International Marketing

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

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