



COURSE TITLE : **INTERNATIONAL MARKETING**

COURSE NUMBER : **MKTG 350**

CREDITS : 3

PREREQUISITE : MKTG 210

ECTS CREDITS : 6

OFFERED : FALL , SPRING

SEMESTER HOURS : 36

COURSE DESCRIPTION & OBJECTIVES :

The main emphasis of the course will be on practical experience through the development of a well-conceived international marketing plan. You will develop an understanding of the tools and techniques used in the marketing of goods and services on a global basis and gain experience in formulating international marketing policies.

The student will gain a working knowledge of international marketing terms and concepts. He/she will develop a managerial viewpoint of marketing decision making and gain a basic knowledge of the global environment. The course will attempt to sharpen your analytical and critical skills through case studies and the regular reading and analyzing of current events.

INSTRUCTIONAL METHODOLOGY :

The course is developed through lectures, discussion and group/individual presentations of case studies. Students are expected to thoroughly read text materials and participate in class discussion. Will be covered in class :

- Introduction : The International Marketing Plan
- Internationalizing the firm ; Strategic options ; the socio-cultural environment
- Public policy environment ; Creating a competitive advantage
- Global, regional & emerging markets
- International markets & customers ; Analysis of international competitors
- Entering international markets ; Exporting as a strategy
- Competitive alliances; Entering markets through foreign direct investment
- Consumer products firm ; the services firm
- International distribution ; Selling & negotiating
- Managing international marketing operations

TEXT : ***Global Marketing Essentials***, Keegan & Green, Prentice-Hall, 6th Edition, 2010

EVALUATION :

The final grade will be made up of a class participation, articles and case studies handed in, a mid-term test and the final examination.