Standard Course Outline
MKTG 480 – International Marketing

I.   General Information
   - Course number: 480
   - Title: International Marketing
   - Units: 3 credits
   - Prerequisites: *Students must have completed a Principles of Marketing course (MKTG 300) or equivalent to enroll in this course*
   - Course Coordinator: Department Chair
   - SCO Prepared by: Department Faculty

II. Catalog Description

   The study of global marketing theory and practice. The historical, economic, cultural, political, and legal factors that affect marketing decision-making in an international context. How to develop and present plans for exploiting global marketing opportunities. Letter grade only (A-F).

III. Curriculum Justification(s)

   This course focuses on various global marketing strategies including market entry decisions and developing the local marketing mix (product, price, place and promotion). The course stresses the various environmental influences marketing managers encounter while operating outside of their home markets, and includes some consideration of the positive and negative impacts global marketing may have in developing countries.

IV. Course Objectives, Student Learning Outcomes, Evaluation Instruments, and Instructional Strategies for Skill Development

   The course investigates marketing largely from a managerial perspective, but with a strong emphasis on the historical, economic, political, legal, and cultural environments that impact decision making globally. The course provides the student with a necessary mix of (1) critical analysis, (2) application of concepts and techniques, and (3) communication.

- **Learning Goals – Critical Thinking**: Students will demonstrate an ability to (a) comprehend the various aspects of a company's marketing strategy in international markets; b) analyze the local and global environmental forces that influence such strategies; and (c) understand the larger consequences of marketing practices around the world, especially in emerging markets.
- **Learning Goal – Domestic & Global Environment:** Students will demonstrate an ability to create a detailed marketing plan and implementation schedule for a company operating in foreign markets, or critically evaluate existing marketing strategies and tactics.
- **Learning Goals – Business Functions:** Students will demonstrate an ability to understand key international marketing concepts including standardization v. adaptation of the marketing mix and international market segmentation. They should also have a basic understanding of international business and trade concepts, such as foreign direct investment, balance of payments, trade barriers and protectionism – as well as the major institutions that govern them (e.g. the International Monetary Fund, World Bank, World Trade Organization).

Updated 08-02-2016 SD

- **Learning Goals – Communication Skills:** Students will demonstrate that (a) they can communicate effectively among team members to develop a team-prepared written project and (b) they can make a persuasive, effective oral and written presentation of their project.

V. Outline of Subject Matter

This is a listing of the subject matter that **must** be covered in this course. It does not preclude other topics that are part of the field of International Marketing or the depth of some topics. The list is flexible enough to allow individual instructors to focus on particular areas of interest to the instructor. The order of the topics listed below may be adjusted and some topics listed may be discussed together. Additional topics can be added to the course based on the instructor's expertise and personal preferences in teaching this course. The **required topics** are also those that are included in the course assessment for MKTG 480.

1. Review of relevant international business concepts
2. The cultural environment of international marketing
3. Business customs and communications
4. Political and legal environments
5. Researching foreign markets
6. Emerging markets
7. Global consumer product decisions
8. Global business products and services
9. International distribution systems
10. Exporting and logistics
11. Global advertising, promotion, and sales management

VI. Methods of Instruction

- **INSTRUCTION MODE.**

  ✓ Traditional   ☐ Hybrid   ☐ Local Online   ☐ Distance Education

- **CLASSROOM ACTIVITIES.**

  - There must be at least one major project in the course:
    - The group project should entail the marketing of a product or service in local markets worldwide. This includes marketing from and to countries at all levels of development. Students work in teams to apply what they have learned in class to either develop a marketing plan, or critique a marketing strategy.

  - Additional active learning tasks that may be used in the course:
    - Participation (in-class) exercises that involve group work.
    - Participation in discussion forums.
    - Written group assignments
    - Case analyses
    - Simulations
    - Examinations that preferably use short answers, essays, and require some form of integration of concepts – Multiple-choice questions should not be the primary tool.

Updated 08-02-2016 SD

If multiple-choice questions are used, they should predominantly focus on concept and technique application, not necessarily recall or recognition.

- **EXTENT AND NATURE OF TECHNOLOGY USE.**

  Careful and ethical use of computing resources is the responsibility of every user. As a user of these resources, you agree to be subject to the guidelines of the "Policy Governing Access to and Use of CSULB Computing Resources". These guidelines apply to all computing resources provided by the University; some guidelines are more directly related to time sharing systems, some to microcomputers and local area networks, and some to all systems.

