

**THE AMERICAN  
BUSINESS SCHOOL  
PARIS**

**COURSE TITLE : INTERNATIONAL MARKETING**

**COURSE NUMBER : MKT 350**

**CREDITS : 3**

**PREREQUISITE : MKT 210**

**SEMESTER HOURS : 45**

**OFFERED : FALL & SPRING**

**COURSE DESCRIPTION & OBJECTIVES :**

The main emphasis of the course will be on practical experience through the development of a well-conceived international marketing plan. You will develop an understanding of the tools and techniques used in the marketing of goods and services on a global basis and gain experience in formulating international marketing policies.

The student will gain a working knowledge of international marketing terms and concepts. He/she will develop a managerial viewpoint of marketing decision making and gain a basic knowledge of the global environment. The course will attempt to sharpen your analytical and critical skills through case studies and the regular reading and analyzing of current events.

**INSTRUCTIONAL METHODOLOGY :**

The course is developed through lectures, discussion and group/individual presentations of case studies. Students are expected to thoroughly read text materials and participate in class discussion. Will be covered in class :

- Introduction : The International Marketing Plan
- Internationalizing the firm ; Strategic options ; the socio-cultural environment
- Public policy environment ; Creating a competitive advantage
- Global, regional & emerging markets
- International markets & customers ; Analysis of international competitors
- Entering international markets ; Exporting as a strategy
- Competitive alliances; Entering markets through foreign direct investment
- Consumer products firm ; the services firm
- International distribution ; Selling & negotiating
- Managing international marketing operations

**TEXT : *Global Marketing*, Keegan & Green, 4<sup>th</sup> Edition, 2005**

**EVALUATION :**

The final grade will be made up of a class participation, articles and case studies handed in, a mid-term test and the final examination.