



# BROWARD COLLEGE COURSE OUTLINE

**LAST REVIEW: 2010-2011      NEXT REVIEW: 2015-2016      STATUS: A**

**COURSE TITLE: International Marketing**

**COMMON COURSE NUMBER: MAR 2141: MAR 2141**

**CREDIT HOURS: 3**

**CONTACT HOUR BREAKDOWN**

*(Per 16 week term)*

**CLOCK HOURS:**

*(Voc. Course ONLY)*

Lecture: **48**

Lab:

Clinic:

Other:

**PREREQUISITE(S): None**

**COREQUISITE(S):**

**PRE/COREQUISITE(S):**

**COURSE DESCRIPTION:** This course examines basic marketing principles related to business in an international setting. Emphasis is placed on the role of the international marketing manager in the development of marketing strategies for a variety of markets in diverse cultural and economic situations. Topics covered include the decision-making process in the area of foreign market analysis, target market identification, product planning, promotion, and channels of distribution.

## **UNIT TITLES**

- 1. Overview of International Marketing**
- 2. International Trade and Economic Concepts**
- 3. World Geography in Brief**
- 4. Foreign Societies and Cultures**
- 5. The Political and Legal Environments**
- 6. The Strategic Planning Process**
- 7. Foreign Market Analysis and Marketing Research**
- 8. International Product Strategy**
- 9. International Marketing Channels and Export Trade Logistics**
- 10. Promotion in an International Setting**
- 11. Pricing in World Markets**

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## **UNITS**

### **Unit 1: Overview of International Marketing**

#### **General Outcome:**

- 1.0 The student will be able to describe how marketing plays an important role in global business.**

#### **Specific Measurable Learning Outcomes:**

**Upon successful completion of this unit, the student shall be able to:**

- 1.1 Define international trade and international marketing.**
- 1.2 List the basic tenets of the "Marketing Concept."**
- 1.3 Describe the current position of the U.S. in inter-national trade.**
- 1.4 Explain the role of the multinational corporation.**
- 1.5 Describe techniques for market segmentation.**
- 1.6 Defend verbally the need to identify target markets.**

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**Unit 2: International Trade and Economic Concepts**

**General Outcome:**

- 2.0 The student will be able to discuss fundamental concepts of international trade and global economics.**

**Specific Measurable Learning Outcomes:**

**Upon successful completion of this unit, the student shall be able to:**

**2.1 Discuss the differences between a market directed and a centrally planned economic system.**

**2.2 Define "first," "second," and "third world" nations.**

**2.3 List components of and their impact on the "balance of payments."**

**2.4 Explain the concept of comparative economic advantage.**

**2.5 List major types of trade barriers.**

**2.6 Discuss philosophies toward trade, including:**

**2.6.1 Protectionism**

**2.6.2 Free Trade**

**2.6.3 Isolationism**

**2.6.4 "Favorable Balance of Trade"**

**2.7 Define and list purposes of the GATT and the IMF.**

**2.8 Use the TSUSA.**

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**Unit 3: World Geography in Brief**

**General Outcome:**

- 3.0 The student will be able to identify the location of major world regions and countries that are important as participants in world trade.**

**Specific Measurable Learning Outcomes:**

**Upon successful completion of this unit, the student shall be able to:**

- 3.1 Locate continents on a map.**
- 3.2 Locate major nations on a map.**
- 3.3 Identify regional trading blocks.**
- 3.4 Name major ports of the world.**
- 3.5 Define the "C.B.I."**
- 3.6 Define and describe areas of cooperation within the EEC.**
- 3.7 Explain the concept of world cultural realms.**

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**Unit 4: Foreign Societies and Culture**

**General Outcome:**

- 4.0 The student will be able to describe cultural variables and their potential impact on trade among nations.**

**Specific Measurable Learning Outcomes:**

**Upon successful completion of this unit, the student shall be able to:**

- 4.1 List the types of cultural variables (language, customs, spiritual beliefs, etc.) that impact international business negotiations.**
- 4.2 Explain methods of adapting one's behavior to "fit in" and to demonstrate acceptable social behavior when conducting business in new cultural settings.**
- 4.3 Provide examples of specific cultural blunders that have been made by actual firms in carrying out international marketing plans.**

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**Unit 5: The Political and Legal Environments**

**General Outcome:**

**5.0 The student will be able to describe the major types of political environments and legal systems present in the world.**

**Specific Measurable Learning Outcomes:**

**Upon successful completion of this unit, the student shall be able to:**

- 5.1 List political risks facing a firm entering a foreign market.**
- 5.2 Define the terms "Code Law" and "Common Law."**
- 5.3 Identify major U.S. government agencies that regulate international trade.**
- 5.4 List and explain the purpose of major treaties that impact world trade.**
- 5.5 Define "Intellectual Property."**
- 5.6 Contrast government participation in business in "socialistic" nations with that in "capitalistic" nations.**
- 5.7 Discuss variations in competition in diverse global settings.**
- 5.8 Define monopoly, oligopoly, and cartel.**

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**Unit 6: The Strategic Planning Process**

**General Outcome:**

- 6.0 The student shall be able to explain the need for and types of strategic international marketing plans.**

**Specific Measurable Learning Outcomes:**

**Upon successful completion of this unit, the student shall be able to:**

- 6.1 Describe the marketing planning process: TM + 4 PS.**
- 6.2 List and explain six major foreign market-entry strategies.**
- 6.3 Explain the importance of having an organizational structure that will allow the international marketing manager to carry out marketing strategy.**

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**Unit 7: Foreign Market Analysis and Marketing Research**

**General Outcome:**

- 7.0 The student will be able to explain the basic procedures used to analyze foreign markets through the use of marketing research techniques.**

**Specific Measurable Learning Outcomes:**

**Upon successful completion of this unit, the student shall be able to:**

- 7.1 List major economic indicators.**
- 7.2 List sources of foreign market data.**
- 7.3 Describe demand estimation techniques.**
- 7.4 Explain the terms or concepts:**
- 7.4.1 "Primary Data" Collection**
  - 7.4.2 "Secondary Data" Collection**
  - 7.4.3 Scientific Method**
  - 7.4.4 Research Design**
  - 7.4.5 Research Methodology**
- 7.5 Describe the types of information available through the U.S.D.O.C.**

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**Unit 8: International Product Strategy**

**General Outcome:**

- 8.0 The student shall be able to explain basic product decision-making tools and concepts available to the international marketing managers.**

**Specific Measurable Learning Outcomes:**

**Upon successful completion of this unit, the student shall be able to:**

- 8.1 Diagram and discuss the international product life cycle.**
- 8.2 Explain the types of product adaptations needed in various market entry strategies.**
- 8.3 Discuss branding concepts and major international branding strategies.**
- 8.4 Identify major models used in strategic product-line addition, improvement, and deletion decisions.**

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**Unit 9: International Marketing Channels and Export Trade Logistics**

**General Outcome:**

- 9.0 The student will be able to describe how goods move from one market to another and be able to list types of middlemen who facilitate international trade.**

**Specific Measurable Learning Outcomes:**

**Upon successful completion of this unit, the student shall be able to:**

- 9.1 List and describe characteristics of major transportation modes.**

- 9.2 Define "Lash," "RO/RO," "containerization," "intermodal," "piggyback," and "demurrage."**

- 9.3 List the major types of international trade middle-men and describe their functions:**

**9.3.1 EMC**

**9.3.2 FSC**

**9.3.3 International Freight Forwarder**

**9.3.4 Customhouse Broker**

**9.3.5 Foreign Agents**

**9.3.6 Distributors**

- 9.4 List and describe the purpose of major shipping and entry documents:**

**9.4.1 Bill of Lading**

**9.4.2 S.E.D.**

**9.4.3 Pro Forma Invoice**

- 9.5 Identify major transportation and physical handling goals and problems.**

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**Unit 10: Promotion in an International Setting**

**General Outcome:**

- 10.0 The student will be able to describe the types of promotional tools available and of how they are used in diverse cultural and legal environments.**

**Specific Measurable Learning Outcomes:**

**Upon successful completion of this unit, the student shall be able to:**

**10.1 Discuss common intercultural communication errors.**

**10.2 Evaluate promotional activities of actual firms.**

**10.3 List communication barriers.**

**10.4 List major promotional tools:**

**10.4.1 Advertising**

**10.4.2 Personal Selling**

**10.4.3 Sales Promotion**

**10.4.4 Others**

**10.5 Explain the importance of legal compliance.**

**10.6 Differentiate between "Push" and "Pull" strategies.**

**10.7 Name (list) unique international promotional tools:**

**10.7.1 Trade Mission**

**10.7.2 Others**

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**Unit 11: Pricing in World Markets**

**General Outcome:**

- 11.0 The student will be able to explain major price policies, the concept of foreign currency, and methods of payment.**

**Specific Measurable Learning Outcomes:**

**Upon successful completion of this unit, the student shall be able to:**

- 11.1 Define "confirmed" and "unconfirmed" letter of credit.**
- 11.2 List major methods of payment and payment instruments.**
- 11.3 Discuss the appropriate use of various pricing strategies:**
- 11.3.1 Cost plus**
  - 11.3.2 Market-oriented**
  - 11.3.3 Competition-based**
  - 11.3.4 Target R.O.I.**
- 11.4 Use foreign exchange rates to convert prices from one currency to another.**
- 11.5 Describe price quote terms and terms of sale:**
- 11.5.1 C.I.D.**
  - 11.5.2 F.A.S.**
  - 11.5.3 F.O.B.**
  - 11.5.4 Others**
- 11.6 List organizations that finance exports and/or direct foreign investments.**
- 11.7 Explain the nature and purpose of barter and counter-trade.**