

Learning Goals and Scales
2016-2017

Rigorous Learning Goal/Scale

Course: Unit 2	Honors Marketing (Ch 8)
<p>Score 4</p> <p>Additional Success with the complex content and concepts—inferences, novel applications</p>	<p>In addition to score 3.0 performance, the student demonstrates in-depth inferences and applications that go beyond what was taught.</p> <ul style="list-style-type: none"> • Student makes no major errors or omissions regarding the score 4 content
<p>Score 3</p> <p>Mastery of complex content and concepts of learning goal</p>	<p>TARGET LEARNING GOAL: The student will be able to understand the importance of the global marketing.</p> <ul style="list-style-type: none"> • Differentiate global and multi-domestic strategies • Analyze the importance of global marketing • Analyze the importance of global marketing from the perspective of individual firms and the country as a whole. • Develop a logical argument for use of marketing mix strategies for trade initiatives • Hypothesize unexpected elements in the global marketing environment • Construct a global marketing strategy for a selected company • Illustrate using timeline, bar graph or chart a global marketing strategy for a product launch. <p>Student makes no major errors or omissions regarding the score 3 content</p>
<p>Score 2</p> <p>Success with simpler content—vocabulary, foundational skills</p>	<p>The student will recognize or recall specific vocabulary or basic content, such as:</p> <ul style="list-style-type: none"> • Global marketing, dumping, exporting, importing, GATT,WTO, NAFTA, tariffs, countertrade, embargo, infrastructure, marketing mix <p>The student will perform basic skills or process, such as:</p> <ul style="list-style-type: none"> • Chart comparisons of trade agreements • Explain the attractiveness of US as a target market • Research alternative marketing mix strategies used in global marketing • Outline basic functions of trade agreements • Identify major components of the environment for global marketing • Research US Companies that have been charged with illegal or controversial trade practice <p>Student makes no major errors or omissions regarding the score 2 content</p>
<p>Score 1</p> <p>Partial success with help</p>	<p>With help, student achieves partial success at score 2 content and/or score 3 content</p>
<p>Score 0 -No success even with help</p>	<p>Even with help, no success</p>