

Standard Course Outline

MKTG 481 International Marketing in Selected Markets

I. General Information

- ♦ Course number: MKTG 481
- ♦ Title: International Marketing in Selected Markets
- ♦ Units: 3 credits
- ♦ Prerequisites: MKTG 300 and I S 301 (IS 301 waived for Marketing minors)
- ♦ Course Coordinator: Department Chair
- ♦ Date prepared/revised: 04/2020

II. Catalog Description

Taught as a special topics seminar. Depending upon the instructor, topics may include marketing within specific regions such as Asia or Europe, marketing in developing countries, or international aspects of the marketing mix such as global advertising and global retailing. Letter grade only (A-F).

III. Curriculum Justification(s)

MKTG 481 gives students a deeper understanding of international marketing by focusing on a specific part of the world, such as Europe, Latin America, and Southeast Asia, or by investigating topics in strategy and policy of global significance, such as advertising and promotions management, environmental sustainability, and marketing and development. This course is an elective course for Marketing and International Business majors and Marketing Minors. It is a required course for International Business Minors who choose the International Marketing Track.

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

Sections of MKTG 481 may investigate international marketing largely from a managerial perspective, but may also stress global policy questions. Different approaches will emphasize the historical, economic, political, legal, and cultural environments that influence management and policy decision-making. The course provides the student with a necessary mix of (1) critical analysis, (2) application of concepts and techniques, and (3) communication. The specific learning goals are as follows:

- **Critical Thinking:** Students will demonstrate an ability to comprehend the various aspects of marketing issues and strategies in a specific global regions and/or an international aspect of the marketing mix.

- **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 for public policy makers.
- **Business Function:** Students will demonstrate an advanced ability to understand elements of the marketing mix (products and brands, pricing, distribution, advertising and promotion, and sales) as they are applied globally, or in a specific region.
- **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 presentation of their solution to them as a team. Emphasis will be on participation, practice and presentations.

V. Outline of Subject Matter

Because MKTG 481 is taught as a special topics seminar, mandating one outline suitable for all approaches and subject matter that could be covered is not feasible. Below are sample outlines drawn from previously taught sections. Depending upon the instructor's personal preferences in teaching this course, some topics may be deleted from and others added to the outline. The order of the topics listed in the outlines below may be adjusted and some topics listed may be discussed together as a unit.

A. Marketing in Europe: Topics

1. European geography
2. European marketing history
3. European economic and social indicators
4. Cultural values in Europe
5. European political and legal environments
6. European consumer markets
7. Trends in European products and pricing
8. Trends in European retailing and distribution
9. Trends in European advertising and promotion
10. Trade frictions between the U.S. and Europe
11. Marketing implications of European food safety concerns
12. European telecommunications and Internet markets and marketing
13. Sports marketing in Europe
14. Service quality in Europe

B. Marketing in Latin America: Topics

I. Fundamentals

1. The Latin American marketing manager
2. Theoretical foundations; profitability, efficiency, and ideology
3. Cultural foundations



4. Political, economic, and legal/regulatory concerns

II. Effects of marketing on developing countries

5. Global vs. local culture
6. Intellectual property rights vs. human rights
7. Consumerism
8. Sustainability

III. Commercial Marketing

9. Mexico
10. Brazil
11. Argentina, Venezuela
12. Cuba and others

IV. Social Marketing for Developing Countries

13. Knowledge and Poverty
14. Democracy and development

C. Export Marketing: Topics

1. Export marketing strategy
2. Assessing company readiness to export
3. Researching and selecting export markets
4. Exploring international entry modes
5. Partnering strategies
6. Developing an export marketing plan
7. Working with facilitating and support firms
8. Budgeting for exporting
9. Analyzing the legal environment of exporting
10. Managing logistics and supply chains in exporting
11. Understanding foreign cultures
12. Product adaptation
13. Advertising and promotion for export
14. Export costing
15. Pricing for export markets
16. Financial aspects and payments in exporting
17. Managing export operations

D. Marketing in Developing Countries: Topics

I. Introduction and Basic Concepts

1. Human development concepts
2. Characteristics of developing countries

II. Commercial Marketing in Developing Countries

3. Market Research in developing countries

4. The marketing mix in developing countries

III. Effects of Marketing on Developing Countries

5. Marketing and cultural diversity
6. Marketing and intellectual property
7. Food marketing and obesity in developing countries
8. Marketing and sustainable consumption

IV. Social Marketing for Developing Countries

9. Social marketing concepts
10. Fair trade marketing
11. Countries as brands
12. Corporate ethics and social responsibility

VI. Methods of Instruction

E. Instruction Mode

- Traditional
- Hybrid
- Local Online
- Distance Education

F. Classroom Activities

There must be at least one major project in the course. It is recommended that all written individual/team assignments be submitted through plagiarism detection software such as Turnitin.

Additional active learning tasks that may be used in the course:

- Individual participation and discussion.
- Participation (in-class) exercises that involve individual and/or group work.
- Formal presentation of group work.
- Exercises that include students actively working together either in class or outside of class on small projects, etc.
- 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.

VII. Information about Textbooks/Readings

Given the variety of topics that MKTG 481 explores, no standardized text for all sections is possible. Instructors will find texts and supplemental readings germane to their specific

topic. Generally speaking, the types of international marketing textbooks used in MKTG 480 are inappropriate for MKTG 481 and should not be used.

Examples of texts include:

- Gutmann, Matthew C. and Jeffrey Lesser (2016), *Global Latin America: Into the Twenty-First Century*, Oakland: University of California Press. (This book of readings, from the UC Press Global Square Book Series, provides a general introduction to the region.)
- Mahajan, Vijay (2016), *Rise of Rural Consumers in Developing Countries: Harvesting 3 Billion Aspirations*, New Delhi: Sage Publications Pvt., Ltd.
- Mueller, Barbara (2017), *Dynamics of International Advertising: Theoretical and Practical Perspectives*, Third Edition, New York: Peter Lang Publishing, Inc.
- Zou, Shaoming, Daekwan Kim, and S. Tamer Cavusgil (2009), *Export Marketing Strategy: Tactics and Skills That Work*, New York: Business Expert Press, LLC.

VIII. Instructional Policies Requirements

A. 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 of the final course grade.
- 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.
- See [Academic Senate Policy Statement 12-03: Final Course Grades, Grading Procedures, and Final Assessments](#).

B. 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](#).

C. 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 COB.

D. 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 the [College of Business policy on academic integrity](#) and the University's [Academic Senate Policy Statement 08-02: Cheating and Plagiarism](#). Please avoid an embarrassing or unfortunate situation.

E. 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.

IX. Disabilities:

The [Bob Murphy Access Center](#) (BMAC) provides certification for students with disabilities and helps arrange relevant accommodations. Any student requesting academic accommodations based on a disability is strongly encouraged to register with Disabled Student Services (BMAC) each semester. A letter of verification for approved accommodations can be obtained from BMAC. Please be sure to provide your instructor with BMAC verification of accommodations as early in the semester as possible. The phone number for BMAC is (562) 985 5401. The email address is: bmac@csulb.edu.

X. Assistive Technology

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.

XI. Consistency of SCO Standards across Sections

All future syllabi will conform to the SCO. 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.

XII. Additional Resources for Development of Syllabi

- [Academic Senate Policy 11-07: Course Syllabi and Standard Course Outlines](#)
- College of Business [Accessible Syllabus Template](#)
- Faculty Center [Course and Syllabus Design](#)