VII. Information about Textbooks/Readings

There is no standardized textbook for all sections of MKTG480. Some examples of the texts that may be used include:

- Green, Mark (2012), *Global Marketing*, 7th Edition, Pearson

- Czinkota, Michael R. and Ilkka A. Ronkainen (2012), *International Marketing*, 10th Edition, South-Western College Publishing.

VIII. Instructional Policies Requirements
- Policy on Classroom Behavior:

  - All cell phones & other electronic devices (e.g. pagers, iPads, iPods, PDAs) must be put on vibrate or turned off and not on your desk during class.
  - Students are responsible for what transpired if they miss a class. It is the student's responsibility to contact the instructor or a classmate to determine what was missed. See "Policy on Make-up Exam and Assignments" below.
  - Talking and other disruptive behavior are not permitted while classes are in session.
  - Students are expected and must do ORIGINAL work for all assignments, including exams. See "Academic Integrity" policy below.
  - It is the student's responsibility to notify the professor in advance of a need for accommodation of a disability that has been verified by the University.
  - See also Department of Marketing Classroom and Online Conduct Policies: http://www.csulb.edu/colleges/cba/marketing/classroom/ .

- Policy on Make-up Exams and Assignments:

  - The instructor develops his or her own policy.

- Policies on Withdrawal, Late Withdrawals, and Incompletes:

  - The University policy on dropping and withdrawal from classes is set forth in the schedule of classes. Students are obligated to officially withdraw from their courses even though they may not have attended. Withdrawals require the signature of the

Updated 08-02-2016 SD

instructor, the chairperson, and the Dean of the CBA.

- Academic Integrity:
  - o Students are expected to do <u>original</u> work for all assignments, including exams.
  - o Students are responsible for their own conduct and all cases of dishonesty (e.g., plagiarism, cheating) will be reported to the proper university officials.

  Students are expected to adhere to CBA (http://www.csulb.edu/colleges/cba/dean/academic-integrity/) and University policies regarding Academic Integrity (http://www.csulb.edu/divisions/aa/grad_undergrad/senate/documents/policy/2008/02/). Please avoid an embarrassing or unfortunate situation.

- Grading Policies and Procedures

  - o Final course grades shall be based on at least three (3), and preferably four (4) or more, demonstrations of competence by the student. In no case shall the grade on any single demonstration of competence count for more than one-third (33%) of the final course grade.

  - o Examinations preferably use short answer questions, essays, and must require some form of application, critical thinking, and / or integrations of concepts. Multiple-choice questions should be less than 50% of the total exam points. If multiple-choice questions are used, they should predominantly focus on concept and technique application, not simple recall or recognition

  - o See academic senate policy: (http://www.csulb.edu/divisions/aa/grad_undergrad/senate/documents/policy/2005/07/)

IX. Course Assessment and Grading (Optional but highly recommended for core courses)

X. Disabilities

- Students with disabilities are responsible for notifying their instructor as early as possible of their needs for an accommodation of a verified disability. A student with a disability is urged to consult with Disabled Student Services as soon as possible in order to identify possible accommodations to enhance academic success.

In compliance with Accessibility and Faculty Responsibility for the Selection of Instructional Materials (PS 08-11), instructors are responsible for ensuring that their syllabi and instructional materials are accessible to all students.

Updated 08-02-2016 SD

XI. Bibliography (Optional)

XII.   Consistency of SCO Standards across Sections

<u>All future syllabi will conform to the SCO</u>. The course coordinator should review the SCO and offer advice and/or materials to faculty member new to teaching the course. The course coordinator may offer or require regular review of instructors' course materials as well as anonymous samples of student work.

XIII.   Additional Resources for Development of Syllabi
  - University policy <u>Course Syllabi and Standard Course Outlines (PS 11-07)</u>
  - Academic Technology (ATS) <u>Accessible Syllabus Template</u>
  - Faculty Center for Professional Development (FCPD) <u>Sample Syllabus Template</u>

XIV.   Additional Resources for Development of Syllabi
  - University policy <u>Course Syllabi and Standard Course Outlines (PS 11-07)</u>
  - Academic Technology (ATS) <u>Accessible Syllabus Template</u>
  - Faculty Center for Professional Development (FCPD) <u>Sample Syllabus Template</u>

Updated 08-02-2016 SD