



### **Course Description**

#### **MAR2150 | International Marketing | 3.00 credits**

Students will learn the four Ps of product, price, place (distribution), and promotion as they relate to a global marketing strategy. The concepts are introduced within the international trade framework, as well as the cultural, social, economic, regulatory, and political environments affecting global marketing efforts.

### **Course Competencies:**

**Competency 1:** The student will demonstrate knowledge of the trends, challenges, and opportunities of global marketing by:

1. Identifying the significant trends, challenges, and opportunities of global marketing
2. Describing the role of marketing in dealing with the changing global business environment
3. Recognizing the importance of the Internet to global business as an emerging challenge and opportunity

**Competency 2:** The student will describe the characteristics of global marketing and the management of the marketing functions in a global market setting by:

1. Explaining briefly the development of global marketing
2. Defining global marketing and recognizing its importance in the marketplace
3. Recognizing the significance of electronic marketing as it relates to global business
4. Identifying the global marketing functions and the role that electronic marketing plays in the execution of global marketing functions

**Competency 3:** The student will explain and develop global market strategies incorporating the management of product, price, place (distribution), and promotion variables by:

1. Analyzing each of the four market mix variables as they relate to electronic marketing and to the development of a global marketing strategy
2. Discussing the debate between the standardization and adaptation of goods/ services and the development of global products and brands
3. Describing the breadth and scope of global marketing research and the steps of the research process
4. Identifying the various distribution channels available to global markets and the advantages and disadvantages of each distribution channel
5. Illustrating the exporting process, the steps of moving goods from one country to another, and the use of trade finance
6. Discuss the fundamental issues of and the differences between a global strategy and a multi-domestic promotional strategy
7. Recognizing the critical role of personal selling in global marketing
8. Examining pricing policies and how they are affected by the differences in global marketing and parallel imports
9. Debating the significant problems facing a company that is countertrading

**Competency 4:** The student will demonstrate how to determine the most appropriate market entry strategy for a given global marketing situation by:

1. Analyzing the different market entry strategies
2. Explaining the advantages and disadvantages of each market entry strategy
3. Recognizing the role of the Internet in foreign market entry strategy
4. Identify how the U.S. government assists global companies in entering new markets

**Competency 5:** The student will recognize the factors affecting global marketing and determine the marketing adjustments necessary for a given global marketing situation by:

1. Discussing the economic forces affecting global marketing
2. Debating the cultural and social forces affecting global marketing
3. Discussing the political and regulatory climate affecting global marketing

4. Responding to uncontrollable environmental factors on the selected marketing mix and adapting marketing strategies to work best according to the marketplace conditions
5. Recognizing the significance of a country's business customs and practices as they relate to global marketing
6. Recognizing the influence of culture on perceptions, interpretations, and attitudes and the ways in which different cultures perceive and react
7. Managing country-of-origin perceptions
8. Explaining the relationship between a country's stage of economic development and demand for goods and services

**Competency 6:** The student will recognize the threats and opportunities that can be expected from global competition by:

1. Examining global competition and competitors from emerging markets and how they affect marketing strategy
2. Recognizing the role that the Internet can play related to global competition
3. Explaining the impact of emerging markets and strategic alliances on global trade
4. Determining how to adapt competitive threats into opportunities

**Learning Outcomes:**

- Communicate effectively using listening, speaking, reading, and writing skills
- Solve problems using critical and creative thinking and scientific reasoning
- Formulate strategies to locate, evaluate, and apply information
- Demonstrate knowledge of ethical thinking and its application to issues in society
- Demonstrate knowledge of diverse cultures, including global and historical perspectives