GEORGIA PEACH STATE PATHWAYS

Career, Technical, & Agricultural Education

MARKETING SALES AND SERVICES

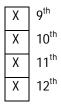
PATHWAY:	Marketing
COURSE:	International Business & Marketing
UNIT 8:	Careers In International Business



Annotation:

In this unit students will be completely involved in the planning stages of their career path. This lesson provides many resources for researching career assessment, career planning, and job listings. The teacher will guide students through a discussion of what education and skills are necessary for a career in international business and marketing. The highlight of the lesson will be the completion of a Power Point presentation that is their individual career plan to obtain a career in international business and marketing.

Grade(s):



Time: 9 – 50 minute periods

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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-IBM-11 Students will identify potential career opportunities in international business and marketing and appropriate path credentials.

a. Identify appropriate individual career titles and career paths within international business and marketing.

b. Determine the skill requirements and educational qualifications to enter a selected international business and marketing career.

c. Create a career plan to obtain the skills and educational qualifications to enter a selected international business and marketing career.

GPS Academic Standards:

ELA11W3. The student will use research and technology to support writing. SSWH21. The student will analyze globalization in the contemporary world.

National / Local Standards / Industry / ISTE:



Enduring Understandings:

• Students will understand that skill and educational requirements and characteristics of a career in international marketing will vary greatly by country or area, and much research should be done prior to the job search.

Essential Questions:

- What are the steps one would take in order to pursue a career as an international marketer?
- Why would fluency in a foreign language be a valuable asset in international marketing?

Knowledge from this Unit:

Students will:

- identify careers in international marketing and the paths to take to reach a career in these areas.
- describe the skill requirements and educational qualifications to enter a selected international business and marketing career.
- identify appropriate individual career titles and career paths within international business and marketing.

Skills from this Unit:

Students will:



Assessment Method Type:

Pre-test Objective assessment - multiple-choice, true- false, etc.
_ Objective assessment - multiple-choice, if de- faise, etc. Ouizzes/Tests
Unit test
 _ Group project
_ Individual project
Self-assessment - May include practice quizzes, games, simulations, checklists, e
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 judget
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:

International Career Plan

Assessment(s) Description/Directions:

Students will create a PowerPoint outlining their career plan after finishing their research on the career they choose. They will use the Career Plan Template to guide them through the PowerPoint. The "Career Plan PowerPoint" handout explains the project and what is expected of them and what they are to put on each slide. This PowerPoint will be assessed by the teacher to determine if the student has completed the research and answered all elements requested for the project.

Attachments for Assessment(s):

Career Plan Template

Georgia CTAE Resource Network Unit Plan Resource

Rubric International Career Plan

LEARNING EXPERIENCES

Sequence of Instruction

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

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b. Determine the skill requirements and educational qualifications to enter a selected international business and marketing career.

c. Create a career plan to obtain the skills and educational qualifications to enter a selected international business and marketing career.

- 2. Review Essential Questions.
 - What are the steps one would take in order to pursue a career as an international marketer?
 - Why would fluency in a foreign language be a valuable asset in international marketing?
- 3. Identify and review the unit vocabulary.
- 4. Lesson Plan
 - Use the web links from Additional Elements to guide discussion on Career Planning and Career Research. Find current job listings for careers in International Business and Marketing and discuss the skills and education necessary to obtain the job. Use this web link for career titles in this field.
 - http://www.emich.edu/public/foreignlanguages/careers/jobtitle.htm
 - 2. Give each student a copy of "Career Plan Power Point Project" for instructions and guidelines. Also make sure you give a copy of the rubric to each student so they will know how they will be graded. This project would be great to start on Monday, with discussion and project instructions, then turn them loose on the computer the rest of the week (or two if on 50 min. periods) with a due date on Friday.

Attachments for Learning Experiences:

Career Plan Template

Rubric International Career Plan

Notes & Reflections:

CULMINATING PERFORMANCE TASK

Culminating Unit Performance Task Title:

Georgia CTAE Resource Network Unit Plan Resource

Culminating Unit Performance Task Description/Directions/Differentiated Instruction:

Attachments for Culminating Performance Task:



Web Resources:

- 1. Career Overview, a great site that gives info on all careers. http://www.careeroverview.com/international-marketing-careers.html
- 2. Job Outlook for Tomorrow's Jobs. http://www.careeroverview.com/job-outlook.html
- 3. Overview of Careers in International Marketing. http://www.careerprospects.org/briefs/P-S/SummaryMarketInter.shtml
- 4. International Job Opportunities. http://www.rileyguide.com/internat.html
- 5. International Business Careers & Jobs. http://www.international-business-careers.com/
- 6. Career Activities. http://www.khake.com/page94.html
- 7. Work Interest Quiz. http://www.myfuture.com/toolbox/workinterest.html
- 8. Job Star Central, Job search and resources. http://jobstar.org/tools/resume/index.php
- 9. Education World, Career Planning Article with resources. http://www.educationworld.com/a_lesson/lesson/lesson160.shtml
- 10. Job Search Manual. http://www.sunraye.com/job_net/

Attachment(s):

Materials & Equipment:

What 21st Century Technology was used in this unit:

