

## COLLEGE TECH PREP

# International Business Academy

In this exciting College Tech Prep Initiative, students are exposed to business through a global lens with hands-on activities and real-world practices. Located at Stow-Munroe Falls High School, this Academy has ties to the business community that allow for authentic interaction with business professionals so that students can acquire a global perspective of business and marketing practices. Students participate in activities such as leadership opportunities, community service, competitive business events, networking, mentoring, strategic business planning, and much more. Graduates of the program will have strong academic foundations in business and marketing preparing them for the highly competitive, continuously changing global environment. Students have access to four-year pathways in Accounting, Marketing, Finance, or Management at various local universities

### Skills necessary for success

- Demonstrates written and oral communication
- Collaboration/teamwork skills
- Technology/media skills
- Management/leadership skills

### Areas of concentration

- International Business
- Marketing
- Entrepreneurship
- World Cultures

### Recommendations

- Excellent attendance record
- Minimum 2.5 GPA

### Higher education opportunities

- College credits available. See page 33.
- Associate's degree
- Bachelor's degree

**GRADE LEVEL:** 10, 11, 12  
**LENGTH:** Two years  
**SCHOOL:** Stow-Munroe Falls

**CREDITS:**  
**Level 1 – Marketing Principles 1; Strategic Entrepreneurship 1; CP Economics 1; CP English 1.**  
**Level 2 – Marketing Applications 1; International Business 1; CP Government 1; CP English 1.**



## Pathway Course Descriptions

### Marketing Principles (Level I – Full Year)

Students will obtain knowledge and skills in marketing communications, management, merchandising and professional selling. They will acquire knowledge of marketing strategies, market identification techniques, employability skills, economic principles and international business. Technology and leadership will be incorporated in classroom activities.

### Strategic Entrepreneurship (Level I – Full Year)

Students will use innovation skills to generate ideas for new products and services, evaluate the feasibility of ideas, and develop a strategy for commercialization. They will use technology to select target markets, profile target customers, and create business plans. Establishing brand, setting prices, promoting products, and managing customer relationships will be emphasized.

### Marketing Applications (Level II – Full Year)

Students will develop and implement marketing strategies and techniques across marketing functions: channel management, research, market planning, pricing, product/service management and branding. Students will generate, screen, and develop new product ideas. They will determine how cultural intelligence can impact organizations. Technology, employability skills, and leadership will be incorporated in classroom activities.

### International Business (Level II – Full Year)

Students will evaluate global business strategies and market-entry methods for international business. They will use technology to determine the impact of government, economics, geography, history, ethics and digital communication tools on global trade. They will also analyze the competitiveness of U.S. companies in the international marketplace.