Administrative Unit: Business Administration Department

Course Prefix and Number: MKTG 410

Course Title: Global Marketing

Number of Credit Hours: 3 Lecture Hours: 3 Laboratory Hours: 0

Catalog Description: Survey of current international marketing strategy including the historical context of global marketing and current environmental issues and marketing management techniques. Course meets World/Eastern Culture graduation requirement. Offered Fall Semester.

Prerequisite(s)/Corequisite(s): MKTG 310.

Text(s): Textbooks listed are not necessarily the textbooks used in the course.

Most current editions of the following:


Course Objectives:

- To trace the historical context of global marketing.
- To discuss current trends faced by global marketers.
- To discuss regional organization for international marketing.
- To analyze the need for adaptation/standardization in the international market.
- To apply the marketing mix variables to international marketing.

Measurable Learning Outcomes:

- Identify important historical trends in global marketing.
- Identify the important worldwide trade organizations.
- Identify the methods of regionalization for countries.
- Identify the different levels of economic development in the world.
- Explain the impact of a country’s economic development on the future success of global marketers.
- Summarize the social and cultural environment for global marketing.
- Explain the different legal systems in the world marketplace.
- Evaluate the impact of politics on global marketing.
- Compare and contrast adaptation and standardization of the marketing mix in the global...
marketplace.
• Explain the variables involved in selecting pricing strategy in the global marketplace.
• Identify the methods of entry in the global marketplace.
• Compare the risks and rewards of the different methods of entry into the global marketplace.
• Explain the cooperative strategies available in the global marketplace.
• Assess current issues in global marketing.
• Assess the future of global marketing.
• Critique case problems in global marketing.

Topical Outline (major areas of coverage):

Every business administration course includes a written and oral presentation component.
• The global marketing environment
• Analyzing and targeting global market opportunities
• Global marketing strategy
• Creating global marketing programs
• Managing the global marketing programs

Recommended maximum class size for this course: 35

Library Resources:

Online databases are available at http://www.ccis.edu/offices/library/resources.asp. You may access them from off-campus using your eServices login and password when prompted.

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Date: April 3, 2006

NOTE: The intention of the master syllabus is to provide an outline of the contents of this course, as specified by the faculty of Columbia College, regardless of who teaches the course, when it is taught or where it is taught. Faculty members teaching this course for Columbia College are expected to facilitate learning pursuant to the course objectives and cover the subjects listed in the topical outline. However, instructors are also encouraged to cover additional topics of interest so long as those topics are relevant to the course’s subject. The master syllabus is, therefore, prescriptive in nature but also allows for a diversity of individual approaches to course material.

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