

BUS 141: INTERNATIONAL MARKETING

Citrus College Course Outline of Record

Heading	Value
Effective Term:	Fall 2024
Credits:	3
Total Contact Hours:	54
Lecture Hours :	54
Lab Hours:	0
Hours Arranged:	0
Outside of Class Hours:	108
Total Student Learning Hours:	162
Strongly Recommended:	BUS 130.
Transferable to CSU:	Yes
Transferable to UC:	No
Grading Method:	Standard Letter

Catalog Course Description

Concepts, principles, theory and practice of international marketing. United States and foreign marketing organizations, U. S. international marketing position, market entry strategies, analysis of foreign markets, culture and marketing, product design, pricing distribution, promotion, and sales. 54 lecture hours.

Course Objectives

- evaluate the international marketing position of the United States in the global marketplace and select appropriate market entry strategies
- identify appropriate sources of foreign market information, analyze export and local manufacturing opportunities for United States firms, incorporate cultural, political and legal considerations in his/her analysis of the foreign market
- demonstrate knowledge of the various forms of international business organization and administration including tax and labor considerations
- select the most advantageous marketing and distribution channels, the correct product/service mix, the most appropriate pricing and promotional policies for each target market, the best payment systems, repatriation of capital, local capital sources and credit extensions
- develop strategic marketing plans for a product
- discuss and evaluate the effect of tariffs, quotas, subsidies, and state-owned corporations on growth of world trade

Major Course Content

1. The Scope and Challenge of International Marketing
2. The Dynamic Environment of International Trade
3. History and Geography: The Foundations of Culture
4. Cultural Dynamics in Assessing Global Markets
5. Culture, Management Style, and Business Systems
6. The Political Environment: A Critical Concern
7. The International Legal Environment: Playing By the Rules
8. Developing a Global Vision through Marketing Research

9. Economic Development and the Americas
10. Europe, Africa, and the Middle East
11. The Asia Pacific Region
12. Global Marketing Management: Planning and Organization
13. Products and Services for Consumers
14. Products and Services for Businesses
15. International Marketing Channels
16. Integrated Marketing Communications and International Advertising
17. Personal Selling and Sales Management
18. Pricing for International Markets
19. Inventive Negotiations with International Customers, Partners, and Regulators

Suggested Reading Other Than Required Textbook

The Travels of A T-Shirt in the Global Economy: An Economist Examines the Markets, Power, and Politics of World Trade Pietra Rivoli

Examples of Required Writing Assignments

Read an article concerning some aspect of International Marketing. You are to summarize the article in about 1 page. You may find suitable articles in any business related magazine or publication, or any other suitable business source on the Internet. A copy of the article is to be attached to your summary. If you use an article from the internet, the link to the article must be included in the summary. In the second portion of this assignment, students are required to analyze the article by identifying the potential impact on international business. Other sources including your textbook can be used to support your analysis of this article. This section should be at least 1 page in length.

Examples of Outside Assignments

Group PPT Presentation #2 "Chinese Companies Going Global"
Each group is expected to make one oral presentation, 35 minutes, in class. Follow the format below for both presentation and PPTs (with 20-30 slides). Please remember that you must turn in a hard copy of the PPTs to me at the beginning of the class. You should keep a separate copy for your presentation. Rehearsal is the key to better grade. The introduction (you names, company, and foreign country) The company:
1. select one Chinese company that is either conducting businesses in other countries or interested in going global
2. summary of one current (less than 4 weeks old) news related to the company's global actions (from BusinessWeek, Fortune, Harvard Business Review, The Wall Street Journal, or Google
3. the company's 4P+3C, brand, market segment/positioning, SWOT, customer relationship management, critical success factors, service quality, selling techniques, product samples/ad videos, research data analyses adopted by the firm
4. the foreign country's profile, your own experience (if any), google.com search: interesting facts, business culture in that country
5. compare the country against China (economy, population, industry, imports, exports, brands, ads, education, government, food, music, clothing, etc.)
Group thoughts (recommendations or comments) on:
6. foreign country entry-mode choice and whys
7. adaptations of the company's 4P+3C +brand in the foreign country and whys
8. your 3 key take-away points on how the Chinese company can marketing better and sell more in that foreign country

Instruction Type(s)

Lecture, Online Education Lecture