

MKT 320 – International Marketing

Course Description

Provides an overview of the concepts and practices of marketing worldwide and the modifications and adaptations required to meet the different problems and challenges involved.

Instructional Materials

Czinkota, M. R., & Ronkainen, I. A. (2013). *International marketing* (10th ed.). Mason, OH: South Western, Cengage Learning.

Course Learning Outcomes

1. Determine the role of government in international trade, the various levels of economic integration, and the impact on international marketing.
2. Examine the economic and cultural elements of the international marketing environment and explain how these factors affect marketing operations.
3. Summarize the major political and financial risks associated with international marketing.
4. Analyze the strategic marketing planning process, strategies for entering foreign markets, and considerations for subsequent market expansion.
5. Examine the process for market research to assess foreign market potential.
6. Evaluate the considerations for product adaptation in foreign markets and common approaches to adjusting promotional strategy to fit foreign markets.
7. Formulate the core marketing concepts into viable marketing strategies to support exporting and the full range of global marketing operations.
8. Assess the key factors in price determination, alternative pricing strategies used in international marketing, and the common terms of sale and payment used in international marketing.
9. Determine the logistics and product distribution channel options available to support international marketing.
10. Use technology and information resources to research issues in international marketing.
11. Write clearly and concisely about international marketing using proper writing mechanics.