

**OHLONE COLLEGE**  
**Ohlone Community College District**  
**OFFICIAL COURSE OUTLINE**

**I. Description of Course:**

- |  |   |
|--|---|
| 1. <b>Department/Course:</b> <u>BA - 137</u>   | 7. <b>Degree/Applicability:</b><br>Credit, Degree Applicable, Transferable<br>- CSU (T) |
| 2. <b>Title:</b> <u>Introduction to International<br/>Marketing</u>  | 8. <b>General Education:</b>  |
| 3. <b>Cross Reference:</b>   | 9. <b>Field Trips:</b> <u>Not Required</u>  |
| 4. <b>Units:</b> <u>3</u><br><b>Lec Hrs:</b> <u>3</u><br><b>Lab Hrs:</b><br><b>Tot Hrs:</b> <u>54.00</u>   | 10. <b>Requisites:</b>  |
| 5. <b>Repeatability:</b> <u>No</u>   |   |
| 6. <b>Grade Options:</b> Grade Only (GR)   |   |
| 12. <b>Catalog Description:</b><br>Survey course that covers the essential elements of international marketing, beginning with its definition and concluding with international marketing strategy implementation. |   |
| 13. <b>Class Schedule Description:</b><br>Survey course covering the elements of international marketing from definition to strategy implementation.   |   |
| 14. <b>Counselor Information:</b><br>Course covers all aspects of international marketing and is especially suited for business majors, international students and professionals working in global companies       |   |

**II. Student Learning Outcomes**

The student will:

1. Define international marketing and identify the different levels of international involvement.
2. Compare and contrast the differing legal systems and intellectual property laws and their impact on global marketing.
3. Analyze the key components of the international marketing environment, including barriers to and cultural influences on international trade.
4. Describe the international marketing research process and the elements of international strategic planning.
5. Outline the components of the international marketing mix and the strategies used in the international marketplace.
6. Design an appropriate product-specific marketing plan for an international target audience.

**III. Course Outline:**

- A. Scope, content, and drivers of international marketing - a definition of international marketing and an identification the different levels of international involvement.
- B. International marketing environment - a description of the components of the international marketing environment.
- C. International trade - an explanation of the barriers to and facilitators of international trade.
- D. Regional economic and political integration - a discussion of the different levels of economic and political integration and successful trade agreements.
- E. Cultural influences - an identification of the elements of culture and an examination of how they affect marketing practices around the world.
- F. International marketing research - an outline of the steps involved in international marketing research and an analysis the constraints involved for each step
- G. International strategic planning - a summary of the primary factors in designing strategy, including country attractiveness, consumer segmentation, and targeting and positioning strategies.
- H. Expansion strategies and entry mode selection - an evaluation of the modes of entry and an assessment of the risks involved at each level.
- I. Branding decisions in international markets - an explanation of the drivers for international standardization and the issues related to brand name protection and counterfeiting.
- J. International product and service strategies - a presentation of the stages of the international product life cycle and the locus of operations and target markets at each stage.
- K. International distribution and logistics management - a description of the functions of international distribution intermediaries.
- L. International retailing - a summary of the characteristics of each of the retailing categories and provide examples and illustrations of each type.
- M. International promotional mix and advertising strategies - a description of the international promotional mix, communication process, and advertising formats and practices.
- N. International publicity, public relations, and sales promotion strategies - a definition of these three concepts and illustrate their application in the international market.
- O. International personal selling and personnel management - an analysis of the issues involved in managing international employees and an explanation of the tools used for successful management.
- P. International pricing strategy - an outline of the pricing-related challenges imposed by internal constraints, competition, and the political, legal, economic and financial environments that firms face.
- Q. Organizing and controlling international marketing operations - an identification of the factors that determine organizational design and illustrate the different design options.

#### IV. **Course Assignments:**

##### A. Reading Assignments

1. Students will be assigned reading from the text, e.g. the entire chapter on cultural influences and culture affects marketing practices around the world.
2. Assigned readings from current newspapers on international marketing topics, e.g. an article about Wal-Mart opening stores in rural areas of China and how it is changing its product mix to meet the needs of this new market segment.

3. Internet articles highlighting international marketing opportunities or international marketing successes or failures.

B. Projects, Activities, and other Assignments

1. Develop and present an international marketing plan for a specific product in a particular country outside the United States.

C. Writing Assignments

1. Minimum of two analytical essays on topics determined by instructor, e.g. marketing strategies in foreign markets in the current economic situation
2. Minimum of two short-response papers on in-class videos or reading assignments, e.g. promotional strategies appropriate for the foreign markets

V. **Methods of Evaluation/Assessment:**

- A. Minimum of two midterms and a final exam, exams to be primarily objective, using multiple-choice and/or true-false questions, but may include short answer essays when appropriate. Short answer essay, e.g. list and explain the stages in the international product life cycle
- B. Written report covering and an oral presentation of an international marketing strategy for a specific product.
- C. In addition, instructor may require quizzes, short-answer essays, or class participation as part of assessment tools.

VI. **Methods of Instruction:**

- A. Lecture
- B. Discussion
- C. Demonstration
- D. Audiovisual
- E. Computer Assisted Instruction
- F. Collaborative Learning

VII. **Textbooks:**

Recommended

1. Dana-Nicoleta Lascu *International Marketing* Third Edition, Thomson, 2008 ISBN: 139781426627521

Supplemental

VIII. **Supplies:**