



MARKETING SALES AND SERVICE

PATHWAY: Marketing Communications and Promotion

COURSE: E-marketing

UNIT 11: The Impact of Globalization on E-marketing



INTRODUCTION

Annotation:

Lesson, on international marketing and globalization, is taken from website – www.marketingteacher.com. There are PowerPoints available for the teacher to show to students on various topics in international marketing, including an introduction to international marketing, the marketing environment, culture, logistics, etc. Additionally, there are several short articles that students can read or the teacher can use to teach the students about international marketing. There is a lesson on culture, with an exercise in which students match Chinese cultural issues to a cultural framework, thus learning how to analyze an foreign culture for possible location of business.

Grade(s):

	9 th
X	10 th
X	11 th
X	12 th

Time: 3 50 minute periods

Author: Memory Reed, Harris Co. High, reed-m@harris.k12.ga.us

Additional Author(s):

Students with Disabilities:

For students with disabilities, the instructor should refer to the student's IEP to be sure that the accommodations specified are being provided. Instructors should also familiarize themselves with the provisions of Behavior Intervention Plans that may be part of a student's IEP. Frequent consultation with a student's special education instructor will be beneficial in providing appropriate differentiation.



FOCUS STANDARDS

GPS Focus Standards:

MKT-EM-11. Students will evaluate the impact globalization has on e-marketing.

- a. Define globalization.
- b. Explain the importance of cultural considerations when doing business online (language, currency, etc.).
- c. Explore the advantages and disadvantages for U.S. businesses entering the global market.
- d. Examine issues of taxation, quotas and other international trade policies that U.S. businesses must face when doing business in a global marketplace.

GPS Academic Standards:

SSEMI1. The student will describe how households, businesses and governments are interdependent and interact through flows of goods, services and money.

SSEMI4. The student will explain the organization and role of business, and analyze the four types of market structures in the U.S. economy.

SSEMA1. The student will illustrate the means by which economic activity is measured.

National / Local Standards / Industry / ISTE:



UNDERSTANDINGS & GOALS

Enduring Understandings:

- Student will understand how E-marketing takes business all over the world.
- Student will understand what businesses have to consider in terms of different cultures, languages, economies, governments and currencies when developing websites.
- Student will understand the impacts of doing business in a global market.
- Students will understand the legal impacts E-marketing that one must be aware of (international trade policies and import and export laws) when selling products on a global scale.

Essential Questions:

- How has the increased use of the internet for business transactions affected companies' policies on workers in other countries?
- How has globalization affected businesses that do business via the internet?
- What cultural considerations do businesses have to take into account when doing business online?
- What are the advantages and disadvantages of US businesses entering the global market?
- What kinds of barriers might US businesses face when doing business in the global marketplace (tariffs, duties, trade agreements, quotas, etc.)?

Knowledge from this Unit:

- Definition of globalization.
- Define international marketing

- List advantages and disadvantages of global trade

Skills from this Unit:

- Student will be able to analyze cultures to determine trade compatibility.



ASSESSMENT(S)

Assessment Method Type:

- ☐ Pre-test
- ☐ Objective assessment - multiple-choice, true- false, etc.
 - ☐ Quizzes/Tests
 - ☐ Unit test
- ☐ Group project
- ☒ Individual project
- ☐ Self-assessment - May include practice quizzes, games, simulations, checklists, etc.
 - ☐ Self-check rubrics
 - ☐ Self-check during writing/planning process
 - ☐ Journal reflections on concepts, personal experiences and impact on one's life
 - ☐ Reflect on evaluations of work from teachers, business partners, and competition judges
 - ☐ Academic prompts
 - ☐ Practice quizzes/tests
- ☐ Subjective assessment/Informal observations
 - ☐ Essay tests
 - ☐ Observe students working with partners
 - ☐ Observe students role playing
- ☐ Peer-assessment
 - ☐ Peer editing & commentary of products/projects/presentations using rubrics
 - ☐ Peer editing and/or critiquing
- ☐ Dialogue and Discussion
 - ☐ Student/teacher conferences
 - ☐ Partner and small group discussions
 - ☐ Whole group discussions
 - ☐ Interaction with/feedback from community members/speakers and business partners
- ☐ Constructed Responses
 - ☐ Chart good reading/writing/listening/speaking habits
 - ☐ Application of skills to real-life situations/scenarios
- ☐ Post-test

Assessment(s) Title:

Culture Exercise

Assessment(s) Description/Directions:

Students use their knowledge to match the cultural issues in China to a culture framework and determine the cultural issues that US businesses would have to face when doing business in China.



LEARNING EXPERIENCES

Sequence of Instruction

1. Identify the Standards. Standards should be posted in the classroom for each lesson.

MKT-EM-11. Students will evaluate the impact globalization has on e-marketing.

- e. Define globalization.
- f. Explain the importance of cultural considerations when doing business online (language, currency, etc.).
- g. Explore the advantages and disadvantages for U.S. businesses entering the global market.
- h. Examine issues of taxation, quotas and other international trade policies that U.S. businesses must face when doing business in a global marketplace.
- i.

SSEMI1. The student will describe how households, businesses and governments are interdependent and interact through flows of goods, services and money.

SSEMI4. The student will explain the organization and role of business, and analyze the four types of market structures in the U.S. economy.

SSEMA1. The student will illustrate the means by which economic activity is measured.

2. Review Essential Questions.

- How has the increased use of the internet for business transactions affected companies' policies on workers in other countries?
- How has globalization affected businesses that do business via the internet?
- What cultural considerations do businesses have to take into account when doing business online?
- What are the advantages and disadvantages of US businesses entering the global market?
- What kinds of barriers might US businesses face when doing business in the global marketplace (tariffs, duties, trade agreements, quotas, etc.)?

3. Identify and review the unit vocabulary.

4. There are several PowerPoints available for you to show to your class about International Trade and the environment of International Trade. Choose which PowerPoints you have time to show to the class. One that covers many topics, including most of the topics in the standard, is "Business & Marketing Essentials." I suggest you look through the PowerPoints and choose the one(s) you think fit your class and time schedule best.

5. After the initial instruction, where students learn what international marketing & globalization is, the importance of cultural considerations when doing business online, the advantages & disadvantages of international trade for US businesses, and the barriers to trade US businesses face, such as taxes, tariffs, duties, quotas, trade agreements, etc.; direct students to the web site – www.marketingteacher.com and have them read some of the lessons found there on international marketing. There are several, but the first 3 are most applicable to this lesson (Introduction to International Marketing, The Environment of International Marketing, and Culture). I have also copied the articles for you in the folder.

6. There is an exercise (at the top of the culture lesson) that the students can do individually. (I also have copied the exercise and answer key if you prefer to hand it out rather than have them do it online, as they can get to the answer key online.) The students are to match some cultural issues in China to the cultural framework shown. They need to explain the situation for each cultural issue and why it would be a problem for an American company wanting to do business in China and what they can do about it.

Attachments for Learning Experiences:

- Business & Marketing Essentials PowerPoint

- Introduction to International Marketing 1 PowerPoint
- Market Entry Strategies 7-1 PowerPoint
- Social and Cultural Environments 4-1 PowerPoint
- The Environment of International Trade 2 PowerPoint
- Competing in Global Markets 3 PowerPoint
 - International Marketing and Culture Article
- International Marketing Environment Article
- What is International Marketing Article

Notes & Reflections:

This lesson is mainly taken from a lesson on www.marketingteacher.com. There are supplementary items also for the teacher's use, there are several PowerPoint presentations and articles that the teacher may use as resources for this lesson.



CULMINATING PERFORMANCE TASK(S)

Culminating Unit Performance Task(s):

Culminating Unit Performance Task Description/Directions/Differentiated Instruction:

Attachments for Culminating Performance Task:



UNIT RESOURCES

Web Resources:

www.marketingteacher.com

www.slideshare.net

Attachments, Materials & Equipment:

This lesson has many PowerPoint options. Teacher will need presentation equipment and computers with internet capability.

What 21st Century Technology was used in this Unit:

<input checked="" type="checkbox"/>	Slide Show Software	<input type="checkbox"/>	Graphing Software	<input type="checkbox"/>	Audio File(s)
<input type="checkbox"/>	Interactive Whiteboard	<input type="checkbox"/>	Calculator	<input checked="" type="checkbox"/>	Graphic Organizer
<input type="checkbox"/>	Student Response System	<input type="checkbox"/>	Desktop Publishing	<input type="checkbox"/>	Image File(s)
<input type="checkbox"/>	Web Design Software	<input type="checkbox"/>	Blog	<input type="checkbox"/>	Video
<input type="checkbox"/>	Animation Software	<input type="checkbox"/>	Wiki	<input type="checkbox"/>	Electronic Game or Puzzle Maker
<input type="checkbox"/>	Email	<input checked="" type="checkbox"/>	Website		