm_1.3.17	Use the direct or indirect approach in appropriate correspondence situations
Learning Indicator: Comm_1.3.18	Analyze and respond in writing to routine business problems both individually and collaboratively
Learning Indicator: Comm_1.3.19	Write business communications that are sensitive to multicultural situations

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Learning Indicator: Comm_1.3.20 Write appropriate messages for specific audiences, i.e., using empathy in a message, or addressing specific needed improvements

Learning Indicator: Comm_1.3.21 Write business communications that reflect international differences and address current practice and protocol

Communications *Comm_3: Demonstrate Knowledge of Technological Communications*

Comm_3.1 Use technology to enhance the effectiveness of communications.

Learning Indicator: Comm_3.1.1 Demonstrate proper telephone etiquette, including cellular phones

Learning Indicator: Comm_3.1.2 Demonstrate basic keyboarding and computer functions

Learning Indicator: Comm_3.1.3 Use basic software applications (e.g., word processing, spreadsheets, etc.)

Learning Indicator: Comm_3.1.4 Use CD-ROMs, laser disks, videos, and modems for knowledge acquisition

Learning Indicator: Comm_3.1.5 Project a positive first impression on the telephone

Learning Indicator: Comm_3.1.6 Use the telephone to gather personal and consumer information

Learning Indicator: Comm_3.1.7 Use basic functions of databases, spreadsheets, and programming languages by formatting documents

Learning Indicator: Comm_3.1.8 Refine documents using an electronic spell checker, a thesaurus and a grammar checker

Learning Indicator: Comm_3.1.9 Use a wide variety of references and research resources such as electronic bulletin boards and information services

Learning Indicator: Comm_3.1.10 Operate electronic message technologies to include voice mail, conference calls, pagers, and e-mail

Learning Indicator: Comm_3.1.11 Use computer networks (e.g., communicating computers, Internet, or on-line databases) to facilitate collaborative or individual learning and communicating

Learning Indicator: Comm_3.1.12 Discuss the use of the following communication systems: WATS lines, LAN systems, cellular technology, and voice recognition dictation

Learning Indicator: Comm_3.1.13 Enhance documents through the use of advanced layout, design, and graphics production software and scanning hardware

Learning Indicator: Comm_3.1.14 Address the ethical issues regarding ownership of information generated electronically

Learning Indicator: Comm_3.1.15 Apply the rules of electronic messaging etiquette

Learning Indicator: Comm_3.1.16 Evaluate the select messages which may be addressed best by electronic media

Learning Indicator: Comm_3.1.17 Incorporate the use of international electronic resources such as the Internet to complete higher level projects

Learning Indicator: Comm_3.1.18 Use techniques to protect confidential messages that are transmitted via technology to avoid identity theft

Communications *Comm_5: Demonstrate Knowledge of Organizational Communications*

Comm_5.1 Incorporate appropriate customer-service strategies to communicate effectively with various business constituencies.

Learning Indicator: Comm_5.1.1 Differentiate between internal and external customers

Learning Indicator: Comm_5.1.2 Discuss the use of customer profiles

Learning Indicator: Comm_5.1.3 Discuss the importance of the telephone as a customer service tool

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Learning Indicator: Comm_5.1.4	Demonstrate how one might take personal responsibility for customer satisfaction by adopting an entrepreneurial spirit
Learning Indicator: Comm_5.1.5	Employ appropriate strategies for dealing with dissatisfied customers on the telephone, face-to-face, and in writing
Learning Indicator: Comm_5.1.6	Establish reciprocal relationships with customers
Learning Indicator: Comm_5.1.7	Discuss the concept of a comprehensive customer service philosophy
Learning Indicator: Comm_5.1.8	Define corporate culture; compare and contrast corporate cultures of diverse organizations
Learning Indicator: Comm_5.1.9	Analyze the impact of company policies and procedures on communications
Learning Indicator: Comm_5.1.10	Demonstrate initiative to do more than the minimum required
Learning Indicator: Comm_5.1.11	List reasons why customers leave the company
Learning Indicator: Comm_5.1.12	Explain the long-term monetary impact of a lost customer
Learning Indicator: Comm_5.1.13	Analyze situations in which technology can positively and negatively impact customer service

Economics and Personal Finance EcPF_2: Demonstrate Knowledge of Personal Decision Making

EcPF_2.1 Use a rational decision-making process as it applies to the roles of citizens, workers, and consumers.

Learning Indicator: EcPF_2.1.1	Recognize the consequences of making economic choices
Learning Indicator: EcPF_2.1.2	Identify alternative choices
Learning Indicator: EcPF_2.1.3	Make simple economic choices based on personal resources
Learning Indicator: EcPF_2.1.4	Apply the steps in a rational decision-making process to a situation involving an economic decision by an individual
Learning Indicator: EcPF_2.1.5	Differentiate between types of decisions and identify those that require a formal decision-making process
Learning Indicator: EcPF_2.1.6	Apply a rational decision-making process to various types of decisions at different stages of the life cycle

Economics and Personal Finance EcPF_3: Demonstrate Knowledge of Productivity

EcPF_3.1 Explain the importance of productivity, and discuss how specialization, division of labor, saving, investment in capital goods and human resources, and technological change affect productivity.

Learning Indicator: EcPF_3.1.1	Define and give examples of specialization
Learning Indicator: EcPF_3.1.2	Identify how specialization increases output in the economy
Learning Indicator: EcPF_3.1.3	Describe the relationship between investment in capital and human resources and increased productivity
Learning Indicator: EcPF_3.1.4	Explain how specialization and division of labor increase productivity
Learning Indicator: EcPF_3.1.5	Explain how the relationship of input to output affects the level of productivity over a given period of time
Learning Indicator: EcPF_3.1.6	Explain why it is necessary for trade to exist in a society
Learning Indicator: EcPF_3.1.7	Describe how increased economic output in an economy increases the overall standard of living of a society
Learning Indicator: EcPF_3.1.8	Describe the type of opportunity costs and economic risks involved when investing in capital and human resources to increase productivity

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Learning Indicator: EcPF_3.1.9	Discuss the effects of government expenditures, regulations, and tax policies on productivity
Learning Indicator: EcPF_3.1.10	Explain how research and development is funded and why it is important
Learning Indicator: EcPF_3.1.11	Evaluate the effects of technological advances on individuals and productivity in an economy
Learning Indicator: EcPF_3.1.12	Explain the principle of diminishing returns and illustrate how it relates to productivity

Economics and Personal Finance EcPF_4: Demonstrate Knowledge of Economic Systems

EcPF_4.1 Explain why societies develop economic systems, identify the basic features of different economic systems, and discuss the major features of the U.S. economy.

Learning Indicator: EcPF_4.1.1	Identify why a society needs an economic system
Learning Indicator: EcPF_4.1.2	Identify basic concepts of the free enterprise economic system
Learning Indicator: EcPF_4.1.3	Identify questions that must be answered by any economic system (e.g., what is to be produced, how it is to be produced, and for whom)
Learning Indicator: EcPF_4.1.4	Discuss advantages and disadvantages of different types of economic systems with primary focus on planned and market systems
Learning Indicator: EcPF_4.1.5	Explain the concept of a mixed economy
Learning Indicator: EcPF_4.1.6	Identify the type of economic system found in the United States
Learning Indicator: EcPF_4.1.7	Describe the major features of the U.S. economy (e.g., profit, competitive markets, and private ownership of property)
Learning Indicator: EcPF_4.1.8	Describe the role of individual households and business firms in making production and distribution decisions in a market economy
Learning Indicator: EcPF_4.1.9	Describe the components of the circular flow of economic activity and illustrate how they interact with each other
Learning Indicator: EcPF_4.1.10	Describe the difference in determining wages and prices in command and market economies
Learning Indicator: EcPF_4.1.11	Explain why economic systems are evaluated for their ability to achieve non-economic as well as economic goals
Learning Indicator: EcPF_4.1.12	Discuss private ownership of property, profit, competition, and private enterprise as basic features of a market economy
Learning Indicator: EcPF_4.1.13	Explain how the U.S. economy encourages entrepreneurs
Learning Indicator: EcPF_4.1.14	Analyze the strengths and weaknesses of alternative economic systems
Learning Indicator: EcPF_4.1.15	Critique the merits of an economic system's performance based on the criteria of freedom, efficiency, equity, security, employment, stability, and growth

Economics and Personal Finance EcPF_13: Demonstrate Knowledge of the Role of Citizens

EcPF_13.1 Describe rights and responsibilities of citizens in the U.S. economy.

Learning Indicator: EcPF_13.1.1	Identify examples of consumer rights (e.g., consumer safety, right to be informed)
Learning Indicator: EcPF_13.1.2	Identify responsibilities corresponding to individual consumer rights
Learning Indicator: EcPF_13.1.3	Recognize how competition affects the right to choose from a variety of products at fair or competitive prices
Learning Indicator: EcPF_13.1.4	Describe how legislation defines and protects consumer rights

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- Learning Indicator: EcPF_13.1.5 Identify actions that demonstrate the exercise of consumer rights and responsibilities
- Learning Indicator: EcPF_13.1.6 Examine how societal needs are balanced against the individual's rights and responsibilities (e.g., affirmative action, smokers' rights, protection of environment)
- Learning Indicator: EcPF_13.1.7 Explain how an individual's role as consumer and citizen may conflict on public policy issues

EcPF_13.2 Identify and define laws that are available to protect the rights of consumers.

- Learning Indicator: EcPF_13.2.1 Recognize that laws are available to protect the rights of consumers
- Learning Indicator: EcPF_13.2.2 Differentiate among informative (e.g., nutritional labeling), protective (e.g., seatbelts/child safety seats), and enabling (e.g., disabilities laws) laws and give examples of each
- Learning Indicator: EcPF_13.2.3 Describe the purposes of various consumer laws, and explain how they affect the consumer's well-being
- Learning Indicator: EcPF_13.2.4 Explain how consumer legislation may affect consumer product prices through additional manufacturer costs, and weigh the benefits of greater protection against additional cost (e.g., protection of airbags vs. higher price of car)
- Learning Indicator: EcPF_13.2.5 Discuss the issue of the cost to society of fewer vs. more consumer-oriented laws

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

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Economics and Personal Finance EcPF_15: Demonstrate Knowledge of Making Career Choices

EcPF_15.1 Relate personal interests, wants and abilities to career choices and assess how conditions in the labor market may affect career choices.

- Learning Indicator: EcPF_15.1.1 Give examples of various types of jobs
- Learning Indicator: EcPF_15.1.2 Explain how types and availability of jobs are determined by consumer demand
- Learning Indicator: EcPF_15.1.3 Assess personal interests, abilities, and life goals
- Learning Indicator: EcPF_15.1.4 Differentiate among various occupational choices (e.g., service, manufacturing, agricultural, public service, professional, technical)
- Learning Indicator: EcPF_15.1.5 Analyze the characteristics and requirements of occupations of interest
- Learning Indicator: EcPF_15.1.6 Discuss the factors that affect income such as supply and demand, location, level of education, type of industry, union or non-union membership, gender, ethnicity, skill levels, and work ethics
- Learning Indicator: EcPF_15.1.7 Identify trends that cause change in the labor market
- Learning Indicator: EcPF_15.1.8 Describe the role of entrepreneurs in our economy, and assess entrepreneurship as a career option
- Learning Indicator: EcPF_15.1.9 Use a rational decision-making process in the selection of possible career choices
- Learning Indicator: EcPF_15.1.10 Produce a plan for preparing to enter a specific career

Entrepreneurship Entr_2: Demonstrate Knowledge of Marketing

Entr_2.1 Develop a marketing plan for identifying the market.

- Learning Indicator: Entr_2.1.1 Determine the wants of specific consumers
- Learning Indicator: Entr_2.1.2 Determine potential buyers of specific products at various price levels
- Learning Indicator: Entr_2.1.3 Define and give examples of market segmentation
- Learning Indicator: Entr_2.1.4 Define and give examples of target markets for specific products
- Learning Indicator: Entr_2.1.5 Define and give examples of the concept of market share
- Learning Indicator: Entr_2.1.6 Estimate market share for the specific product or service
- Learning Indicator: Entr_2.1.7 Identify target markets for potential new businesses

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

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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
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

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

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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

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_3.3 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

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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

Information Systems IS_1: Demonstrate Knowledge of the Foundations of Information Systems

IS_1.2 Demonstrate a knowledge of computers and the ability to use them.

Learning Indicator: IS_1.2.1	Describe how to cold boot (start up) and warm boot (restart/reset) a computer. Explain the difference. Which should be attempted first?
Learning Indicator: IS_1.2.2	Identify (list) the basic components of your computer system and peripherals
Learning Indicator: IS_1.2.3	Define, explain or demonstrate written knowledge of the following components: Ports Modem, RAM, CPU, Mouse, File Server, Network (LAN & WAN), Serial Ports, Parallel Ports, Operating Systems, Files, Folders, Subfolders, Hard Drive, Storage Disks, CD-ROM, Zip Drives, LCD Displays
Learning Indicator: IS_1.2.4	List and describe the different types of printers available and their main differences

IS_1.3 Identify the need for applications of technology in business, industry, society and on a global scale.

Learning Indicator: IS_1.3.1	Demonstrate the ability to access information regarding applications of computers and technology in business, industry, society and on a global scale
Learning Indicator: IS_1.3.2	Cite uses of computer and technology in business, industry, society and on a global scale
Learning Indicator: IS_1.3.3	Create a brief list of business, industry, society and global references and sources where information about applications of computers and technology can be found

Information Systems IS_2: Demonstrate Knowledge of Industry Standard Software Applications

IS_2.1 Select and apply word processing software.

Learning Indicator: IS_2.1.1	Explain the purposes, functions, and common features of word processing software
Learning Indicator: IS_2.1.2	Explain the meaning of common word processing terminology

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Learning Indicator: IS_2.1.3	Sequence and define steps of an information processing cycle
Learning Indicator: IS_2.1.4	Use word processing software to demonstrate file functions including creating, modifying, storing, retrieving, printing, and merging documents
Learning Indicator: IS_2.1.5	Demonstrate editing functions including cutting, pasting, importing and exporting text and graphics
Learning Indicator: IS_2.1.6	Apply layout and insert functions including tabs, margins, hanging indents, word-wrap, columns, headers/footers, and tables
Learning Indicator: IS_2.1.7	Apply formatting functions including fonts, sizes, styles, and positioning
Learning Indicator: IS_2.1.8	Apply word processing functions including spell checking, thesaurus, grammar checking, and the help functions of the software
Learning Indicator: IS_2.1.9	Proofread and edit documents for accuracy and content, and for correct grammar, spelling, and punctuation
Learning Indicator: IS_2.1.10	Input, edit, store, and output letters, memorandums, tables, and reports
Learning Indicator: IS_2.1.11	Use an office operations manual

Information Systems IS_3: Demonstrate Knowledge of Common Applications of Information Systems

IS_3.1 Identify, select, evaluate, and use application software.

Learning Indicator: IS_3.1.1	Identify the types of application software and explain their purpose or use
Learning Indicator: IS_3.1.2	Select application software types appropriate for specific tasks
Learning Indicator: IS_3.1.3	Describe emerging application software
Learning Indicator: IS_3.1.4	Use reference materials, such as on-line help, vendor bulletin boards, tutorials, and manuals available for application software
Learning Indicator: IS_3.1.5	Identify, select, and apply the features of software products, such as galleries, templates, and macros
Learning Indicator: IS_3.1.6	Evaluate application software products in terms of their features
Learning Indicator: IS_3.1.7	Select application software products appropriate to various computer platforms
Learning Indicator: IS_3.1.8	Import and export text, data, and images between software programs

IS_3.2 Install, upgrade, and customize application software.

Learning Indicator: IS_3.2.1	Store and maintain application software
Learning Indicator: IS_3.2.2	Install, upgrade, and customize application software

Information Systems IS_18: Demonstrate Knowledge of Web Design and Internet Fundamentals

IS_18.1 Demonstrate knowledge of internet fundamentals.

Learning Indicator: IS_18.1.1	Review the history of the Internet, the Web, and HTML
Learning Indicator: IS_18.1.2	Identify hardware components, software components and providers required to access the Internet
Learning Indicator: IS_18.1.3	Identify components of the Internet including servers, clients, routers, IP address, firewalls and understand how the internet works
Learning Indicator: IS_18.1.4	Create an IP address and domain name
Learning Indicator: IS_18.1.5	Describe the differences between static and dynamic IP address
Learning Indicator: IS_18.1.6	Describe the function of a Domain Name Server (DNS)

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Learning Indicator: IS_18.1.7	Explain how to register a domain name
Learning Indicator: IS_18.1.8	Define important Internet communications protocols and their roles in delivering basic Internet services such as http, https, ftp, tcp-ip, etc
Learning Indicator: IS_18.1.9	Demonstrate knowledge of standard copyright rules including licensing and citing materials
Learning Indicator: IS_18.1.10	Interpret the use and purpose of acceptable use policy (AUP) to include ethical behavior

IS_18.2 Demonstrate ability to develop a basic Web page.

Learning Indicator: IS_18.2.1	Describe different HTML Standards and specifications
Learning Indicator: IS_18.2.2	Learn about the basic syntax of HTML code
Learning Indicator: IS_18.2.3	Mark element attribute
Learning Indicator: IS_18.2.4	Create comments
Learning Indicator: IS_18.2.5	Describe block-level elements and inline elements
Learning Indicator: IS_18.2.6	Specify an element's appearance with inline styles
Learning Indicator: IS_18.2.7	Create and format different types of lists
Learning Indicator: IS_18.2.8	Describe logical and physical elements
Learning Indicator: IS_18.2.9	Define empty elements
Learning Indicator: IS_18.2.10	Insert an inline image into a web page
Learning Indicator: IS_18.2.11	Insert a horizontal line into a web page
Learning Indicator: IS_18.2.12	Store meta information in a web document
Learning Indicator: IS_18.2.13	Display special characters and symbols

IS_18.7 Demonstrate ability to insert multimedia enhancements in a Web page.

Learning Indicator: IS_18.7.1	Define external and embedded media
Learning Indicator: IS_18.7.2	List the different file formats for digital sound
Learning Indicator: IS_18.7.3	Link and embed a sound clip
Learning Indicator: IS_18.7.4	Create background sound
Learning Indicator: IS_18.7.5	Define the different file formats for digital video
Learning Indicator: IS_18.7.6	Link and embed a video clip
Learning Indicator: IS_18.7.7	Describe how to support browsers that don't recognize embedded media
Learning Indicator: IS_18.7.8	Work with the dynsrc attribute
Learning Indicator: IS_18.7.9	Describe the history and use of applets
Learning Indicator: IS_18.7.10	Insert an applet into a Web page
Learning Indicator: IS_18.7.11	Modify applet parameters
Learning Indicator: IS_18.7.12	Understand the Internet Explorer marquee element
Learning Indicator: IS_18.7.13	Define the object element and understand how to apply it to a variety of embedded objects

Information Systems IS_22: Demonstrate Knowledge of Using Industry Standard Software for Web Design

IS_22.1 Demonstrate ability to use industry standard Web design software.

Learning Indicator: IS_22.1.1	View Web pages and use help in Web design software
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Learning Indicator: IS_22.1.2	Plan and define a Web site using industry standard Web design software
Learning Indicator: IS_22.1.3	Create folders and pages, and set the home page using Web design software
Learning Indicator: IS_22.1.4	Create and view a site map using Web design software
IS_22.2	Demonstrate ability to develop a Web page using industry standard Web design software.
Learning Indicator: IS_22.2.1	Create head content and page properties using Web design software
Learning Indicator: IS_22.2.2	Create, import and format text using Web design software
Learning Indicator: IS_22.2.3	Add links to a Web page using Web design software
Learning Indicator: IS_22.2.4	Use the history panel and edit code in using Web design software
Learning Indicator: IS_22.2.5	Modify and test Web pages using Web design software
IS_22.6	Demonstrate an understanding of the need for a Web server and files when using Web design software.
Learning Indicator: IS_22.6.1	Perform Web site maintenance using Web design software
Learning Indicator: IS_22.6.2	Publish a Web site and transfer files using Web design software
Learning Indicator: IS_22.6.3	Check files out and in using Web design software
Learning Indicator: IS_22.6.4	Cloak files using Web design software
Learning Indicator: IS_22.6.5	Import and export a site definition using Web design software
Learning Indicator: IS_22.6.6	Evaluate Web content for legal use

Marketing Mktg_3: Demonstrate Knowledge of External Factors to Business

Mktg_3.5	Identify and explain how technology influences/dictates marketing decisions.
Learning Indicator: Mktg_3.5.1	Identify current technological advances affecting market strategy
Learning Indicator: Mktg_3.5.2	Explain the importance of having a technological edge over competition (e.g., faster to market with new products)
Learning Indicator: Mktg_3.5.3	Determine new ways of marketing products using emerging technologies (e.g., Internet, television shopping)
Learning Indicator: Mktg_3.5.4	Demonstrate the ability to use the latest technology in marketing activities

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)

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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_7: Demonstrate Knowledge of Advertising

Mktg_7.1 Explain how and why advertising contributes to successful marketing.

