

College of San Mateo
Official Course Outline

1. **COURSE ID:** BUS. 230 **TITLE:** International Marketing

Units: 3.0 units **Hours/Semester:** 48.0-54.0 Lecture hours; and 96.0-108.0 Homework hours

Method of Grading: Grade Option (Letter Grade or Pass/No Pass)

Recommended Preparation:

Eligibility for ENGL 838 or ENGL 848 or ESL 400.

2. **COURSE DESIGNATION:**

Degree Credit

Transfer credit: CSU

3. **COURSE DESCRIPTIONS:**

Catalog Description:

Survey course outlining the major dimensions of the global business environment while providing a set of conceptual and analytical tools to successfully apply the "4 P's" (product, price, place and promotion) to global marketing. Review global economic, political-legal, and cultural environmental factors. Global market research and data sources are explored. Other topics include foreign market selection, foreign market entry, supply chain management, international pricing, and global marketing of services.

4. **STUDENT LEARNING OUTCOME(S) (SLO'S):**

Upon successful completion of this course, a student will meet the following outcomes:

1. Analyze the key components of the international marketing environment, including barriers to and cultural influences on international trade.
2. Describe the international marketing research process and the elements of international strategic planning.
3. Outline the components of the international marketing mix and the strategies used in the international marketplace.

5. **SPECIFIC INSTRUCTIONAL OBJECTIVES:**

Upon successful completion of this course, a student will be able to:

1. Summarize global marketing management while recognizing the constraints of the global environment.
2. Recognize the challenging differences of the global economic environment, including international trade theory, balance of payments, government policy and trade, institutions in the world economy, and regional economic integration.
3. Assess political and legal environments of foreign countries.
4. Interpret elements of a foreign cultural environment, such as attitudes, values, aesthetics, language, religion, education, social organization, material culture, and technology.
5. Recognize the effect of ethical behavior on global business, including the need for developing ethical standards and differentiating against different types of ethical conflicts.
6. Distinguish what information is needed for global marketing research and identify reliable international data sources.
7. Evaluate why foreign market selection is critical in global business and assess local market potential and barriers.
8. Appraise various methods of foreign market entry (indirect exporting, direct exporting, foreign direct investment, licensing, joint ventures, strategic alliances), partner selection, and distribution.
9. Interpret product policy for international markets, including adaptation versus standardization of the product, new product development strategies, managing new product development, and global research and development.
10. Describe international branding and promotion, including global branding, international promotion, strategic promotion decisions, advertising, personal selling, sales promotion, public relations, and the marketing mix.
11. Summarize the international marketing manager's role in supply chain management, including procurement, distribution and warehousing, international documentation, and compliance.
12. Recognize factors in international pricing, including firm-level factors, market-specific factors, and product-specific factors. Describe transfer pricing, international payment methods, the impact of foreign exchange on pricing, and currency inconvertibility.
13. Differentiate between the global marketing of services versus products.
14. Summarize the framework for global strategy, including organizational, situational, and

country/region-specific analysis.

15. Describe the processes for planning, organization, and control of international marketing.

6. COURSE CONTENT:

Lecture Content:

1. Global marketing management
 - A. Global marketing and domestic marketing
 - B. International marketing
 - C. International marketing management
 - D. The global marketplace
 - E. Trends in international marketing
2. Global economic environment
 - A. Challenging differences in the global economic environment
 - B. International trade theory
 - C. Balance of payments
 - D. Government policy and trade
 - E. Institutions in the world economy
 - F. Regional economic integration
3. Political-legal environment
 - A. The political environment
 - B. The legal environment
4. Social and cultural environment
 - A. What is culture?
 - B. Elements of culture
 - C. Implications for international marketing
 - D. Cultural differences and the practice of international business
5. Ethics and international marketing
 - A. The effect of ethical behavior on global business
 - B. Developing ethical standards
 - C. Types of ethical conflicts
 - D. UN global compact, corporate social responsibility, and sustainability
6. Global marketing research and data sources
 - A. Global marketing research
 - B. Marketing research and the firm's global strategy
 - C. Problems in international marketing research
 - D. Problems with primary data
 - E. Incomplete and old data
 - F. Data sources
 - G. Primary research
7. Foreign market selection
 - A. Why foreign market selection is critical
 - B. Research goals: What data is important?
 - C. Ranking foreign market opportunities
 - D. Assessing local market potential and barriers
8. Foreign market entry, partner selection, and distribution
 - A. How to enter foreign markets
 - B. Indirect exporting
 - C. Direct exporting
 - D. Crossing the line: Foreign direct investment
 - E. Foreign manufacturing as foreign market entry
 - F. Licensing
 - G. Joint ventures and strategic alliances
 - H. Partner selection
 - I. Distribution environment and strategy
9. International product policy
 - A. What to sell abroad: Product policy for international markets
 - B. Adaptation versus standardization of the product
 - C. New product development strategies
 - D. Managing new product development
 - E. Global research and development

