

MKTG 6072 International Marketing

Executive Summary

Course:	MKTG 6072 International Marketing
Credits:	4 credits
Prerequisites:	MBA 6210

Description

Dealing with marketing issues and opportunities around the world. Understanding the pros and cons of the global market place and developing programs which will maximize success in these environments. Learning about foreign environments in both developed and developing countries and assessing how to apply the appropriate marketing mix in these environments. Developing an understanding of the complex and varied world outside the United States. An important element in the course is its experiential assignment. This involves working directly with local companies on a major international marketing problem they are currently dealing with. Student groups will be required to interact with key international marketing executives and their foreign subsidiaries to provide a marketing analysis and recommendations to solve this problem.

Cases are used throughout the course. These cases provide a thorough analysis of the kinds of marketing problems companies face in different marketing environments around the world. We cover India and China thoroughly, given the rapidly emerging power of these two economies on the world economic scene.

Objectives

- Analyze marketing approaches in various countries to assess their strengths and weaknesses
- Understand the diverse marketing situations countries present to the global marketer
- Evaluate and implement global marketing concepts appropriate for the countries being investigated.
- Create action plans to ensure long term success in these markets
- Learn how to work with foreign marketing personnel on solving marketing problems.

Learning Outcomes

Students will come away with an understanding of the global environment which will enable them to:

- Develop effective global marketing strategies for their companies
- Understand the environment and culture of many of the major countries in the world
- Apply global marketing concepts to the challenges facing their companies today.
- An understanding of how to work with foreign entities.