

Minnesota State University Moorhead

MKTG 444: International Marketing

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: 0

OJT Hours/Week: *.*

Prerequisites:

This course requires the following prerequisite

MKTG 270 - Principles of Marketing

Corequisites: None

MnTC Goals: None

Comprehensive study of the cultural, political, and economic factors affecting international marketing strategies.

B. COURSE EFFECTIVE DATES: 06/01/1995 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Introduction to Global Marketing
2. The Global Economy
3. Cultural and Social Forces
4. Political and Regulatory Climate
5. Global Markets
6. Global Competitors
7. Global Marketing Research
8. Global Market Participation
9. Global Market Entry Strategies
10. Global Product Strategies
11. Global Strategies for Services, Brands, and Social Marketing
12. Pricing for International and Global Markets
13. Managing Global Distribution Channels
14. Global Promotion Strategies
15. Managing Global Advertising
16. Organizing for Global Marketing

D. LEARNING OUTCOMES (General)

1. Describe Global Marketing
2. Describe The Global Economy
3. Describe Cultural and Social Forces
4. Evaluate Political and Regulatory Climate
5. Describe Global Markets
6. Determine Global Competitors
7. Prepare a Global Marketing Research Project
8. Describe Global Market Participation
9. Evaluate Global Market Entry Strategies
10. Describe Global Product Strategies
11. Describe Global Strategies for Services, Brands, and Social Marketing
12. Describe Pricing for International and Global Markets
13. Evaluate Global Distribution Channel Management
14. Prepare a Global Promotion Strategy
15. Prepare a Global Advertising Strategy
16. Describe Organizing for Global Marketing
17. Improve effective oral and written communication skills

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted