MKTG 4330 International Marketing

Dr. Andrew Honeycutt

Description

Students explore all aspects of marketing from a global perspective to better respond to international opportunities and competitive situations. Topics include an overview of international marketing; social, cultural, political, and legal environments; international market-entry opportunities; planning and managing market entry strategies and products; global distribution and pricing; international promotion, sales, and negotiation; and international market planning.

Objectives

Upon completion of this course, students should be able to:

* Apply the key terms, definitions, and concepts used in marketing with an international perspective.
* Compare the value of developing global awareness vs. a local perspective in marketing.
* Evaluate different cultural, political, and legal environments influencing international trade.
* Distinguish the advantages and disadvantages Canadian products and services possess in international marketing in both emerging markets and mature markets.
* Explain the impact of global and regional influences on products and services for consumers and businesses.
* Apply basic internationally oriented marketing strategies (total product concept, pricing, place, and promotion).
* Develop creative international market entry strategies.
* Understand the importance of the Internet for global business.
* Explain the differences in negotiating with marketing partners from different countries and the implications for the marketing strategies (4Ps).
* Develop an effective international marketing plan for use in a foreign market.

Course Outline

Module 1: Introduction to International Marketing

* Chap 1: Scope of International Marketing
* Chap 2: Economic Environment and International Trade

Module 2: The International Marketing Environment

* Chap 3: History and Geography
* Chap 4: Cultural Dynamics in Assessing Global Markets
* Chap 5: Culture, Management Style, and Business Systems

Module 3: Global Marketing Environment

* Chap 6: The Political Environment
* Chap 7: The International Legal Environment

Module 4: Assessing International Market-Entry Opportunities

* Chap 8: Developing a Global Vision through Marketing Research
* Chap 9: Economic Development and the Americas.

Module 5: Assessing International Market-Entry Opportunities

* Chap 10: Europe, Africa, and the Middle
* Chap 11: The Asia Pacific Region

Module 6: Planning and Managing Market Entry Strategies and Products

* Chap 12: Global Marketing Management
* Chap 13: Products and Services for Consumers

Module 7: Global Planning and Distribution

* Chap 14: Products and Services for Businesses
* Chap 15: International Marketing Channels

Module 8: International Promotion and Sales

* Chap 16: Integrated Marketing Communications
* Chap 17: Personal Selling and Sales Management

Module 9: International Pricing Strategies

* Chap 18: Pricing for International Markets

Module 10: Implementing Global Marketing Strategies

* Chap 19: Inventive Negotiation with International Customers

Module 11: Final Week

* Final Exam Review

Required Text and Materials

* Cateora, P., Gilly, M., Graham, J., Money, R., International *Marketing*. 17th Edition. McGraw-Hill, 2016 ISBN: 978-0-07-784216-1

Additional Requirements

Computer with internet access is required.

Course Evaluation

Discussion Participation\* 200 Points

Case Analysis \*\* 100 Points

Midterm Exam 100 Points

Final Exam 100 Points

Total 500 Points

**\*Discussion Instructions (5 discussion assignments/40 points each)**

**Thread**

You will create a thread in response the assigned topics for five discussions. Each thread must be at least 300 words, reference at least 1 scholarly sources in addition to the course textbook in current APA format, and demonstrate course-related knowledge.

**Replies**

In addition to each thread, you will reply to at least 2 other classmates’ posts. Each reply must be least 150 words and reference the course textbook in current APA format.

\*\*Case Analysis Instructions

Relate the theory to a practical situation; for example, apply the ideas and knowledge discussed in the coursework to the practical situation at hand in the case study.

* Identify the problems
* Select the major problems in the case
* Suggest solutions to these major problems
* Recommend the best solution to be implemented
* Detail how this solution should be implemented

**Statement on Plagiarism and Academic Dishonesty**: Wayland Baptist University observes a zero tolerance policy regarding academic dishonesty. Per university policy as described in the academic catalog, all cases of academic dishonesty will be reported and second offenses will result in suspension from the university.

**Disability Statement:** “In compliance with the Americans with Disabilities Act of 1990 (ADA), it is the policy of Wayland Baptist University that no otherwise qualified person with a disability be excluded from participation in, be denied the benefits of, or be subject to discrimination under any educational program or activity in the university. The Coordinator of Counseling Services serves as the coordinator of students with a disability and should be contacted concerning accommodation requests at (806) 291- 3765. Documentation of a disability must accompany any request for accommodations.”

**Course Requirements and Grading Criteria:** Students shall have protection through orderly procedures against prejudices or capricious academic evaluation. A student who believes that he or she has not been held to realistic academic standards, just evaluation procedures, or appropriate grading, may appeal the final grade given in the course by using the student grade appeal process described in the Academic Catalog. Appeals may not be made for advanced placement examinations or course bypass examinations. Appeals are limited to the final course grade, which may be upheld, raised, or lowered at any stage of the appeal process. Any recommendation to lower a course grade must be submitted through the Executive Vice President/Provost to the Faculty Assembly Grade Appeals Committee for review and approval. The Faculty Assembly Grade Appeals Committee may instruct that the course grade be upheld, raised, or lowered to a more proper evaluation.

**Participation**: This course includes active participation in class exercises and contributions to class discussions. Overall course participation equates to the assigned points. The student must be present and actively involved to receive these points.

For online participation, students are expected to participate in weekly discussions. Discussion question (DQ) responses in the discussion forum on Blackboard will count towards the class participation requirement. DQ responses should be a minimum of 150 words each and reflect careful thinking about text materials, your own work experience, and critical thinking or analysis. You will earn full credit for your DQs ONLY when you (1) submit your initial responses to the DQs on time, and respond fully to the question asked, and (3) respond to at least two other classmates post per assigned discussion. **Initial responses (200 words) are due by 11:59 pm Central on Thursday and your replies to classmates’ posts are due by 11:30 pm Central on Sunday (except Week 11 is due on Saturday).**  Please remember that these should include proper APA Version 6 citations for any resources that you use to prepare your responses.