

COURSE SYLLABUS

Course Title:	International Marketing		Date submitted:	Spring 2014 (AAC: 14-26)	
Department:	Business & Technology				
Curriculum:	Business Marketing				
Course Descriptors: Make certain that the course descriptors are consistent with college and Board of Trustees policies, and the current course numbering system.	Course Code: (eg. ACC 101)	BMK*214	Prerequisites:		
	Course Type:	L/D	C- or better in Principles of Marketing (BMK*201)		
	A: Clinical B: Lab D: Distance Learning I: Individual/Independent L: Lecture N: M: Seminar Internship P: Practicum U: Studio X: Combined Lecture/Lab Y: Combined Lecture/ Clinical/Lab Z: Combined Lecture/Studio				
	Elective Type:	G			
	AH: Art History E: English FA: Fine Arts FL: Foreign Language G: General HI: History HU: Humanities LAS: Liberal Arts & Sciences M: Math S: Science SS: Social Science				
	Credit Hours:	3	Corequisites:		
	Developmental: (yes/no)	No	None		
	Lecture:	3			
	Clinical:	0			
	Lab:	0			
Contact Hours:	Studio	0			
	Other:	0			
	TOTAL:	3	Other Requirements:		
Class Maximum:	35	None			
Semesters Offered:	F/Sp/ Su				
Ability-Based Education (ABE) Statement:	At Tunxis Community College students are assessed on the knowledge and skills they have learned. The faculty identified the General Education Abilities critical to students' success in their professional and personal lives. In every class, students are assessed on course abilities, sometimes program abilities, and, in most classes, at least one General Education Ability. Students will receive an evaluation of the degree to which they have demonstrated or not demonstrated that General Education Ability.				

<p>Catalog Course Description:</p>	<p>An analysis of the techniques, procedures, and strategies used by multinational firms. Emphasis on the economic, cultural, political/legal and technological factors that influence the marketing of consumer and business goods. Methods and sources of data for determining products to sell and countries in which to sell them are studied.</p>
<p>Topical Outline: List course content in outline format.</p>	<ol style="list-style-type: none"> 1. An Overview of International Business 2. Global Marketplaces and Business Centers 3. Legal, Technological, and Political Forces 4. The Role of Culture 5. Ethics and Social Responsibility in International Business 6. International Trade and Investment Theory 7. International Monetary System and the Balance of Payments 8. Foreign Exchange and International Financial Markets 9. Formulation of National Trade Policies 10. International Cooperation among Nations 11. International Strategic Management 12. Strategies for Analyzing and Entering Foreign Markets 13. International Strategic Alliances 14. International Organization Design and Control 15. Leadership and Employee Behavior in International Business 16. International Marketing 17. International Operations Management 18. International Financial Management 19. International Accounting and Taxation 20. International Human Resource Management and Labor Relations
<p>Outcomes: Describe measurable skills or knowledge that students should be able to demonstrate as evidence that they have mastered the course content.</p>	<p>Upon successful completion of this course, the student will be able to do the following:</p> <p>COURSE:</p> <ol style="list-style-type: none"> 1. evaluate various global economic and political environments to assess market potential and opportunity 2. analyze the various international factors effecting product, price, place/channel and promotion, and demonstrate successful examples of these applications 3. examine how cultural impacts and influences the marketing concept <hr/> <p>PROGRAM: <i>(Numbering reflects Program Outcomes as they appear in the college catalog)</i></p> <p><u>Business Administration Program</u></p> <ol style="list-style-type: none"> 1. successfully complete the business administration core courses and demonstrate competencies necessary for success in business administration including an understanding of: <ol style="list-style-type: none"> a) the role of marketing in the business environment and applying core marketing principles to the development of business strategy and decision-making process 2. demonstrate the ability to integrate knowledge and apply learned skills for real-world business decision making 3. demonstrate proficiency in the General Education Abilities as they apply to the business professions <p><u>Business Administration: Marketing Management Option</u></p> <ol style="list-style-type: none"> 1. demonstrate competency in researching, planning, implementing, and evaluating the components of a marketing program

	<p><u>Business Administration: Retail Business Management Option</u></p> <p>1. demonstrate competency in researching, planning, implementing, and evaluating the components of a retail strategy</p> <hr/> <p>GENERAL EDUCATION: <i>(Numbering reflects General Education Outcomes as they appear in the college catalog)</i></p> <p>2. Critical Analysis/ Logical Thinking - Students will be able to organize, interpret, and evaluate evidence and ideas within and across disciplines; draw reasoned inferences and defensible conclusions; and solve problems and make decisions based on analytical processes.</p> <p>Demonstrates: Identifies the issue(s); formulates an argument; explains and analyzes relationships clearly; draws reasonable inferences and conclusions that are logical and defensible; provides support by evaluating credible sources of evidence necessary to justify conclusions.</p> <p>Does Not Demonstrate: Identifies few or no issues; formulates an argument without significant focus; provides an unclear explanation of analysis and relationships; drawing few reasonable inferences and conclusions that are illogical and indefensible; provides little to no support using credible sources of evidence necessary to justify conclusions.</p>
<p>Evaluation: List how the above outcomes will be assessed.</p>	<p>Assessment will be based on the following criteria:</p> <ol style="list-style-type: none"> 1. examinations 2. papers 3. quizzes 4. oral presentations 5. group projects
<p>Instructional Resources: List library (e.g. books, journals, on-line resources), technological (e.g. Smartboard, software), and other resources (e.g. equipment, supplies, facilities) required and desired to teach this course.</p>	<p>Required: None Desired: None</p>
<p>Textbook(s)</p>	<p>Refer to current academic year printout</p>