Office of Academic Affairs  
Tarleton State University  
Date Prepared: 12/1/08  
Dates Revised:  

Master Course Syllabus Outline  

Department: Management, Marketing and Administrative Systems  
Course Prefix/Number: MKTG 454  
Course Title: International Marketing  
Master Syllabus Approved by Department on: 12/1/08  

I. Catalog Description:  
A global approach to the study of comparative marketing systems, including economic, social, technological, governmental and political environments as they affect international marketing operations.  

II. Prerequisites: MKTG 314 and GB 444, or permission of instructor  

III. Expanded Course Description:  
After an initial detailed review of the global business environment (culture, politics, economics and competition), the course will address marketing research from a global perspective, as well as analyze methods for identifying and targeting global consumers. The latter half of the course delves into successfully identifying, synthesizing and utilizing the marketing mix (product, distribution, promotion, and pricing) to achieve strategic international goals.  

IV. Intended Student Outcomes: (Must include outcomes of knowledge and skills, and may also include behavioral).  
At the conclusion of the course the student will be able to:  

A. Appreciate the impact of the global business environment upon international marketing decisions.  

B. Utilize a variety of research tools and sources to find, identify and use international, as well as individual country, data.  

C. Identify and target desired consumer markets.  

D. Develop a detailed strategic marketing plan including the appropriate entry mode and marketing mix to reach the identified target market.
E. Implement effective international goods and services strategies, including brand management.

F. Select appropriate distribution channels and logistic options to support the most efficient movement of the product from producer to consumer.

G. Create a promotional mix that will best match business resources and talents to the communication channels that will best reach and influence the international target market.

H. Compose and manage a personnel team that best matches the strategic marketing goals of the global company in its domestic and foreign markets.

I. Institute profitable and fair pricing techniques and policies that may be incorporated into a global marketing plan.

J. Apply global, domestic, and foreign government laws and regulations to all aspects of the marketing effort.

In order to receive credit for the course, the student will have exhibited understanding of the principles of International Marketing through successful performance on periodic exams, and will have demonstrated the ability to synthesize and apply course concepts in written research reports, case analyses and presentations.

V. Unless otherwise stipulated in this master syllabus by the department, the following items are subject to faculty discretion as described in each faculty member’s individual course outline/syllabus:

   a) Course Requirements
   b) Required Text(s)
   c) Bibliography

VI. Academic Honesty: Cheating, plagiarism (submitting another person’s materials or ideas as one’s own), or doing work for another person who will receive academic credit are all-impermissible. This includes the use of unauthorized books, notebooks, or other sources in order to secure of give help during an examination, the unauthorized copying of examinations, assignments, reports, or term papers, or the presentation of unacknowledged material as if it were the student’s own work. Disciplinary action may be taken beyond the academic discipline administered by the faculty member who teaches the course in which the cheating took place.
VII. Students With Disabilities Policy: It is the policy of Tarleton State University to comply with the Americans with Disabilities Act (ADA) and other federal, state, and local laws relative to the provision of disability services. Students with disabilities attending Tarleton State University may contact the Office of Disability Services at (254) 968-9478 to request appropriate accommodation. Furthermore, formal accommodation requests cannot be made until the student has been officially admitted to Tarleton State University.

Department Head Signature/Date:

_________________________________________  ______/_______/_______
Signature                          Date