

J. Sargeant Reynolds Community College
Course Content Summary

Course Prefix and Number: MKT 275

Credits: 3

Course Title: International Marketing

Course Description: Examines the role of the multinational firm, as well as the environments in which it operates. Covers such factors as exchange rates, government foreign trade policy, and social-cultural factors. Compares international and domestic marketing strategies. Lecture 3 hours per week.

General Course Purpose: For the student to obtain a broad overview of the dynamic and complex subject of international marketing, to distinguish between international marketing and marketing in the domestic context, to show how different nations are interdependent within the world economy and to show how the above theory applies to businesses and how the various marketing functions are modified to suit an international spectrum of operations.

Course Prerequisites and Co-requisites:

None

Student Learning Outcomes:

Upon completing the course, the student will be able to

- a. Describe the nature and environment of international marketing, impact on the economy, and trends for the future;
- b. Discuss foreign consumers and foreign markets in the global economy;
- c. Explain product promotion strategies for world markets;
- d. Identify international distribution/placement strategies and their effectiveness;
- e. Explain international strategies of pricing methods in the global marketplace;
- f. Discuss various international promotion strategies that apply to businesses; and
- g. Discuss the implementation of export/import strategies.

Major Topics to Be Included:

- a. Importance of global marketing
- b. Global marketing environment
- c. Global trade environment
- d. Political, legal, and regulatory environments of global marketing
- e. Global information systems and market research
- f. Global market segmentation
- g. Organizational export activities
- h. Global market entry strategies
- i. Pricing decisions
- j. Global market channels and distribution
- k. Global advertising
- l. Global competition

Date Created/Updated (Month, Day, and Year): August 25, 2008