

**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 100, or Eligibility for ENGL 105

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:

#### Part One An Overview

1. The Scope and Challenge of International Marketing
2. The Dynamic Environment of International Trade

#### Part Two The Cultural Environment of Global Market

3. History and Geography: The Foundations of Culture
4. Cultural Dynamics in Assessing Global Markets
5. Culture, Management Style, and Business Systems
6. The Political Environment: A Critical Concern
7. The International Legal Environment: Playing by the Rules

#### Part Three Assessing Global Market Opportunities

8. Developing a Global Vision through Marketing Research
9. Economic Development and the Americas
10. Europe, Africa, and the Middle East
11. The Asia Pacific Region

#### Part Four Developing Global Marketing Strategies

12. Global Marketing Management: Planning and Organization
13. Products and Services for Consumers
14. Products and Services for Businesses
15. International Marketing Channels
16. Integrated Marketing Communications and International Advertising
17. Personal Selling and Sales Management
18. Pricing for International Markets

#### Part Five Implementing Global Marketing Strategies

19. Inventive Negotiations with International Customers, Partners, and Regulators

#### Part Six Supplementary Material

20. Developing an International Marketing Plan

## 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*, 18th ed. McGraw-Hill, 2020
- B. Green, M., Keegan, W.. *Global Marketing*, 10th ed. New York: Pearson, 2020

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**Course Originator:** Lale Yurtseven