

MKTG A150H: INTERNATIONAL MARKETING HONORS

| Item | Value |
|------------------------------------|-------------------------------------|
| Curriculum Committee Approval Date | 09/22/2021 |
| Top Code | 050900 - Marketing and Distribution |
| Units | 3 Total Units |
| Hours | 54 Total Hours (Lecture Hours 54) |
| Total Outside of Class Hours | 0 |
| Course Credit Status | Credit: Degree Applicable (D) |
| Material Fee | No |
| Basic Skills | Not Basic Skills (N) |
| Repeatable | No |
| Grading Policy | Standard Letter (S) |

Course Description

A survey of major international marketing topics of interest to international business students and practitioners. Studies include: tools used by global marketers; institutions and environmental forces impacting the marketing process worldwide; and effective strategic planning for global markets. Enrollment Limitation: MKTG A150; students who complete MKTG A150H may not enroll in or receive credit for MKTG A150. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Prepare a global market targeting strategy for a product, service or business using geographic, demographic and psychographic segmentation variables.
2. Develop an international marketing mix strategy for a product, service, or business using the set of tactical global marketing tools – product, price, distribution, and promotion.

Course Objectives

- 1. Define the theoretical and practical concepts required for an understanding of marketing internationally.
- 2. Identify international marketing policies used in developing market selection, distribution, promotion, and pricing.
- 3. Demonstrate an understanding of the concepts through research on the marketing activities of an international firm.
- 4. Compare the marketing concepts and practices between a domestic and an international marketing firm.
- 5. Prepare a marketing project.
- 6. Assess the differences and similarities between a domestic and international marketing strategy.
- 7. Evaluate the effectiveness of alternative international marketing strategies.
- 8. Demonstrate the application of theories in developing marketing mixes for international trade.

Lecture Content

Overview Course survey + The Dynamic Environment of International Trade. The Cultural Environment of Global Markets History and Geography the Foundations of Culture. Cultural Dynamics in Assessing Global Markets International Position of the United States + Culture and Management Style. The Political Environment

The International Legal Environment Assessing Global Market Opportunities Global Market Research Emerging Markets Multinational Market Regions and Market Groups Product Identification Global Brands, Brand Names, Trademarks, and Brand Equity Characteristics of Effective Global Brand Names Protecting Trademarks Worldwide Measuring Brand Loyalty Brand Extensions and Brand Licensing Family Brands and Individual Brands Manufacturers Brands and Private Brands Developing Global Marketing Strategies Planning for Global Marketing Management Products and Services for Consumers Products and Services for Business International marketing channels. International Advertising Physical Distribution Personal Selling and Sales Management Pricing in world markets Financing in world markets Import management Trade promotion Marketing International services Regional market integration Implementing Global Marketing Strategies Negotiating with International Customers, Suppliers, Partners and Regulators

Method(s) of Instruction

- Lecture (02)
- DE Live Online Lecture (02S)
- DE Online Lecture (02X)

Instructional Techniques

Instructional methodologies include lecture/discussion, application of ideas, video, case analysis, and class participation, guest speakers and team projects.

Reading Assignments

Students will read from assigned text(s), approximately 2-3 hours per week.

Writing Assignments

Written homework assignments; examinations with essay questions; written projects; approximately 2-3 hours per week.

Out-of-class Assignments

In addition to reading and writing assignments, student will complete an international marketing plan assignment; approximately 10 - 15 hours over the course of the semester.

Demonstration of Critical Thinking

Regularly assigned homework Quizzes and exams Classroom discussions and participation An international marketing research project

Required Writing, Problem Solving, Skills Demonstration

Written homework assignments; examinations with essay questions; written projects.

Eligible Disciplines

Marketing; Masters degree in business administration, business management, business education, marketing, advertising, or finance OR bachelors degree in any of the above AND masters degree in economics, accountancy, taxation, or law OR the equivalent. Masters degree required.

Textbooks Resources

1. Required Cateora, Philip and John Graham. International Marketing., ed. Burr Ridge: Irwin/McGraw-Hill, 2006 Rationale: -