

## DESE Model Curriculum

GRADE LEVEL/UNIT TITLE: 11-12/Global Marketing

Course Code: **040002**

CIP Code: **52.1402**

### **COURSE INTRODUCTION:**

An instructional program for students who are preparing for a career in the field of marketing and management. Instruction will prepare students to perform one or more of the marketing functions, such as selling, buying, pricing, promoting, market research, and management. The program may utilize the Supervised Marketing Education Employment course to support classroom instruction.

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<b>UNIT DESCRIPTION:</b>  Students will understand the principles and practices necessary for a global market economy.		<b>SUGGESTED UNIT TIMELINE:</b> 1 week  <b>CLASS PERIOD (min.): 50 min</b>				
<b>ESSENTIAL QUESTIONS:</b>  1. Is there a barrier or a bridge to the world of marketing with the world becoming a smaller place? 2. Why is it important to understand global markets? 3. What additional considerations would be needed to take a marketing plan to the global level?						
<b>ESSENTIAL MEASURABLE LEARNING OBJECTIVES</b>	<b>CCSS LEARNING GOALS (Anchor Standards/Clusters)</b>	<b>CROSSWALK TO STANDARDS</b>				
		<b>GLEs/CLEs</b>	<b>PS</b>	<b>CCSS</b>	<b>MBA Research Standards</b>	<b>DOK</b>

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1. Describe what drives the need for global marketing.				RST 11-12.7	Understands the economic principles and concepts fundamental to business operations.	<b>1</b>
2. Explain the concept of global marketing strategies.				SL 11-12.1	Understands the economic principles and concepts fundamental to business operations.	<b>2</b>
3. Identify considerations in implementing global marketing strategies.				SL 11-12.2	Understands the economic principles and concepts fundamental to business operations.	<b>1</b>
4. Identify global market segments.				RST 11-12.4	Understands the economic principles and concepts fundamental to business operations.	<b>1</b>
5. Select global target market.				RST 11-	Understands the economic	<b>1</b>

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				12.9	principles and concepts fundamental to business operations.	
6. Explain the steps in developing a global marketing plan.				WHST 11-12.2	Understands business's responsibility to know, abide by, and enforce laws, regulations, and ethical behavior that affect business operations and transactions.	<b>2</b>
7. Conduct global market analysis (market size, area, potential, etc.).				S-IC 1, WHST 11-12.8	Understands business's responsibility to know, abide by, and enforce laws, regulations, and ethical behavior that affect business operations and transactions.	<b>3</b>
8. Conduct global SWOT analysis for use in the marketing planning process.				S-IC 1, WHST 11-12.8	Understands business's responsibility to know, abide by, and enforce laws, regulations, and	<b>3</b>

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					ethical behavior that affect business operations and transactions.	
9. Monitor and evaluate performance of a global marketing plan.				S-MD 5b, WHST 11-12.6, WHST 11-12.9	Understands business's responsibility to know, abide by, and enforce laws, regulations, and ethical behavior that affect business operations and transactions.	<b>3</b>
10. Determine the relationship between government and business in global marketing.				RST 11-12.9	Understands business's responsibility to know, abide by, and enforce laws, regulations, and ethical behavior that affect business operations and transactions.	<b>3</b>
11. Explain the nature of global trade.				SL 11-12.1	Understands business's responsibility to know, abide by, and enforce laws, regulations, and ethical behavior	<b>2</b>

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					that affect business operations and transactions.	
12. Identify political, economic, socio-cultural, and technological factors that affect global marketing.				SL 11-12.4, WHST 11-12.9	Understands business's responsibility to know, abide by, and enforce laws, regulations, and ethical behavior that affect business operations and transactions.	<b>2</b>
13. Examine the roles of international trade organizations.				WHST 11-12.9	Understands business's responsibility to know, abide by, and enforce laws, regulations, and ethical behavior that affect business operations and transactions.	<b>3</b>
14. Identify the effects of global trade on retailing.				SL 11-12.4, WHST 11-12.2b	Understands business's responsibility to know, abide by, and enforce laws, regulations, and ethical behavior that affect business	<b>1</b>

