



GEORGIA

PEACH STATE PATHWAYS

Career, Technical, & Agricultural Education

MARKETING SALES AND SERVICES

PATHWAY: Marketing

COURSE: International Business & Marketing

UNIT 8: Careers In International Business



INTRODUCTION

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):

X	9 th
X	10 th
X	11 th
X	12 th

Time: 9 – 50 minute periods

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Additional Author(s): Memory Reed

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:



UNDERSTANDINGS & GOALS

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(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:

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



LEARNING EXPERIENCES

Sequence of Instruction

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

Culminating Unit Performance Task Description/Directions/Differentiated Instruction:

Attachments for Culminating Performance Task:



UNIT RESOURCES

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:

<input 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 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 type="checkbox"/>	Website		