

Inver Hills Community College

BUS 1111: Principles of International Marketing

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: 0

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

Surveys dominant marketing approaches and their development in different areas of the world. Course surveys Import, export, direct sale, licensing, franchising, the role of regional economic blocks, and international trade organizations as various ways of market entry and market expansion. Prerequisite: Recommended: BUS 1109

B. COURSE EFFECTIVE DATES: 08/27/2012 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Developing strategies for international market entry - 10%
2. Export as the initial market entry and financing options - 15%
3. International Marketing Environment: Culture, Economic Forces, Political/Legal, and Competition - 25%
4. Role of regional economic cooperation blocks in international marketing and barriers to entry in international markets - 25%
5. Selecting direct sale, licensing, franchising, and other means for long term marketing - 25%

D. LEARNING OUTCOMES (General)

1. Describe alternative strategies for international market entries
2. Develop a conceptual framework for deciding the optimal strategy to enter an international market
3. Define the impact of differences in the economics, Social, political, legal, and cultures on international marketing strategies
4. Analyze the impact of cultural, economic, social, political, legal variations on international marketing decisions
5. Explain the role of regional economic cooperation in international marketing

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted