



Course Name: International Marketing

Course Number: BMK* 214

Credits: 3

Catalog description: Exploration of marketing concepts as they relate to the field of international marketing: major topics include international environment analysis (culture, law, governments) formulation of international marketing strategies, marketing mix development and implementation. Student teams develop and present an international marketing plan.

Prerequisite, Corequisite, or Parallel: BMK*201

General Education Competencies Satisfied:

HCC General Education Requirement Designated Competency Attribute Code(s):

None

Additional CSCU General Education Requirements for CSCU Transfer Degree Programs:

None

Embedded Competency(ies):

None

Discipline-Specific Attribute Code(s):

BUS Business elective

Course objectives:

General Education Goals and Outcomes:

None

Course Specific Objectives:

1. Explain concepts and principles on international trade theory
2. Describe the steps and components of an international marketing plan
3. Construct and present a comprehensive international marketing plan
4. Contrast the difference in the components of the international economic, legal/political, cultural, and financial environments



5. Describe the steps and components of the international marketing process dealing with exporting, marketing research, product development, pricing strategies, communications, and distribution
6. Contrast and compare international strategic marketing alternatives
7. Explain the concepts and components of multinational marketing management

Course Content:

INTRODUCTION

- A. The International Marketing Imperative
- B. International Trade and the United States

THE INTERNATIONAL ENVIRONMENT

- A. The International Economic Environment
- B. The International Political and Legal Environments
- C. The International Cultural Environment
- D. The International Financial Environment

THE INTERNATIONAL MARKETING

- A. Primary International Marketing Research
- B. Secondary International Marketing Research
- C. International Product Adaptation
- D. Export Pricing Strategies
- E. International Communications
- F. International Channels of Distribution

INTERNATIONAL STRATEGIES

- A. Licensing, Franchising, and Export Intermediaries
- B. Foreign Direct Investment and Management Contracts

MULTINATIONAL MARKETING MANAGEMENT

- A. Primary International Marketing Research and the Marketing Decision Support System
- B. Project Management for Multinational Corporations
- C. Multinational Pricing Strategies
- D. International Logistics
- E. International Promotion
- F. International Marketing Organization and Control

SELECTED TOPICS

- A. The International Marketing of Services
- B. Counter Trade
- C. Marketing with Governments

Date Course Created:

Date of Last Revision: 04/03/2017