

PALOMAR COLLEGE
COURSE OUTLINE OF RECORD FOR
DEGREE CREDIT COURSE

Transfer course A.A. degree applicable course
(check all that apply)

COURSE NUMBER AND TITLE: IBUS 105 International Marketing

UNIT VALUE: 3

MINIMUM NUMBER OF SEMESTER HOURS: 48

BASIC SKILLS REQUIREMENTS: Appropriate language and computational skills.

ENTRANCE REQUIREMENTS

PREREQUISITE: None.

COREQUISITE: None.

RECOMMENDED PREPARATION: IBUS 100.

SCOPE OF COURSE: Surveys international organizations' basic elements for developing markets. Analyzes the market design and the techniques necessary to develop business within selected regions of the world. Discusses the impact due to differences in customs, languages, attitudes, and culture.

SPECIFIC COURSE OBJECTIVES: Successful students will

1. identify the importance of culture in marketing, so when confronted with the task of marketing in a foreign milieu, the impact of crucial cultural differences will not be overlooked;
2. identify the importance of planning when confronted with strategic problems inherent in marketing across cultural boundaries;
3. identify the skills needed in
 - a. locating new markets to replace saturated markets
 - b. customizing products for the demands of new markets
 - c. determining which products world customers want
 - d. establishing appropriate pricing strategies
 - e. developing adequate distribution channels to serve world customers
 - f. overcoming barriers that hinder implementation of marketing programs

4. analyze case studies dealing with the cultural, legal, political, and institutional implications of international operations.

CONTENT IN TERMS OF SPECIFIC BODY OF KNOWLEDGE:

- I. Overview of International Marketing
 - A. Definition
 - B. Increased interest in foreign markets
 - C. Entering foreign markets
 - D. The tasks of international marketing
 - E. Environmental adjustment
- II. Marketing and World Business
 - A. Historical overview
 - B. The U.S. and world trade
 - C. Export patterns and growth
 - D. Competition in international marketing
- III. International Trade Concepts and Theory
 - A. The world marketplace
 - B. International trade
 - C. Theories of relative and absolute advantage
 - D. Balance of payments and exchange rates
 - E. World market development
 - F. Market protection
- IV. Cultural Dynamics in Assessing World Markets
 - A. Cultural knowledge
 - B. Culture and its elements
 - C. Cultural change
 - D. Planned cultural change
- V. Political Considerations in Assessing World Markets
 - A. Governments and political party systems
 - B. Nationalism
 - C. Assessing political vulnerability
 - D. Expropriation and other risks
 - E. Encouraging foreign investment
- VI. The International Legal Environment
 - A. Bases for legal systems
 - B. Jurisdiction in international legal disputes
 - C. Legal recourse in resolving international disputes
 - D. Commercial law within countries
 - E. Protection of industrial property rights
- VII. Business Customs and Practices in World Marketing
 - A. Required adaptation - relationship between culture and business customs
 - B. Business structure
 - C. Management attitudes and behavior
 - D. Patterns of competition
 - E. Mode of doing business
- VIII. Researching World Markets
 - A. Breadth and scope of international marketing research
 - B. The research process
 - C. Problems in analyzing and interpreting research information
 - D. Responsibility for conducting marketing research
 - E. Sources of secondary data
 - F. Multinational marketing information systems

- IX. Multinational Markets
 - A. History of multinational economic organizations
 - B. Patterns of multinational cooperation
 - 1. Free-trade area
 - 2. Common market
 - 3. Political union
 - C. Multinational markets
 - D. Strategic implications for marketing
 - E. Marketing path to global profits
- X. Developing Markets
 - A. Market growth and potential
 - B. Economic development
 - C. Trends in world consumer markets
 - D. Techniques of export marketing
- XI. Planning and Developing Consumer Products for Foreign Markets
 - A. Standardized versus differentiated products
 - B. Product line adaptation
 - C. Piggyback export techniques
 - D. Product diffusion
- XII. Marketing Industrial Products and Services
 - A. The industrial product
 - B. Channel strategy for industrial products
 - C. Promotional problems abroad
 - D. Pricing and competition
 - E. Service as a product
- XIII. Advertising Abroad
 - A. Analytical framework and strategy
 - B. Competitive role of advertising
 - C. Creative challenges
 - D. Organizational and agency arrangements
 - E. Media planning and analysis
- XIV. Pricing in International Markets
 - A. Pricing policy
 - B. Cost factors
 - C. Market pricing
- XV. The International Distribution System
 - A. Structural analysis
 - B. Middlemen in foreign markets
 - C. Company distribution abroad
 - D. Facilitating agencies
- XVI. International Distribution Patterns and Strategy
 - A. Developing channel policies and strategies
 - B. Adapting to distribution patterns
 - C. Building international channels
 - D. Channel control
 - E. Purchasing international freight services
- XVII. Geography and Logistics
 - A. Climate and topography
 - B. Population
 - C. World trade routes
 - D. Logistics
- XVIII. Import and Export Trade Mechanics
 - A. Export marketing
 - B. Regulations and restrictions of exporting

- C. Regulations and restrictions of importing
- D. Export documents
- E. Packing and marking
- F. Foreign commercial payments
- XIX. Dynamics of International Planning and Organization
 - A. Planning international operations
 - B. Organizational strategy
 - C. Location of organizational headquarters
 - D. Owned international affiliates
 - E. External arrangements
- XX. Financing International Marketing
 - A. Financial planning for marketing
 - B. Money supply
 - C. Financial requirements for international marketing
 - D. Credit
 - E. Risk management
 - F. Sources of funds for international marketing operations
- XXI. International Marketing Manpower Management
 - A. Analysis of manpower needs
 - B. Requisite capabilities for marketers
 - C. Sources of marketing manpower
 - D. Developing international manpower
 - E. The multinational marketing manager
- XXII. Coordinating and Controlling World Marketing Operations
 - A. Volume control
 - B. Price control
 - C. Product control
 - D. Channel control

REQUIRED READING:

Cateroa, Phillip R. International Marketing. 9th edition. New York: Irwin, 1996.

SUGGESTED READING: Wall Street Journal.

REQUIRED WRITING: Four international marketing case studies, each requiring a minimum of a five-page, typewritten analysis.

OUTSIDE ASSIGNMENTS:

Students are expected to spend a minimum of three hours per unit per week in class and on outside assignments, prorated for short term classes.

In addition to studying the text and lecture notes, students will prepare four international marketing case studies, and The Wall Street Journal current events in international marketing reports.

INSTRUCTIONAL METHODOLOGY:

Check all that apply:

- lecture
- laboratory
- lecture-laboratory combination
- directed study

This course may be offered as a distance education course and meets Title 5 regulations 55370, 55372, 55374, 55376, 55378, and 55380.

Yes No

If yes, check all that apply. (See guidelines for preparation for definitions.)

- telecourse
- mediated instruction
- computer assisted instruction

GRADING POLICY AND STANDARDS (include methods of determining whether the stated objectives have been met by students):

4 chapter exams @15% each.....	60%
4 case studies @5% each.....	20%
Wall Street Journal reports.....	5%
1 final exam.....	<u>15%</u>
TOTAL.....	100%

IS COURSE REPEATABLE FOR REASON(S) OTHER THAN DEFICIENT GRADE?

Yes No Number of times course may be taken for credit: 1

If yes, identify specific provision of Title 5 Division 2 section(s) 55761-55763 and 58161 which qualifies course as repeatable:

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