



# Standard Course Outline

## MKTG 666 Seminar in International Marketing

### 1. General Information:

- Units: 3 credits
- Prerequisites: MBA Standing
- Course Coordinator: Chair
- Date Prepared: October 2012

### 2. Catalog Description:

- Current: Analysis of problems and opportunities in international marketing operations. Consideration of entry strategies, competitive strategies, domestication, and nationalization problems. Use of marketing information systems to evaluate opportunities and threats in foreign markets.
- Proposed: The study of global marketing theory and practice. Analysis of cultural foundations, foreign entry, local marketing, and global marketing management. Emphasis on cross-cultural differences in consumer behavior, importance of emerging markets, and public policy issues.

### 3. Curriculum Justification:

With globalization, most marketing professionals today are in some way impacted by foreign influences. Thus, understanding international marketing becomes increasingly important. This course introduces the topic at a graduate level through coverage of various market entry alternatives, the local marketing mix (product, price, place and promotion), and global marketing strategies. 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, especially in developing countries.

### 4. Course Learning Objectives:

The course investigates international marketing largely from a managerial perspective with a strong emphasis on how different cultural environments influence decision making in local markets and globally. The course provides the student with a necessary mix of (1) critical analysis and ethics, (2) learning and application of concepts and techniques, and (3) communication and presentation skills.

- **Learning Goal – Critical Thinking:** Students will demonstrate an ability to (a) comprehend the various aspects of a company's marketing strategy in local and international markets and b) analyze the local and global environmental forces that influence such strategies.

- **Learning Goal – Ethics:** Students will understand the larger ethical and social responsibility consequences of marketing practices around the world, especially in emerging markets, and will make marketing decision using ethical, legal, and socially responsible choices.
- **Learning Goal – International Marketing Functions:** Students will demonstrate an ability to understand key international marketing concepts including standardization v. adaptation of the marketing mix and international market segmentation.
- **Learning Goal – Application:** 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 Goal – Communications and Presentation:** 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.

**5. 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 dictate the depth of coverage of topics. Multiple-choice exams are not allowed. All written individual and team assignments must be submitted through plagiarism detection software programs such as Turnitin. Student achievement of course learning goals should be evaluated through case analyses, essay exams, projects, simulations, or other more advanced testing techniques.

	Topics:
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2	Cultural foundations of international marketing
3	Researching foreign markets
4	Foreign market entry through exporting, licensing, strategic alliances, FDI
5	Local marketing in mature markets
6	Local marketing in emerging markets
7	Global products, services, and branding
8	Global pricing
9	Global distribution
10	Global advertising, promotion, and sales management
11	Public policy, ethical, and social responsibility issues in international marketing

The textbook for this course must be a graduate level text that differentiates this course from the undergraduate MKTG 480 course. An example of a text that may be used is:

- Johansson, Johny K. (latest edition), Global Marketing: Foreign Entry, Local Marketing, & Global Management, 5<sup>th</sup> Edition. New York: McGraw-Hill/Irwin.

- Advanced cases such as Harvard, Ivey School, and Stanford cases.
- Readings from books such as .....

## 6. Instructional Policies:<sup>1</sup>

- Grading Policy:
  - 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. See academic senate policy: ([http://www.csulb.edu/divisions/aa/grad\\_undergrad/senate/documents/policy/2005/07/](http://www.csulb.edu/divisions/aa/grad_undergrad/senate/documents/policy/2005/07/)).
- 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 behaviors 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.
- 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 instructor, the chairperson, and the Dean of the CBA.
- Academic Integrity:
  - Students are expected to do original work for all assignments, including exams. 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/](http://www.csulb.edu/divisions/aa/grad_undergrad/senate/documents/policy/2008/02/)). Please avoid an embarrassing or unfortunate situation.

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<sup>1</sup> Please refer to the most recent university instructional policies.

- Campus Computer/Network Usage:
  - 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.
  
- 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.