

Minnesota State University Moorhead

MBA 615: International Marketing

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 0

Lab Hours/Week: 0

OJT Hours/Week: *.*

Prerequisites:

This course requires the following prerequisite

MBA 611 - Marketing Management

Corequisites: None

MnTC Goals: None

This graduate course provides students with theories and application(s) of marketing within a global context. Issues involved in international markets and in conducting marketing operations on an international scale in today's highly competitive and dynamic global marketing environment are examined.

B. COURSE EFFECTIVE DATES: 10/06/2014 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Introduction to International Marketing
2. The Global Economy
3. Cultural and Social Forces Affecting International Marketing
4. Differences in Political and Regulatory Climate Between Countries
5. Global Markets
6. Global Competitors
7. International Marketing Research
8. Global Market Participation
9. Market Entry Strategies for International Markets
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. Promotion Strategies for International Markets
15. Managing Global Advertising
16. Organizing for Global Marketing

D. LEARNING OUTCOMES (General)

1. Define international marketing and discuss what it entails.
2. Classify and analyze micro- and macro-environmental and economic factors affecting international marketing activities.
3. Identify international market segments and targets and assess those markets.
4. Develop and justify a marketing mix (product, price, place, and promotion) strategies for those target markets.
5. Discuss ethical issues in the implementation of international marketing.
6. Develop analytical interpretation skills to increase proficiency in international market 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