MULTINATIONAL MARKETING STRATEGIES (INTERNATIONAL MARKETING) (M445)

CATALOG DESCRIPTION

Theories of international trade and role of marketing decisions across national boundaries and markets. Focuses on concepts and principles of marketing strategies in multinational organizations from market assessments, political, legal, cultural, social environment, and position of global interdependence. Integrative cases, individual and team efforts emphasized.

Prerequisites: MKTG 351

COURSE OBJECTIVES AND OUTCOMES

This course will focus on real world problems and solutions. You will stay current on topics that affect or may affect international business, global companies, and their strategies.

The course will also emphasize local companies.

- You will conduct research on companies and their involvement in international business; assess global opportunities, consider global marketing strategies, and evaluate alternative modes of entry into global markets.
- In addition, you will be given opportunities to hear from business professionals, attend international marketing meetings and learn how to develop career opportunities. You will learn how to use and evaluate major international databases and resources electronically.

Regardless of the size of a firm, management has to think globally. This means that both environmental and managerial issues have to be explored. The external environment has an influence on all business decisions and strategies.

You will develop and international expansion plan focusing on the mode of entry and the branding of the product/service to the particular international market/country. This will help you assess potential markets and help build a business strategy, specifically a marketing strategy, which in turn will need to be implemented. Since a marketing strategy does not evolve in a vacuum, different
components of business decisions will be studied. These will include the process and management of production, transportation, distribution, human resources, and finance.

HELPFUL ONLINE RESOURCES

International Trade Regulations, terminology, research resources and processes
http://www.citd.org

Export Marketing Research Available at
http://www.trade.gov

CONTACTS

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