

Common Course Outline
MNGT 153
International Marketing
3 Semester Hours

The Community College of Baltimore County

I. Catalog Description

International Marketing

Examines the special situations which develop in international marketing and contrasts international marketing functions with domestic marketing; covers the application of advertising techniques in foreign nations; legal, economic, and cultural factors; and the problems in conducting international marketing operations in developed and emerging countries, and establishing international marketing policies.

II. General Course Objectives

The course has the following basic goals and objectives:

- A. To familiarize the student with the concepts of marketing in the global environment
- B. To have the student appreciate the various environments in which international marketing must function
- C. To enable the student to understand how the distribution function occurs in a world-wide market place
- D. To provide an overview of the many career opportunities in the international marketing field

III. Methods of Instruction:

- A. Lectures from selected international marketing topics
- B. Guest speakers engaged in international marketing
- C. Videos highlighting current issues
- D. Handouts from a variety of selected sources

IV. Method of Evaluation:

- A. Written examinations
- B. Class projects
- C. Class participation
- D. Final examination

