Degree Applicable | Glendale Community College
February 2010

COURSE OUTLINE

Business Administration 177
Introduction to International Marketing

I. Catalog Statement

Business Administration 177 examines the concepts, principles, theory, and practice of international marketing. Topics include the United States and foreign marketing organizations, United States international marketing positions, market entry strategies, analyses of foreign markets, culture and marketing, product design, pricing, distribution, promotion, and sales.

Units – 3.0
Lecture/Demonstration Hours – 3.0

Recommended Preparation: Business Administration 101 and 170, or equivalent.

II. Course Entry Expectations

Skills Level Ranges: Reading 5; Writing 5; Listening-Speaking 5; Math 2.

III. Course Exit Standards

Upon successful completion of the required course work, the student will be able to:

1. apply the "4Ps" of marketing (product, price, promotion and placement) to the international context;
2. use international market segmentation and targeting, the Digital Revolution, and the Global Electronic Marketplace to interpret, evaluate, and make decisions on selecting the market;
3. examine international marketing "behind the scenes" for issues that involve cultural challenges that may be open to discussion.

IV. Course Content — Total Contact Hours = 48

A. Introduction to International Marketing — 7 hours
   1. Market overview
   2. Market analysis
   3. Brand names/generic names

B. Introduction to International Marketing — 7 hours
   4. Market overview
   5. Market analysis
   6. Brand names/generic names

C. Marketing Research: Analyzing Opportunities and Sources of Product Information — 8 hours
   1. Researching target markets
   2. Cultural considerations
   3. Political and legal environment
   4. Economic considerations
   5. Secondary marketing research

D. Managing the International Marketing Mix Product — 8 hours
   1. Research and development strategy
   2. Price

3. Channels of distribution
   Advertising

E. Managing Marketing Operations 9 hours
   1. Locating agents and suppliers
   2. Freight forwarders
   3. Letters of credit
   4. Customs
   5. Joint ventures, licensing, and strategic alliances

F. Role of Government Non-Market Economics 7 hours
   1. Government services
   2. Regional economic integration

G. Globalization of Marketing 9 hours
   1. Thinking global, acting local
   2. Single marketing and market specific strategies
   3. Opportunities for small to medium sized firms
   4. E-marketing

V. Methods of Presentation

The following instructional methodologies may be used in the course:

1. lectures and discussions;
2. multimedia;
3. group activities;
4. online.

VI. Assignments and Methods of Evaluation

1. Written examinations.
2. Case studies and projects (e.g., the marketing strategies of successful firms/brands like Sony, Toyota, McDonald's, Microsoft, Polo, Nokia, Komatsu etc.).
3. Essays.
4. Final examination.

VII. Textbooks

Kleindl, B., International Marketing. Current ed.
Mason, OH: Thomson South-Western Publishing, 2007.
11th Grade Textbook Reading Level. ISBN-10: 0538729155.

VIII. Student Learning Outcomes

Upon successful completion, the student will be able to:

1. apply the "4Ps" of marketing (product, price, promotion and placement) in an international context;
2. use international market segmentation and targeting, the Digital Revolution, and the Global electronic Marketplace to interpret, evaluate, and make decisions on selecting target
3. markets;
4. examine the implementation of cross cultural issues in international marketing.