A. Course Description

Credits: 4

Prerequisites: MKTG 300 Marketing Principles or equivalent with instructor's consent.

Lab Hours/ Weeks: Corequisites: None

Lecture Hours/ Week :

MnTC Goals: Goal 08 - Global Perspective

This course introduces students to the concepts and disciplines of international marketing. Students develop an understanding of the international environment and its impact on marketing. Topics include: social and cultural influences, political, legal and financial considerations, exporting and importing; organizational alternatives, information sources, market-entry strategies, pricing and distribution, sales and communications practices, counter trade, and other current international marketing issues. Major geographic marketing areas are discussed.

B. Course Effective Dates: 08/01/1998 - 09/05/1999 09/06/1999 - Present

C. Outline of Major Content Areas:

See Course Description for major content areas.

D. Learning Outcomes (General)

1. Assess diverse marketing environments to develop optimum marketing plans over a broad spectrum of marketing issues.
2. Assess foreign environments to apply marketing principles in these environments to ensure marketing success.
3. Understand how the demographic, cultural and economic environment varies throughout the world and how it affects market planning.
4. Understand the global environment, politically, culturally, economically and how these variables affect marketing.
5. Execute a global marketing plan and evaluate various organization approaches in global marketing.
6. Explore how the 4 P's are applied in different marketing scenarios
7. Develop the ability to assess the opportunity to create a plan to launch products in any type of international environment.
8. Gain a deep understanding of several major countries -- developed, developing and undeveloped -- to achieve marketing success in these different environments.

E. Learning Outcomes (MN Transfer Curriculum)

Goal 08 - Global Perspective

1. Demonstrate knowledge of cultural, social, religious and linguistic differences.
2. Analyze specific international problems, illustrating the cultural, economic, and political differences that affect their solution.
3. Describe and analyze political, economic, and cultural elements which influence relations of states and societies in their historical and contemporary dimensions.

F. Special Information

Prerequisite: Goal I: Communication - Part I Writing, plus 30 credits must be satisfied.