I. RATIONALE:

The globalization of markets has accelerated through almost universal acceptance of the democratic free enterprise model and new communication technologies, including satellites and the Internet. As a result, markets are growing -- especially in emerging economies throughout the world. As these opportunities grow, understanding marketing in all cultures is increasingly important to both small and large organizations with international involvement. This course is designed to pique the curiosity of students about viewing global marketing strategies within the various global environmental contexts.

II. MAJOR INSTRUCTIONAL GOALS:

GOAL A:
Understand the opportunities of global marketing

Learning Outcomes: The student will:

A-1 Understand the development, scope, and challenges of global marketing
A-2 Appreciate the importance of global marketing as both a business strategy and an area of study

GOAL B:
Understand the global marketing economic environment

Learning Outcomes: The student will:

B-1 Learn how a country’s economy affects global marketing strategy
B-2 Understand the basis for trade: absolute versus comparative advantage
B-3 Gain an appreciation for various protectionism and other trade restrictions
B-4 Be familiar with the current international money system, currency exchange rates, the development of the euro dollar, and the International Monetary Fund.
GOAL C:
Understand cultural and social forces affecting global marketing

Learning Outcomes: The student will

C-1 Be able to define culture from many different viewpoints
C-2 Appreciate how language, education, the family, and other cultural variables affect global marketing decisions
C-3 Understand the role religion plays in global marketing
C-4 Analyze cultural challenges within specific marketing-viable countries

GOAL D:
Define the political and legal forces affecting global marketing

Learning Outcomes: The student will

D-1 Understand how national sovereignty and other country goals impact on the acceptance of a foreign marketer
D-2 Identify and define a range of host government political actions from tariffs to boycotts and takeovers.
D-3 Know how to conduct a political risk assessment and minimize political risk
D-4 Be familiar with various international and global legal forces, laws and regulations

GOAL E:
Analyze global marketing opportunities

Learning Outcomes: The student will:

E-1 Understand techniques for screening and selecting various global markets
E-2 Become aware of the importance of global marketing research
E-3 Identify basic similarities and difference between domestic and international research

GOAL F:
Develop a global marketing plan

Learning Outcomes: The student will:

F-1 Learn how to select and then develop an appropriate global market entry strategy for a specific product or service in a foreign country
F-2 Plan a global marketing program to include product, pricing, promotion and physical distribution strategies for that product/country
F-3 Understand the export/import functions including indirect and direct export, letters of credit, Foreign Direct Investment, and strategic alliances.