

**NOVA COLLEGE-WIDE COURSE CONTENT SUMMARY
MKT 275 - INTERNATIONAL MARKETING (3 CR.)**

Course Description

Examines the role of the multinational firm, as well as the environments in which they operate. Covers such factors as exchange rates, governmental foreign trade policy, and socio-cultural factors. Compares and contrasts international and domestic market planning. Lecture 3 hours per week.

General Course Purpose

MKT 275 is a one-semester course designed to provide students with an overview of International marketing in action and analyzes world markets, consumers, and environments, along the marketing management skills required to meet the demands of a dynamic and ever-changing global marketplace.

Course Prerequisites/Co-requisites

An understanding of basic marketing and business principles is desirable.

Course Objectives

Upon completion of this course the students will be able to:

- Explain the importance of international marketing in global trade.
- Identify U.S. and foreign policy responses to trade problems.
- Differentiate cultural differences and how they affect marketing.
- Explain the export process.
- Identify sources for secondary marketing research data.
- Determine marketing research objectives.
- Diagram international channels of distribution.
- Explain the workings of countertrade.

Major Topics to be Included

- The scope and challenge of international marketing
- The cultural environment of global marketing
- Assessing global market opportunities
- Developing global marketing strategies
- Implementing global marketing strategies

Optional Topics to be Included

- Developing an international marketing plan