

WARREN COUNTY SCHOOL DISTRICT
PLANNED INSTRUCTION

COURSE DESCRIPTION

Course Title: International/Cyber Marketing

Course Number: _____

Course Prerequisites: None

Course Description: (Include “no final exam” or “final exam required”)

International Marketing provides students with the opportunity to explore international business careers in global economics, promotion, technology, and professional sales. Emphasis is placed on marketing strategies in the global marketplace.

Cyber Marketing prepares students to plan and market electronic products and services online. The text and multimedia components cover all the basic functions of marketing including distribution, promotion, customer behavior, digital media design and strategies, and security/privacy issues. Marketing projects, teamwork, and leadership activities through Skills USA competitions provide many opportunities for application of instructional competencies.

Final Exam is required.

Suggested Grade Level: 10-12

Length of Course: _____ One Semester X Two Semesters _____ Other

(Describe)

Units of Credit: 1 (Insert NONE if appropriate.)

PDE Certification and Staffing Policies and Guidelines (CSPG) Required Teacher Certification(s)

(Insert certificate title and CSPG#) Marketing/Distributive Education Teacher/Coordinator and/or Business

Certification verified by WCSD Human Resources Department:

X Yes _____ No

Board Approved Textbooks, Software, Materials:

Title: International Business

Publisher: Glencoe

ISBN #: 978-0-07-8688543-9

Copyright Date: 2008

Date of WCSD Board Approval:

Title: E-Commerce

Publisher: Glencoe

ISBN #: 978-0-07-861333-3

Copyright Date: 2006

BOARD APPROVAL:

Date Written: _____ November, 2009

Date Approved: _____

Implementation Year: _____ 2010

Suggested Supplemental Materials: (List or insert **None**)

Current Microsoft Office software

Course Standards

PA Academic Standards: (List by Number and Description)

13.1.11 Career Awareness and Preparation C, D, F

13.2.11 Career Acquisition (Getting a Job) E

13.3.11 Career Retention and Advancement A, B, F

13.4.11 Entrepreneurship A, B, C

SEE TASK GRID

WCSD Academic Standards: (List or **None**)

None

Industry or Other Standards: (List, Identify Source or **None**)

NOCTI

SPECIAL EDUCATION AND GIFTED REQUIREMENTS

The teacher shall make appropriate modifications to instruction and assessment based on a student's Individual Education Plan (IEP) or Gifted Individual Education Plan (GIEP).

SPECIFIC EDUCATIONAL OBJECTIVES/CORRESPONDING STANDARDS AND ELIGIBLE CONTENT WHERE APPLICABLE

(List Objectives, PA Standards #'s, Other Standards (see samples at end))

SEE TASK GRID

PA Standard: 13.1.11 Career Awareness and Preparation C, D, F

X – performance assessed during that semester

	Performance Indicators	1	2	Assessment
C.	Analyze how the changing roles of individuals in the workplace relate to new opportunities within career choices.			<ul style="list-style-type: none"> • Projects/Performance • Quizzes • Tests • Teacher Observation
D.	Evaluate school-based opportunities for career awareness/preparation.			
F.	Analyze the relationship between career choices and career preparation opportunities, such as, but not limited to: Associate degree, Baccalaureate degree, Certificate/licensure, Immediate part/full time employment, entrepreneurship, etc.			

PA Standard: 13.2.11 Career Retention (Getting a Job) E

X – performance assessed during that semester

	Performance Indicators	1	2	Assessment
E.	Demonstrate, in the career acquisition process, the application of essential workplace skills/knowledge.			<ul style="list-style-type: none"> • Projects/Performance • Quizzes • Tests • Teacher Observation

PA Standard: 13.3.11 Career Retention and Advancement A, B, F

X – performance assessed during that semester

	Performance Indicators	1	2	Assessment
A.	Evaluate personal attitudes and work habits that support career retention and advancement.			<ul style="list-style-type: none"> • Projects/Performance • Quizzes • Tests • Teacher Observation
B.	Evaluate team member roles to describe and illustrate active listening techniques.			
F.	Evaluate strategies for career retention and advancement in response to the changing global workplace.			

PA Standard: 13.4.11 Entrepreneurship A, B, C

X – performance assessed during that semester

	Performance Indicators	1	2	Assessment
A.	Analyze entrepreneurship as it relates to personal career goals and corporate opportunities.			<ul style="list-style-type: none"> • Projects/Performance • Quizzes • Tests • Teacher Observation
B.	Analyze entrepreneurship as it relates to personal character traits.			
C.	Develop a business plan for an entrepreneurial concept of personal interest and identify available resources.			

ASSESSMENTS

PSSA Assessment Anchors Addressed: The teacher must be knowledgeable of the PDE Assessment Anchors and/or Eligible Content and incorporate them into this planned instruction. Current assessment anchors can be found at pde@state.pa.us.

Formative Assessments: The teacher will develop and use standards-based assessments throughout the course.

Portfolio Assessment: _____ Yes X No

District-wide Final Examination Required: X Yes _____ No

Course Challenge Assessment (Describe):
Performance Assessments

REQUIRED COURSE SEQUENCE AND TIMELINE

(Content must be tied to objectives)

Content Sequence	Dates
International Marketing	
Cultural and Social Influences and Communications	15 days
International Trade and Legal Influences	10 days
Economic and Geographic Influences	5 days
Business Ownership and Entrepreneurship	25 days
Marketing and Promotion	15 days
Accounting and Financing Practices	5 days
Human Resource Management	5 days
International Career Planning	5 days
Technology and the Future Global Economy	5 days
Cyber Marketing	
E-Commerce and E-Retailing	20 days
Career Opportunities	10 days
Business Structure and the E-Commerce Business Plan	10 days
Web Site Development	25 days
Marketing in the Digital World	25 days
	180 days

Objectives:

See Task Grid

WRITING TEAM: Claudia Solinko

WCSD STUDENT DATA SYSTEM INFORMATION

1. Is there a required final examination? X Yes No
2. Does this course issue a mark/grade for the report card? X Yes No
3. Does this course issue a Pass/Fail mark? Yes X No
4. Is the course mark/grade part of the GPA calculation? X Yes No
5. Is the course eligible for Honor Roll calculation? X Yes No
6. What is the academic weight of the course?
 No weight/Non credit X Standard weight
 Enhanced weight (Describe)