



CIEE Study Abroad

Course title:	International Marketing
Course number:	(GI) MKTG 3001 CIEE
Programs offering course:	CIEE Summer Online
Language of instruction:	English
U.S. Semester Credits:	3
Contact Hours:	45
Term:	Summer 2020

Course Description

Students will gain an understanding of the issues and processes involved in developing an international marketing and branding strategy and plan, as well as the execution of marketing and PR operations on an international scale. Course content and practical assignments focus on real-world problems such as identifying and evaluating opportunities in international markets, developing and adapting marketing tactics in relation to multiple, specific national market needs and constraints, and coordinating marketing and branding strategies in global markets. Guest lectures by local business professionals and company visits provide first-hand context and experience for the issues explored in the course.

Learning Objectives

By completing this course, students will:

- Apply specific examples of intercultural sensitivity in international marketing tactics
- Identify theoretical frameworks and evaluate real-world factors that contribute to successful and unsuccessful international marketing plans
- Apprehend the full spectrum of international marketing, from startup operations to the formation of virtual alliances
- Recognize the impact of the Internet on the international marketer
- Compare the concerns of emerging and developing markets
- Develop and implement an international marketing plan for a real or hypothetical business, outlining the entire strategic process.

Course Prerequisites

One prior introductory course in principles of marketing and/or marketing management is strongly recommended.

**Students are responsible for having course approval conversations about how their prior courses meet pre-requisites with their home school advisors.*

CIEE Summer Online courses will involve asynchronous instruction. Instructors will apply theory and deliver the learning objectives using a rich array of online teaching methods and resources from CIEE host countries and communities. Full details, including dates and deadlines for assessments, will be provided in the final syllabus shortly before online learning begins.