

# Unit 2 - Global Marketing

Content Area: **21st Century Life & Careers**  
Course(s): **Business and Consumer Math**  
Time Period: **Semester 1**  
Length: **3 Weeks**  
Status: **Published**

## Unit Introduction

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### Standards

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3.2-3.5; 4.1; 6.5-6.6; 8.1-8.2;

9.4N28,9.4.N30,9.4N37,9.4N61,9.4N76,9.4N82,9.4.N12

BUS.9-12.I	Foundations of Marketing
BUS.9-12.II.1.B	Segmentation and Target Markets
BUS.9-12.IV.1.B	Place
BUS.9-12.III	External Factors
BUS.9-12.III.1.A	Government and Legal Regulations
BUS.9-12.III.1.B	Ethical Issues
BUS.9-12.III.1.C	Economic Issues

### Essential Questions

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1. What is the impact of Global Marketing to business and the country as a whole?
2. What is the difference between global and multi-domestic strategies?
3. What are five strategies for selecting the product and promotional strategy for a specific foreign market?

### Content / Skills

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#### CONTENT

- global marketing
- Criteria for importing and export
- Trade agreements
- Trade barriers
- Quota restrictions
- Tariffs

## SKILLS

- Chart comparisons of trade agreements
- Explain attractiveness of US as a target
- Research alternative marketing mix strategies in global marketing
- Identify major components of the environment for global marketing
- Construct a global market strategy for designated company