

Course Objectives/Course Outline
Spokane Community College

Course Title: International Marketing

Prefix and Course Number: BUS 140

Course Learning Outcomes:

By the end of this course, a student should be able to:

- Define the range of factors involved in international marketing planning and develop a plan based on those factors before making decisions
- Describe how international markets contrast in terms of (a) culture and geography, (b) stages of economic development, (c) political and legal environments
- Evaluate planning strategies for entry into new international markets with new products or modifications for those markets
- Develop global awareness

Course Outline:

- I. International Marketing
 - A. Introduction to specific regions or countries on:
 1. Business practices
 2. Culture
 3. Civilization
 4. Problems and solutions
 5. Theory and practice
 6. Examples and case studies of marketing organizations
 - B. Approaches to international marketing using:
 1. Social
 2. Historical
 3. Culture