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

D. LEARNING OUTCOMES (General)

1. Define international marketing and discuss what the subject of international marketing covers.
2. Discuss micro and macro environmental factors which affect international marketing activities.
3. Formulate international market segments and develop a profile of a target market.
4. Recognize the impact that international marketing has on our daily lives.
5. Discuss ways in which firms interact with consumers globally and ethically through relationships and through technology.
6. Design product, distribution, promotion, and pricing strategies for international markets.
7. Discuss ethical issues unique to international marketing.
8. Assess political issues unique to international marketing.
9. Apply marketing planning skills for the marketing of products to a country of interest.
10. Recognize the impact of technology on international marketing.

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted