II. Course Description

Analysis of economic, social and political environments influencing international markets; comparative studies of global buying behavior, international marketing strategy, and operations.

III. Methods of Instruction

In presenting the class, I shall make use of a variety of teaching methods that include lectures, discussion and guest speakers on current events topics; case studies, and written assignments. I believe in active learning and as such, the style adopted in this course is highly interactive. Offering your views and interpretations through active participation will add to the quality of discussion and learning. Differing opinions are welcome as they provide food for thought. Class meetings will organize marketing concepts, clarify the material and correlate real life examples from the business world.

V. Grading Policy

- Midterm 30%
- 2 Written Case Problems @20% each 40%
- Final 30%

100%
Marketing (33:630:371)

COURSE SCHEDULE

January  26.  Introduction

February  2.  Chapter 1 & 2; Case 1-2; Case 2-2
           9.  Chapter 3 & 4; Case 3-2; Case 4-2
           16. Chapter 5 & 6; Case 5-2; Case 6-1
           23. Chapter 7 & 8; Case 7-2; Case 8-2

March    2.  Chapter 9 & 10; Review for midterm
         9.  Mid-term Exam
         23. Chapter 11 & 12; Case 11-1; Case 12-1
         30. Chapter 13 & 14; Case 13-1; Case 14-2

April    6.  Chapter 15 & 16; Case 15-2; Case 16-2
         13. Chapter 17; Case 17-1
         20. Cases to be assigned
         27. Cases to be assigned

May      4.  Review for Final; Cases to be assigned

TBA – Final Exam