

EXPORT AND IMPORT MARKETING STRATEGIES (M475)

CATALOG DESCRIPTION

Developing of marketing strategies involving products as well as services. Relies heavily on case analysis and group interaction. Students will finalize and present portfolio of projects and internships completed over the duration of marketing program.

Prerequisites: MKTG 351

COURSE OBJECTIVES AND OUTCOMES

Regardless of the size of a firm, management has to think globally. Over the past twenty years international trade and foreign direct investment have been growing more rapidly than domestic economies, which is projected to continue. This course will explore the dynamic global business environment and how that affects businesses specifically as they relate to exporting and importing strategies, utilizing real world examples. These changes will help you assess potential markets and help build a business strategy, specifically an export marketing strategy.

- To develop knowledge and understanding of export marketing
- To understand export and import processes
- To create awareness of the organizations, customers, markets and tools
- To acquaint students with current concepts about global trade
- To learn how to incorporate export marketing knowledge into global business strategies

HELPFUL ONLINE RESOURCES

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

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

CONTACT

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