

NEW COURSE PROPOSAL

PROGRAM AREA BUSINESS & ECONOMICS

1. MKT 410 INTERNATIONAL MARKETING MANAGEMENT (3)

Three hours seminar per week

Prerequisites: MKT 310

Develops a knowledge of culture, environment, and world market potential. The focus is developing an environmental/cultural approach to global marketing. Topics covered include: cultural and social forces, political and regulatory climate, global buyer behavior, and global marketing strategies. Cases, research, and marketing plans are used to apply marketing concepts to global opportunities and environments.

2. Mode of Instruction.

	Units	Hours per Unit	Benchmark Enrollment
Lecture	_____	_____	_____
Seminar	<u>3</u>	<u>1</u>	<u>25</u>
Laboratory	_____	_____	_____
Activity	_____	_____	_____

3. Justification and Learning Objectives for the Course.

"Never before in American history have U.S. businesses, large and small, been so deeply involved in and affected by international business. A global economic boom, unprecedented in modern economic history, has been under way as the drive for efficiency, productivity, and open, unregulated markets sweeps the world." Cateora and Graham's Introduction to International Marketing speaks to the importance of a global perspective in marketing. This required course in the Global Emphasis in Business will develop the skills and perspectives that contribute to an environmental/cultural approach to marketing management. International marketing differs from domestic marketing because of the focus on foreign marketing environments and cultures. All businesses operate in a global environment, by virtue of competition with alternative suppliers or pursuit of additional markets. A global frame of reference is a necessity for business success in the 21st century.

Learning Objectives

Students who successfully complete this course will be able to:

- Explain the fundamental concepts of international marketing
- Explain the impact of culture on international marketing strategies
- Describe the impact of individual and business consumer behavior on global marketing strategies
- Compare the pros and cons of global versus single-country strategies
- Differentiate between the various forms of promotion applied in an international setting

4. Is this a General Education Course YES NO

If Yes, indicate GE category:

A (English Language, Communication, Critical Thinking)	
B (Mathematics & Sciences)	
C (Fine Arts, Literature, Languages & Cultures)	
D (Social Perspectives)	
E (Human Psychological and Physiological Perspectives)	

5. Course Content in Outline Form.

1. Introduction to Global Marketing
2. Cultural and Social Forces

3. Political and Regulatory Climate
4. Global Buyer Behavior
5. Global Competitors
6. Global Marketing Research
7. Global Marketing Strategies
8. Global Market Entry Strategies
9. Global Product and Service Strategies
10. Developing New Products for Global Markets
11. Pricing for International and Global Markets
12. Managing Global Distribution Channels
13. Global Promotion Strategies
14. Managing Global Advertising
15. Organizing for Global Marketing

6. References.

Cateora, Philip R. and John L. Graham, *International Marketing*, 11th ed., 2001, McGraw-Hill/Irwin.
 Kate Gillespie, Jean-Pierre Jeannet and H. David Hennessey, Global Marketing an Interactive Approach, 2004, Houghton Mifflin
 Jeannet, Jean-Pierre and Hennessey, H. David, *Global Marketing Strategies*, 6/e, 2004, Houghton Mifflin
 Johansson, Johny K., *Global Marketing*, 4th ed., 2002, Irwin McGraw-Hill.
 Keegan, Warren J. and Mark Green, Global Marketing, 3/e, 2004, Pearson

7. List Faculty Qualified to Teach This Course.

Dr. William Cordeiro
 Dr. CB Claiborne
 Business Faculty

8. Frequency.

a. Projected semesters to be offered: Fall __1__ Spring __1__ Summer ____

9. New Resources Required.

- a. Computer (data processing), audio visual, broadcasting needs, other equipment
- b. Library needs
- c. Facility/space needs

10. Consultation.

Attach consultation sheet from all program areas, Library, and others (if necessary)

11. If this new course will alter any degree, credential, certificate, or minor in your program, attach a program modification.

____CB Claiborne_____
 Proposer of Course Date