



Colorado BMEF CTE Course – Scope and Sequence

Course Name	International Marketing	Course Details	Credits = .5 (Semester)		
		Course = 0.50 Carnegie Unit Credit	Level 3		
Course Description	Enables the student to explore the international marketing for U.S. products, and to explore the increasing competitive international environment and recent changes in the environment that have challenged U.S. business. The course is designed to make the reader an "informed observer" of the global marketplace as well as enabling him/her to develop skills to make marketing decisions in a global context.				
Note	This is a suggested scope and sequence for the course content. The content will work with any textbook or instructional resource. If locally adapted, make sure all competencies are covered. Course aligns to the CCNS (MAR 2040). Please contact your local community college for further information regarding opportunities for credit.				
SCED Identification # 12165		Schedule calculation based on 60 calendar days of a 90-day semester. Scope and sequence allows for additional time for guest speakers, student presentations, field trips, remediation, or other content topics.			
All courses taught in an approved CTE program must include Essential Skills embedded into the course content. The Essential Skills Framework for this course can be found at https://www.cde.state.co.us/standardsandinstruction/essentialskills					
Instructional Unit Topic	Suggested Length of Instruction	CTE or Academic Standard Alignment	Competency / Performance Indicator	Outcome / Measurement	CTSO Integration
Overview of International Marketing		Explain importance of international marketing	Explain why companies engage in global marketing and its impact on economies	Written explanation, concept map, or discussion rubric	**FBLA: Marketing Global Business Political Science Introduction to Business Business Law Advertising Organizational Leadership Management Decision Making

					DECA: International Business Plan **Appropriate for all units in this course
		Discuss the strategic elements of competitive advantages	Identify how global markets create competitive advantages	Case study analysis or short essay	
External Environment		Evaluate the impact of marketing relative to the global, political, and economic environments.	Evaluate how political/economic systems affect marketing decisions	Scenario analysis or environmental scan report	
		Discuss the role of social and cultural environment relative to a global market.	Analyze cultural differences and their marketing implications	Culture comparison project or presentation	
		Examine the legal and regulatory environment relative to global issues.	Explain laws and regulations affecting global markets	Quiz or compliance case study	
Marketing Research		Analyze global information systems and the elements of marketing research.	Analyze global data sources and conduct basic market research	Research report or data interpretation activity	
Importing and Exporting		Discuss the implications of sourcing strategies: exporting and importing.	Compare importing vs exporting processes and risks	Comparison chart or simulation	
		Discuss and compare global market entry strategies.	Evaluate strategies for entering global markets	Market entry proposal or presentation	

Elements of a Product		Discuss the components of the product and analyze brand decisions relative to the product.	Analyze product adaptation vs standardization and branding decisions	Product adaptation project	
		Develop strategies for market segmentation, targeting and positioning	Identify target markets and positioning strategies globally	STP marketing plan assignment	
Distribution Channels		Examine the global marketing channels and physical distribution	Explain distribution strategies and logistics in global markets	Supply chain diagram or logistics case study	
Advertising		Discuss the impact of advertising and public relation on global marketing	Analyze global advertising strategies across cultures	Ad critique or campaign creation	
Public Relations			Evaluate PR strategies and brand reputation internationally	PR strategy plan or evaluation rubric	
Marketing Communication		Develop strategies relative to global marketing communication.	Develop integrated global communication strategies	Campaign plan or multimedia presentation	
Management Issues (Leading, Organizing, Controlling)		Discuss issues related to leading, organizing and controlling and the effects on a global market.	Analyze leadership and management challenges in global business	Reflection paper or case study	
		Discuss issues relative to pricing decisions.	Explain pricing strategies in different markets	Pricing strategy exercise	
		Discuss the strategic elements of competitive advantages.	Evaluate how management decisions impact competitiveness	Business simulation or analysis	

Academic Standards Alignment

Colorado CTE courses are required to integrate academic and essential skills into course content. The following academic standards have been identified as aligned to this course and should be integrated throughout instruction.

[CO CTE Academic Standards Resources](#) (Rubrics, integration strategies, etc)

[CDE Colorado Academic Standards Online](#) (Online standards lookup tool)

Reading, Writing, & Communicating

Standard 1: Oral Expression and Listening

- **Prepared Graduate 1:** Collaborate effectively as group members or leaders who listen actively and respectfully; pose thoughtful questions, acknowledge the ideas of others; and contribute ideas to further the group's attainment of an objective.
- **Prepared Graduate 2:** Deliver effective oral presentations for varied audiences and varied purposes.

Standard 2: Reading for All Purposes

- **Prepared Graduate 4:** Read a wide range of informational texts to build knowledge and to better understand the human experience.
- **Prepared Graduate 5:** Understand how language functions in different contexts, command a variety of word-learning strategies to assist comprehension, and make effective choices for meaning or style when writing and speaking.

Standard 3: Writing and Composition

- **Prepared Graduate 6:** Craft arguments using techniques specific to the genre.
- **Prepared Graduate 7:** Craft informational/explanatory texts using techniques specific to the genre.

- **Prepared Graduate 9:** Demonstrate mastery of their own writing process with clear, coherent, and error-free polished products.

Standard 4: Research Inquiry and Design

- **Prepared Graduate 10:** Gather information from a variety of sources; analyze and evaluate its quality and relevance; and use it ethically to answer complex questions.

Note: Mathematics and Science standards will be added in the future. Visit the [Colorado Academic Standards](#) page for the most current version.