

University of Arkansas – Fort Smith
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General Syllabus

MKTG 4203 International Marketing

Credit Hours: 3 Lecture Hours: 3 Laboratory Hours: 0

Prerequisite(s): MKTG 3013 Principles of Marketing Management and admission to the College of Business or consent of the instructor

Effective Catalog: 2018-2019

I. Course Information

A. Catalog Description

Examines opportunities and challenges faced by marketers conducting business on a multi-national or global scale. Focuses on effectively making decisions related to international marketing objectives, foreign market selection, market entry strategy, and adaptation of product, pricing, distribution, and integrated marketing communication strategies to best ensure long-term organizational success in each foreign market served.

II. Student Learning Outcomes

A. Subject Matter

Upon successful completion of this course, the student will be able to:

1. Identify opportunities and challenges faced by marketers doing business in multiple countries.
2. Explain the importance of cultural variation/diversity in the context of both consumer behavior and business practices (and the resultant implications for marketing strategy).
3. Contrast cross-regional and –national variation in technological and transportation infrastructures (and the resultant implications for marketing strategy).
4. Conduct cultural and economic analyses of countries (to determine market potential and inform marketing-related strategic decision-making).

B. University Learning Outcomes

This course enhances student abilities in the following areas:

Communication Skills (written and oral)

Students will work in a team environment using collaborative practices to understand and

solve marketing problems. Students will communicate ideas and strategic recommendations in written and verbal form.

Global and Cultural Perspectives

Students will be globally and culturally sensitive. They will learn to relate their own experiences to the international business environment.

Ethical Decision Making

Students will recognize ethical dilemmas and apply ethical concepts to determine viable alternatives and courses of action in situations faced by international marketers.

III. Major Course Topics

- A. The Scope and Challenge of International Marketing
- B. The Dynamic Environment of International Marketing
- C. History and Geography: The Foundations of Culture
- D. Cultural Dynamics in Assessing Global Markets
- E. Culture, Management Style, and Business Systems
- F. The Political Environment
- G. The International Legal Environment
- H. International Marketing Research
- I. Emerging Markets
- J. Multinational Market Regions and Groups
- K. Global Marketing Management
- L. Products and Services for Consumers
- M. Products and Services for Businesses
- N. International Marketing Channels
- O. Exporting and Logistics
- P. International Integrated Marketing Communications
- Q. Pricing for International Markets
- R. International Negotiations