

Dakota County Technical College

MKTC 2550: International Marketing

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: *.*

OJT Hours/Week: *.*

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: 08/22/2002 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

D. LEARNING OUTCOMES (General)

1. analyze economic integration as a means of promoting trade
2. analyze how culture, language, religion, and education affect international marketing
3. analyze how the family, work and leisure, and reference groups affect international marketing
4. analyze new product development processes for global markets
5. analyze the development cycle of global marketing organizations
6. define financing global marketing transactions
7. define global product strategies
8. define participants in global marketing
9. define protectionism and trade restrictions
10. define sources of financing
11. explore factors limiting standardization of global marketing strategies
12. explore international agencies for promoting economic and monetary stability
13. explore managerial issues in global pricing
14. explore market factors affecting pricing
15. explore the challenge of global marketing
16. explore the structure of the global distribution system
17. global promotion strategies
18. review international trade
19. review the importance of global marketing
20. review the scope of global marketing
21. analyze culture for international marketing
22. analyze global business strategy planning
23. analyze globalization of the product development process
24. analyze growth of formal market groups
25. define global account management
26. define sudden changes in the political climate
27. define techniques of making market selection decisions
28. define the challenge of cultural change
29. define the global planning process
30. explore grouping international markets
31. explore home country political forces
32. review adapting to cultural differences
33. review introducing new products to global markets
34. study international and global legal forces
35. study screening international marketing opportunities
36. analyze global marketing skills
37. define a global information system
38. define branding decisions in international marketing
39. define business markets
40. define challenges in planning global research
41. define controlling global marketing operations
42. define export and import trade mechanics
43. define global buyers
44. define government markets

45. define how new technology changes affect global marketing
46. define the consumer market
47. explore global trade negotiations
48. explore the scope of global marketing research
49. review research techniques
50. review the research process
51. analyze the globalizing marketing operations
52. define competitive global marketing strategies
53. define pathways to global expansion
54. define technology advancements in various countries
55. explore geographic market choices
56. explore global market and opportunity assessment
57. identify how the use of the latest technology affects the relationship between company and international consumers
58. review domestic marketing strategies

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted