

## **5.0    MARKETING**

**5.2 Global Marketing (CL):** Students will understand the global business environment and its impact on marketing strategies. They will demonstrate competency by applying marketing strategies to a global marketplace.

5.2.1 Balance of Trade—evaluate the impact of imports/exports on local, state, and national economies

5.2.2 Culture—discuss international cultural differences in language, values, social behavior, and business protocol as they apply to market behavior

5.2.3 Global Alliances—research and discuss the history and development of trade alliances, such as NAFTA, EU, Pacific Rim

5.2.4 Infra Structure—compare and contrast the political, technological, economic and commercial development in global markets

5.2.5 Logistics—discuss logistics such as trade zones, containerization, and distribution centers, and ways in which they facilitate the movement of goods

5.2.6 Market Entry—evaluate advantages and disadvantages of strategies such as franchising, exporting, and licensing

5.2.7 Marketing Mix—identify marketing mix decisions crucial to marketing in a global economy

5.2.8 Markets—identify and classify international, consumer and organizational markets and segments

5.2.9 Trade Barriers—assess the impact of tariff and non-tariff barriers