

Bemidji State University

BUAD 3751: International Marketing

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: *.*

Lab Hours/Week: *.*

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

This course provides a global orientation for marketing in today's complex, rapidly changing international business environment. It focuses on developing an effective global marketing strategy through market segmentation, market targeting, and market positioning in the international business world. Prerequisites: ACCT 2102 and ECON 2100.

B. COURSE EFFECTIVE DATES: 08/25/2008 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Cultural Dynamics in Assessing Global Markets
2. Culture, Management Style, & Business Systems
3. Developing a Global Vision Through Marketing Research
4. Economic Development & the Americas
5. Europe, Africa, & the Middle East
6. Global Marketing Management: Planning & Organization
7. History & Geography: The Foundations of Culture
8. Integrated Marketing Communications & International Advertising
9. International Marketing Channels
10. Negotiating with International Customers, Partners and Regulators
11. Personal Selling & Sales Management
12. Pricing for International Markets
13. Products & Services for Consumers
14. The Asia Pacific Region
15. The Dynamic Environment of International Trade
16. The International Legal Environment: Playing By the Rules
17. The Political Environment: A Critical Concern
18. The Scope & Challenge of International Marketing

D. LEARNING OUTCOMES (General)

1. expand their consciousness about the importance of viewing international marketing management strategies from a global perspective.
2. seek market opportunities outside the home country.
3. stimulate curiosity about management practices of companies large and small.

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted