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 554
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. Graduate students will be required to complete an extensive research project in addition to other course requirements.

II. Prerequisites: None

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: 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 or 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 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:

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Signature                      Date