INTERNATIONAL MARKETING — MKTC 2550

A. Course Description
   - Credits: 3.00
   - Lecture Hours/Week: 3.00
   - Lab Hours/Week: 0.00
   - OJT Hours/Week: 0
   - Prerequisites: None
   - Corequisites: None
   - MnTC Goals: None

This course introduces students to the concepts and disciplines of international marketing. Students develop an understanding of the international environment and its impact on marketing. Topics include social and cultural influences; political, legal and financial considerations; exporting and importing; organizational alternatives; information sources; marketing-entry strategies; pricing and distribution; sales and communications practices; counter trade; and other current international marketing issues. Prerequisites: None.

B. Course Effective Dates: 8/22/02 – Present

C. Outline of Major Content Areas
   As noted on course syllabus

D. Learning Outcomes
   1. analyze culture for international marketing
   2. analyze economic integration as a means of promoting trade
   3. analyze global business strategy planning
   4. analyze global marketing skills
   5. analyze globalization of the product development process
   6. analyze growth of formal market groups
   7. analyze how culture, language, religion, and education affect international marketing
   8. analyze how the family, work and leisure, and reference groups affect international marketing
   9. analyze new product development processes for global markets
   10. analyze the development cycle of global marketing organizations
   11. analyze the globalizing marketing operations
   12. define a global information system
13. define branding decisions in international marketing
14. define business markets
15. define challenges in planning global research
16. define competitive global marketing strategies
17. define controlling global marketing operations
18. define export and import trade mechanics
19. define financing global marketing transactions
20. define global account management
21. define global buyers
22. define global product strategies
23. define government markets
24. define how new technology changes affect global marketing
25. define participants in global marketing
26. define pathways to global expansion
27. define protectionism and trade restrictions
28. define sources of financing
29. define sudden changes in the political climate
30. define techniques of making market selection decisions
31. define technology advancements in various countries
32. define the challenge of cultural change
33. define the consumer market
34. define the global planning process
35. explore factors limiting standardization of global marketing strategies
36. explore geographic market choices
37. explore global market and opportunity assessment
38. explore global trade negotiations
39. explore grouping international markets
40. explore home country political forces
41. explore international agencies for promoting economic and monetary stability
42. explore managerial issues in global pricing
43. explore market factors affecting pricing
44. explore the challenge of global marketing
45. explore the scope of global marketing research
46. explore the structure of the global distribution system
47. global promotion strategies
48. identify how the use of the latest technology affects the relationship between company and international consumers
49. review adapting to cultural differences
50. review domestic marketing strategies
51. review international trade
52. review introducing new products to global markets
53. review research techniques
54. review the importance of global marketing
55. review the research process
56. review the scope of global marketing
57. study international and global legal forces
58. study screening international marketing opportunities

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

F. Learner Outcomes Assessment
   As noted on course syllabus

G. Special Information
   None noted