

BUS M71: GLOBAL MARKETING

Originator

Imai

College

Moorpark College

Attach Support Documentation (as needed)

GlobalTrade-Flyer-021119.pdf

BUS M71_state approval letter_CCC000615221.pdf

Discipline (CB01A)

BUS - Business

Course Number (CB01B)

M71

Course Title (CB02)

Global Marketing

Banner/Short Title

Global Marketing

Credit Type

Credit

Start Term

Spring 2021

Catalog Course Description

Introduces basic concepts and practices of modern marketing on an global scale. Presents information on the global nature of the marketing process and its impact on the effectiveness of firms entering a new market. Emphasizes market entry strategies, analysis of foreign markets, culture, product design, pricing, distribution, promotion, and sales.

Taxonomy of Programs (TOP) Code (CB03)

0508.00 - *International Business and Trade

Course Credit Status (CB04)

D (Credit - Degree Applicable)

Course Transfer Status (CB05) (select one only)

B (Transferable to CSU only)

Course Basic Skills Status (CB08)

N - The Course is Not a Basic Skills Course

SAM Priority Code (CB09)

C - Clearly Occupational

Course Cooperative Work Experience Education Status (CB10)

N - Is Not Part of a Cooperative Work Experience Education Program

Course Classification Status (CB11)

Y - Credit Course

Educational Assistance Class Instruction (Approved Special Class) (CB13)

N - The Course is Not an Approved Special Class

Course Prior to Transfer Level (CB21)

Y - Not Applicable

Course Noncredit Category (CB22)

Y - Credit Course

Funding Agency Category (CB23)

Y - Not Applicable (Funding Not Used)

Course Program Status (CB24)

1 - Program Applicable

General Education Status (CB25)

Y - Not Applicable

Support Course Status (CB26)

N - Course is not a support course

Field trips

May be required

Faculty notes on field trips; include possible destinations or other pertinent information

Field trip to local government agencies that provide support to businesses seeking global opportunities.

Grading method

(L) Letter Graded

Alternate grading methods

(O) Student Option- Letter/Pass

(P) Pass/No Pass Grading

Does this course require an instructional materials fee?

No

Repeatable for Credit

No

Is this course part of a family?

No

Units and Hours

Carnegie Unit Override

No

In-Class

Lecture

Minimum Contact/In-Class Lecture Hours

52.5

Maximum Contact/In-Class Lecture Hours

52.5

Activity

Laboratory

Total in-Class

Total in-Class

Total Minimum Contact/In-Class Hours

52.5

Total Maximum Contact/In-Class Hours

52.5

Outside-of-Class

Internship/Cooperative Work Experience

Paid

Unpaid

Total Outside-of-Class

Total Outside-of-Class

Minimum Outside-of-Class Hours

105

Maximum Outside-of-Class Hours

105

Total Student Learning

Total Student Learning

Total Minimum Student Learning Hours

157.5

Total Maximum Student Learning Hours

157.5

Minimum Units (CB07)

3

Maximum Units (CB06)

3

Advisories on Recommended Preparation

BUS M30, BUS M70, ENGL M02, and MATH M01

Student Learning Outcomes (CSLOs)

Upon satisfactory completion of the course, students will be able to:

- | | |
|---|---|
| 1 | identify and explain the basic concepts and practices of modern global marketing. |
|---|---|

Course Objectives

Upon satisfactory completion of the course, students will be able to:

- | | |
|---|--|
| 1 | describe the marketing and strategic planning processes and the forces that influence them for both foreign and domestic markets. |
| 2 | explain the importance of market research and compare various methods of collecting information in a global environment. |
| 3 | compare and contrast the consumer decision-making process in domestic versus foreign markets. |
| 4 | differentiate between the major factors that influence consumer purchasing behavior in both foreign and domestic markets. |
| 5 | describe the target marketing process and explain the importance of market segmentation and targeting. |
| 6 | describe methods a domestic firm would use to enter a foreign market. |
| 7 | identify and explain the processes for developing and managing new and existing products, channels of distribution, pricing strategies, and the promotion mix. |
| 8 | identify and explain the key elements in a marketing plan unique to a specific market. |

Course Content

Lecture/Course Content

- **15% - Essentials of Global Marketing**
 - Global vs. domestic marketing
 - Importance of culture
 - Global trade and integration
 - Country selection and entry strategies
- **20% - Global Markets and Market Research**
 - Segmentation in an international context
 - Positioning strategies
 - Market research in the global environment
- **15% - Global product marketing**
 - Product and brand marketing
 - Product standardization and adaptation
- **15% - Pricing and finance**
 - Pricing for unique markets
 - Global finance and pricing implications
- **20% - Foreign distribution**
 - Marketing channel management
 - Exporting and retailing
- **15% - International Promotion**
 - Globally integrated marketing communications
 - Sales promotions and public relations

Laboratory or Activity Content

None

Methods of Evaluation

Which of these methods will students use to demonstrate proficiency in the subject matter of this course? (Check all that apply):

Problem solving exercises
Written expression

Methods of Evaluation may include, but are not limited to, the following typical classroom assessment techniques/required assignments (check as many as are deemed appropriate):

Computational homework
Essay exams
Group projects
Individual projects
Objective exams
Problem-solving exams
Quizzes
Reports/papers
Research papers

Instructional Methodology

Specify the methods of instruction that may be employed in this course

Audio-visual presentations
Computer-aided presentations
Collaborative group work
Class activities
Class discussions
Case studies
Distance Education
Demonstrations
Group discussions
Guest speakers
Instructor-guided interpretation and analysis
Instructor-guided use of technology
Internet research
Lecture

Role-playing
Small group activities

Describe specific examples of the methods the instructor will use:

- Instructor will use PowerPoint slides as illustrative material to emphasize elements of course content. In addition, the instructor will model methodology to interpret problems, analyze data, and organize it into useful information.

Representative Course Assignments

Writing Assignments

1. Write a paper analyzing a case study.
2. Write essays on assigned topics, such as "The impact of culture on product marketing."

Critical Thinking Assignments

1. Analysis of marketing strategy of large companies such as Apple, Inc.
2. Analysis of the impact of tariffs on pricing in global marketing.
3. Analysis of global distribution strategies of large versus small companies.

Reading Assignments

1. Chapters from the text
2. Case studies from business periodicals such as the *Journal of International Business Studies*, on such topics as methods a domestic firm would use to enter a foreign market.
3. Current articles from websites such as <http://www.marketwatch.com>.

Outside Assignments

Representative Outside Assignments

1. Assigned readings from business journals on such topics as the importance of market research and the process involved.
2. Preparation of PowerPoint presentations on assigned topics such as "Global marketing plan for a small business."

Articulation

Equivalent Courses at other CCCs

College	Course ID	Course Title	Units
Santa Barbara City College	MTK 209	International Marketing	3
Orange Coast College	MKTG A150	International Marketing	3
Irvine Valley College	MGT 269	International Marketing	3
Los Angeles Pierce College	INTBUS 6	International Marketing	3

District General Education

A. Natural Sciences

B. Social and Behavioral Sciences

C. Humanities

D. Language and Rationality

E. Health and Physical Education/Kinesiology

F. Ethnic Studies/Gender Studies

Course is CSU transferable

Yes

CSU Baccalaureate List effective term:

FALL 2020

CSU GE-Breadth

Area A: English Language Communication and Critical Thinking

Area B: Scientific Inquiry and Quantitative Reasoning

Area C: Arts and Humanities

Area D: Social Sciences

Area E: Lifelong Learning and Self-Development

Area F: Ethnic Studies

CSU Graduation Requirement in U.S. History, Constitution and American Ideals:

IGETC

Area 1: English Communication

Area 2A: Mathematical Concepts & Quantitative Reasoning

Area 3: Arts and Humanities

Area 4: Social and Behavioral Sciences

Area 5: Physical and Biological Sciences

Area 6: Languages Other than English (LOTE)

Textbooks and Lab Manuals

Resource Type

Textbook

Classic Textbook

Yes

Description

Baack, Daniel W., Barbara Czarnecka, and Donald Baack. *International Marketing*. 2nd ed., SAGE, 2018.

Resource Type

Textbook

Description

Cateora, Philip, et al. *International Marketing*. 18th ed., McGraw-Hill, 2020.

Library Resources

Assignments requiring library resources

Research and readings from the Library's print and online resources.

Sufficient Library Resources exist

Yes

Example of Assignments Requiring Library Resources

Research using the Library's online databases to locate case studies from business periodicals such as the Journal of International Business Studies. Analyze the case studies in areas such as culture, product design, pricing, distribution, promotion, and sales.

Distance Education Addendum

Definitions

Distance Education Modalities

Hybrid (51%–99% online)
Hybrid (1%–50% online)
100% online

Faculty Certifications

Faculty assigned to teach Hybrid or Fully Online sections of this course will receive training in how to satisfy the Federal and state regulations governing regular effective/substantive contact for distance education. The training will include common elements in the district-supported learning management system (LMS), online teaching methods, regular effective/substantive contact, and best practices.

Yes

Faculty assigned to teach Hybrid or Fully Online sections of this course will meet with the EAC Alternate Media Specialist to ensure that the course content meets the required Federal and state accessibility standards for access by students with disabilities. Common areas for discussion include accessibility of PDF files, images, captioning of videos, Power Point presentations, math and scientific notation, and ensuring the use of style mark-up in Word documents.

Yes

Regular Effective/Substantive Contact

Hybrid (1%–50% online) Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Discussion boards may include topics relevant to the coursework and will be use to bridge theory with practice.
E-mail	Emails and Announcements may be used to send out updates/changes, reminders, alerts.
Face to Face (by student request; cannot be required)	Faculty may be available to meet with students in person by student request and at a mutually agreed upon day/time.
Other DE (e.g., recorded lectures)	Recorded lectures, videos from third parties (npr.org, nasbite.org, etc) may be made available to students.
Synchronous Dialog (e.g., online chat)	Chat rooms may be used to deliver synchronized content such as a Question and Answer session.
Video Conferencing	Video Conferencing may be used on a group or one-to-one basis as needed.

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100% online Modality:	
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Examinations

Hybrid (1%–50% online) Modality

Online
On campus

Hybrid (51%–99% online) Modality

Online
On campus

Primary Minimum Qualification

BUSINESS

Review and Approval Dates

Department Chair

03/22/2021

Dean

03/22/2021

Technical Review

03/25/2021

Curriculum Committee

04/06/2021

DTRW-I

MM/DD/YYYY

Curriculum Committee

MM/DD/YYYY

Board

MM/DD/YYYY

CCCCO

04/08/2021

Control Number

CCC000615221

DOE/accreditation approval date
MM/DD/YYYY