10. International branding and promotion
 - A. Global branding
 - B. International promotion
 - C. Strategic promotion decisions
 - D. Advertising
 - E. Personal selling
 - F. Sales promotion
 - G. Public relations
 - H. Social media and international marketing
 - I. Marketing mix as promotion
11. Supply chain management and international marketing
 - A. What is supply chain management?
 - B. Procurement: The role of global sourcing
 - C. Distribution and warehousing
 - D. International documentation and compliance
 - E. Supply chain and the international marketing mix
12. International pricing
 - A. Factors in international pricing
 - B. Firm-level factors
 - C. Market-specific factors
 - D. Product-specific factors and their relevance to pricing
 - E. International pricing strategies
 - F. Transfer pricing in international marketing
 - G. International payment methods
 - H. Impact of foreign exchange on pricing
 - I. Currency inconvertibility
13. Global marketing of services
 - A. Services: How are they different from products?
 - B. Comparative advantage and the service industries
 - C. Government intervention in the services trade
 - D. Foreign market entry mode for service industries
 - E. Selected service industry sectors
 - F. Marketing services overseas: Major findings
14. Global marketing strategy
 - A. Global strategy: A framework
 - B. Strategy implementation
 - C. Competitors and global strategy
 - D. Global marketing strategies
 - E. Coordinating the global marketing system
15. Planning, organization, and control of international marketing
 - A. Planning for global marketing
 - B. Organizing for global marketing
 - C. Organizational culture and organizational structure
 - D. Controlling international marketing

7. REPRESENTATIVE METHODS OF INSTRUCTION:

Typical methods of instruction may include:

- A. Lecture
- B. Critique
- C. Activity
- D. Discussion
- E. Guest Speakers
- F. Observation and Demonstration
- G. Other (Specify): Film/Video, Cases

8. REPRESENTATIVE ASSIGNMENTS

Representative assignments in this course may include, but are not limited to the following:

Writing Assignments:

- A. A minimum of one analytical essay of 3 - 5 pages in length on topics determined by instructor, e.g. marketing strategies in foreign markets in the current economic environment.

- B. A minimum of one short-response paper of 1 - 3 pages in length analyzing reading assignments, e.g. promotional strategies appropriate for the foreign markets.

Reading Assignments:

- A. Assigned reading from the text, e.g. chapters covering cultural influences and culture affects marketing practices around the world. This will help students analyze key components of the international marketing environment. Students will be required to read an average of one chapter per week consisting of 20 - 30 pages per chapter.
- B. Monthly articles of 100 - 500 words in length highlighting international marketing opportunities or international marketing successes or failures. This will show students examples of strategic planning.

Other Outside Assignments:

- Research, develop and present one international marketing plan of approximately 6 - 8 pages for a specific product in a particular country outside the United States.

9. REPRESENTATIVE METHODS OF EVALUATION

Representative methods of evaluation may include:

- A. Class Participation
- B. Class Work
- C. Exams/Tests
- D. Group Projects
- E. Homework
- F. Oral Presentation
- G. Papers
- H. Portfolios
- I. Projects
- J. Quizzes
- K. Research Projects

10. REPRESENTATIVE TEXT(S):

Possible textbooks include:

- A. Cateora, P., Graham, J., Gilly, M.. *International Marketing*, 17 ed. McGraw-Hill, 2015
- B. Terpstra, V. *International Marketing*, 11th ed. Naper, 2015

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Course Originator: Peter von Bleichert