Learning Indicator: Mktg_7.1.1	Identify the various mediums available for advertising
Learning Indicator: Mktg_7.1.2	Demonstrate a knowledge of the basics of the design process in graphics
Learning Indicator: Mktg_7.1.3	Design advertisements
Learning Indicator: Mktg_7.1.4	Identify the factors that determine media selection
Learning Indicator: Mktg_7.1.5	Explain how research can be used in the advertising process (e.g., pretesting, post testing)
Learning Indicator: Mktg_7.1.6	Determine effective strategies for graphic design
Learning Indicator: Mktg_7.1.7	Describe the roles of copywriting, art direction, and production in the creative process
Learning Indicator: Mktg_7.1.8	Explain how changing technology affects advertising
Learning Indicator: Mktg_7.1.9	Develop an advertising budget

Mktg_7.2 Explain how sales promotion contributes to successful marketing.

Learning Indicator: Mktg_7.2.1	Choose appropriate sales promotion tools for a particular product or service
Learning Indicator: Mktg_7.2.2	Compare and contrast the alternative forms of sales promotion
Learning Indicator: Mktg_7.2.3	Describe the factors used to determine the proportion of the promotional budget that should be allocated to sales promotion vs. advertising
Learning Indicator: Mktg_7.2.4	Describe how marketers combine trade and consumer promotions in developing effective promotional programs

Mktg_7.3 Identify, compare, and contrast various forms of public relations activities and determine how public relations contributes to successful marketing.

Learning Indicator: Mktg_7.3.1	Identify the various forms of public relations activities used by marketers
Learning Indicator: Mktg_7.3.2	Critique public relations activities being used by marketers
Learning Indicator: Mktg_7.3.3	Differentiate between public relations activities (which are largely controllable) and publicity (which is largely uncontrollable)
Learning Indicator: Mktg_7.3.4	Discuss ways in which companies can control (or at least minimize) unfavorable publicity
Learning Indicator: Mktg_7.3.5	Develop a public relations plan for responding to unfavorable publicity based on a previous case study

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Marketing Mktg_8: Demonstrate Knowledge of Marketing Research

Mktg_8.1 Develop, implement, and evaluate a marketing research project.

Learning Indicator: Mktg_8.1.1 Identify the steps in the marketing research process

Learning Indicator: Mktg_8.1.2 Explain the purposes for conducting marketing research

Learning Indicator: Mktg_8.1.3 Differentiate between primary and secondary sources of data

Learning Indicator: Mktg_8.1.4 Develop and implement a marketing research project

Learning Indicator: Mktg_8.1.5 Evaluate the various data collection and sampling techniques (e.g., random or stratified samples, survey or interview data collection)

Marketing Mktg_9: Identify Characteristics of a Market

Mktg_9.1 Identify buying motives and strategies to influence buying.

Learning Indicator: Mktg_9.1.1 Differentiate between rational and emotional buying motives

Learning Indicator: Mktg_9.1.2 Develop strategies to influence rational and emotional buying motives

Mktg_9.2 Differentiate between the types of markets.

Learning Indicator: Mktg_9.2.1 Differentiate between the consumer market and non-consumer market (e.g., government, industry, organizations)

Mktg_9.3 Describe market segmentation, why it is important, and how a business uses market segmentation to reach market goals.

Learning Indicator: Mktg_9.3.1 Describe various methods of market segmentation (e.g., demographics, psychographics, benefits, product usage)

Learning Indicator: Mktg_9.3.2 Identify a target market for a given product or service

Learning Indicator: Mktg_9.3.3 Explain why market segmentation is important to the achievement of market goals

Learning Indicator: Mktg_9.3.4 Explain the marketing strategies used to reach a given target market

Learning Indicator: Mktg_9.3.5 Devise a plan to market a given product to a specific target market

Mktg_9.4 Explain why market positioning and repositioning are important.

Learning Indicator: Mktg_9.4.1 Explain why the characteristics of a given product or service have a competitive edge

Learning Indicator: Mktg_9.4.2 Identify why manufacturing locations are often close to the market served

Learning Indicator: Mktg_9.4.3 Determine extended product features that give a product the competitive edge

Learning Indicator: Mktg_9.4.4 Contrast a domestic and international marketing plan for a given product/service

Learning Indicator: Mktg_9.4.5 Adjust the marketing plans of a product for different international markets