

Tompkins Cortland Community College

Master Course Syllabus

Course Discipline and Number: BUAD 215

Course Title: International Marketing

Year: 2023-2024

Credit Hours: 3

Attendance Policy: To maintain good grades, regular attendance in class is necessary. Absence from class is considered a serious matter and absence never excuses a student from class work. It is the responsibility of all instructors to distribute reasonable attendance policies in writing during the first week of class. Students are required to comply with the attendance policy set by each of their instructors. Students are not penalized if they are unable to attend classes or participate in exams on particular days because of religious beliefs, in accordance with Chapter 161, Section 224-a of the Education Law of the State of New York. Students who plan to be absent from classroom activity for religious reasons should discuss the absence in advance with their instructors. See college catalog for more information.

Services for Students with Disabilities: It is the College's policy to provide, on an individual basis, appropriate academic adjustments for students with disabilities, which may affect their ability to fully participate in program or course activities or to meet course requirements. Students with disabilities should contact the Coordinator of Access and Equity Services, to discuss their particular need for accommodations. All course materials are available in alternate formats upon request.

Course Description

Introduces students to the basic theories, principles, and practices of international marketing. The course will examine the cultural, geographic, economic, and political differences among international markets, and the impact of these differences on marketing practices in individual countries. Prerequisites: BUAD 111; BUAD 204; ENGL 101; RDNG 116 if required by placement testing. 3 Cr. (3 Lec.) Summer semester.

Course Context/Audience

International Marketing is a required course in the International Business A.S. degree program and in the International Trade option of the Business Administration A.A.S. degree program.

Basic Skills/Entry Level Expectations

Writing: WC College level writing skills are required. See course co-requisites or pre-requisites.

Math: MC College level math skills – Course requires college level math skills. See course description for co-requisite and/or prerequisite requirement(s).

Reading: R4 Before taking this course, students must satisfactorily complete RDNG 116 or have assessment indicating that no reading course was required.

Course Goals

Not available at this time

Course Objectives/Topics

Objective/Topic	# Hours
International Environment	3 Hours
Export Process	3 Hours
Export Intermediaries, Licensing, and Franchising	3 Hours
Product Adaptation	3 Hours
Export Pricing Strategies	3 Hours
International Communications	3 Hours

Channel and Distribution Strategies	3 Hours
Global Strategic Planning	3 Hours
Global Strategic Planning	3 Hours
Global Market Expansion	3 Hours
Product and Brand Management	3 Hours
Services Marketing	3 Hours
Global Prices Strategies	3 Hours
Logistics and Supply Chain Management	3 Hours
Global Promotional Strategies	3 Hours

General Education Goals - Critical Thinking & Social/Global Awareness

CRITICAL THINKING OUTCOMES	HOW DOES THE COURSE ADDRESS THE OUTCOMES (Include required or recommended instructional resources, strategies, learning activities, assignments, etc., that must or could be used to address the goal/outcomes)
<p>Students will be able to</p> <ul style="list-style-type: none"> ➤ develop meaningful questions to address problems or issues. ➤ gather, interpret, and evaluate relevant sources of information. ➤ reach informed conclusions and solutions. ➤ consider analytically the viewpoints of self and others. 	<ul style="list-style-type: none"> ➤ Case studies from the text will give students practice in understanding the issues faced by real companies and gives students an opportunity to develop writing skills. ➤ Country Market Project, session-long team project done in a team to address every aspect of an international marketing venture ➤ Class discussions based on material from the text, current news, Internet, and personal experience will explore students' understanding of the subject matter.
SOCIAL/GLOBAL AWARENESS OUTCOMES	HOW DOES THE COURSE ADDRESS THE OUTCOMES (Include required or recommended instructional resources, strategies, learning activities, assignments, etc., that must or could be used to address the goal/outcomes)
<ul style="list-style-type: none"> ➤ Students will begin to understand how their lives are shaped by the complex world in which they live. ➤ Students will understand that their actions have social, economic and environmental consequences. 	<ul style="list-style-type: none"> ➤ Class discussions show students' understanding of issues and give them practice in solving problems. ➤ Text cases and questions explore the impact cultural differences have in the success or failure of a product's marketing. ➤ Reports using current news sources explore the impact cultural differences have in the success or failure of a product's marketing. ➤ Class discussions challenge students to solve social, environmental and ethical issues connected to marketing products internationally

Instructional Methods

Not available at this time

Methods of Assessment/Evaluation

Method	% Course Grade
Exams	30-50%
Research Paper (each student is required to complete on their own)	20-30%
Cases	0-20%
Assignments	0-20%

Text(s)

No resources specified

Bibliography

Not available at this time

Other Learning Resources

Audiovisual Not available at this time
Electronic Not available at this time
Other Not available at this time