Unit 15 The Global Marketplace

Content Area: **Business**
Course(s): **Generic Course**
Time Period: **Semester 2**
Length: **2 Weeks**
Status: **Published**

Standards

CAEP.9.2.12.C.1	Review career goals and determine steps necessary for attainment.
CAEP.9.2.12.C.3	Identify transferable career skills and design alternate career plans.
CAEP.9.2.12.C.4	Analyze how economic conditions and societal changes influence employment trends and future education.
CAEP.9.2.12.C.9	Analyze the correlation between personal and financial behavior and employability.

Enduring Understandings

It is difficult to find an area of marketing that doesn't contain at least some international elements.

Companies must make special considerations when they market their brands globally.

Essential Questions

How do companies adapt to the rapidly shrinking world?

What do companies need to consider before deciding to operate internationally?

How can a firm enter the market?

Knowledge and Skills

1. Discuss how the international trade system and the economic, political-legal, and cultural environments affect a company's international marketing decisions

2. Describe three key approaches to entering international markets

3. Explain how companies adapt their marketing strategies and mixes for international markets

4. Identify the three major forms of international marketing organization

Transfer Goals

Some processes scale well to international markets and some are region specific.

What makes economic sense in one setting may not translate to other area.

Resources

Marketing, An Introduction by Armstrong and Kotler

Google Doc

Sway