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					operations and transactions.	
15. Identify what globalization means for e-commerce.				RST 11-12.4, RST 11-12.7, RST 11-12.8, RST 11-12.9	Understands business's responsibility to know, abide by, and enforce laws, regulations, and ethical behavior that affect business operations and transactions.	<b>1</b>
<b>ASSESSMENT DESCRIPTIONS*:</b> (Write a brief overview here. Identify Formative/Summative. Actual assessments will be accessed by a link to PDF file or Word doc. )  <b>Foreign Country Research Assignment Scoring Guide – in the research project assignment attachment (Summative)</b>  <b>*Attach Unit Summative Assessment, including Scoring Guides/Scoring Keys/Alignment Codes and DOK Levels for all items. Label each assessment according to the unit descriptions above ( i.e., Grade Level/Course Title/Course Code, Unit #.)</b>						
<b>Obj. #</b>	<b>INSTRUCTIONAL STRATEGIES (research-based): (Teacher Methods)</b>					
1-15	<b>1. Lecture using PowerPoint (Global Analysis)</b>					
1-7, 10-12	<b>2. Independent Learning, Guided Practice</b>					
1-7, 10-12	<b>3. Independent Learning – Students will complete after creating Foreign Country Research Assignment</b>					
1-15	<b>4. Cooperative Learning, Role Play</b>					
<b>Obj. #</b>	<b>INSTRUCTIONAL ACTIVITIES: (What Students Do)</b>					

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1-15	<b>1. Notes over Global Analysis</b>
1-7, 10-12	<b>2.Foreign Country Research Assignment</b>
1-7, 10-12	<b>3.Foreign Country Comparison Matrix</b>
1-15	<b>4.DECA Role Plays – BSM, QSRM</b>
<p><b>UNIT RESOURCES: (include internet addresses for linking)</b></p> <ul style="list-style-type: none"> <li>• <b>Vocabulary – Crossword</b></li> <li>• <b>Marketing Legislation Handout</b></li> <li>• <b>Ready, Set, Compete</b></li> <li>• <b>Monopolies</b></li> <li>• <b>Pyramid game</b></li> <li>• <b>Millionaire game</b></li> <li>• <b>Exam</b></li> </ul> <p><b>Resources @ MCCE:</b></p> <p><b>BE DVD ROM 80 - Cappuccino Trail: The Global Economy in a Cup</b>  Films for the Humanities and Sciences  PRINCETON, NJ, FILMS FOR THE HUMANITIES AND SCIENCES, 2002.  DVD ROM — A 150-pound bag of coffee beans might earn a farmer \$50; the "street value" of that same bag 10,000 cups of coffee is around \$20,000. By following the trail of two coffee beans grown in the Peruvian Andes, this program takes a unique look at the ubiquitous stimulant which, after oil, is the most globally traded commodity. One of the beans takes the route of the open market where its price is determined by commodities traders and analysts, such as Merrill Lynch's Judy Gaines, the industry oracle who discusses the markets volatility. The other bean finds its way into Cafe Direct, a new gourmet coffee launched in Britain by a company dedicated to paying fair prices to farmers for their high-quality organic crop. 50 minutes.</p> <p><b>MCE CD ROM 20 - Economic Utilities</b>  CEV Multimedia  LUBBOCK, TX, CEV MULTIMEDIA, 2005.</p>	



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Microsoft® PowerPoint® — Economic utility refers to the level of satisfaction a customer receives from using a company's product or service. This Microsoft® PowerPoint® presentation discusses how economic utility is measured, and how it factors into the various marketing efforts performed by companies. Various product categories are examined along with the marketing strategies used to help increase economic utility. 90 slides. Requirements: Adobe® Acrobat® Reader®, Win 2000/XP/Vista, MAC OSX