

**CALIFORNIA STATE UNIVERSITY CHANNEL ISLANDS
COURSE MODIFICATION PROPOSAL**

**Courses must be submitted by October 15, 2010, and finalized by the end of the fall semester
to make the next catalog (2011-12) production**

DATE (CHANGE DATE EACH TIME REVISED): 10.1.10 REV 11.18.10; REV 12.14.10

PROGRAM AREA(S): BUS

Directions: All of sections of this form must be completed for course modifications. Use **YELLOWED areas to enter data. All documents are stand alone sources of course information.**

1. Course Information.

[Follow accepted catalog format.] (Add additional prefixes if cross-listed)

OLD

Prefix MKT Course# 410 Title INTERNATIONAL
MARKETING MANAGEMENT Units (3)

hours lecture per week

3 hours lecture per week

X Prerequisites: MKT 310

Consent of Instructor Required for Enrollment

Corequisites:

Catalog Description (Do not use any symbols):

Develops a knowledge of culture, environment, and world market potential. The focus is developing an environmental/cultural approach to global marketing. Topics covered include: cultural and social forces, political and regulatory climate, global buyer behavior, and global marketing strategies. Cases, research, and marketing plans are used to apply marketing concepts to global opportunities and environments.

NEW

Prefix MKT Course# 410 Title INTERNATIONAL
MARKETING MANAGEMENT Units (3)

hours lecture per week

3 hours lecture per week

X Prerequisites: MKT 310

Consent of Instructor Required for Enrollment

Corequisites:

Catalog Description (Do not use any symbols):

Focuses on developing an environmental/cultural approach to global marketing. Topics covered include: cultural and social forces, political and regulatory climate, global buyer behavior, and global marketing strategies. Cases, research, and marketing plans are used to apply marketing concepts to global opportunities and environments.

General Education Graded
Categories CR/NC
 Lab Fee Requested X A - F
 Repeatable
for up to units
Total
Completions
Course Level: Multiple
X Undergraduate Enrollment in
 Post-bac/Credential same semester
 Graduate (Student's
choice)

General Education Graded
Categories CR/NC
 Lab Fee Requested X A - F
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up to units
Total
Completions
Course Level: Multiple
X Undergraduate Enrollment in same
 Post-bac/Credential semester
 Graduate (Student's
choice)

2. Mode of Instruction (Hours per Unit are defaulted)

Hegis Code(s) _____
(Provided by the Dean)

Existing

Proposed

| | Units | Hours Per Unit | Benchm ark Enrollme nt | Grad ed |
|------------------|----------------------|----------------------|---------------------------------|----------------------|
| Lecture | <u>3</u> | <u>1</u> | <u>25</u> | X |
| Seminar | | <u>1</u> | | <input type="text"/> |
| Lab | <input type="text"/> | <u>3</u> | <input type="text"/> | <input type="text"/> |
| Activity | <input type="text"/> | <u>2</u> | <input type="text"/> | <input type="text"/> |
| Field Studies | <input type="text"/> | | <input type="text"/> | <input type="text"/> |
| Indep Study | <input type="text"/> | | <input type="text"/> | <input type="text"/> |
| Other blank | <input type="text"/> | | <input type="text"/> | <input type="text"/> |

| | Units | Hour s Per Unit | Benchm ark Enrollme nt | Grade d | CS No. (filled out by Dean) |
|---------------|----------------------|--------------------------|---------------------------------|----------------------|---|
| Lecture | <u>3</u> | <u>1</u> | <u>30</u> | X | <input type="text"/> |
| Seminar | | <u>1</u> | | <input type="text"/> | <input type="text"/> |
| Lab | <input type="text"/> | <u>3</u> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Activity | <input type="text"/> | <u>2</u> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Field Studies | <input type="text"/> | | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Indep Study | <input type="text"/> | | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Other blank | <input type="text"/> | | <input type="text"/> | <input type="text"/> | <input type="text"/> |

3. Course Attributes:

☐ **General Education Categories:** All courses with GE category notations (including deletions) must be submitted to the GE website: <http://summit.csuci.edu/geapproval>. Upon completion, the GE Committee will forward your documents to the Curriculum Committee for further processing.

A (English Language, Communication, Critical Thinking)

- ☐ A-1 Oral Communication
- ☐ A-2 English Writing
- ☐ A-3 Critical Thinking

B (Mathematics, Sciences & Technology)

- ☐ B-1 Physical Sciences
- ☐ B-2 Life Sciences – Biology
- ☐ B-3 Mathematics – Mathematics and Applications
- ☐ B-4 Computers and Information Technology

C (Fine Arts, Literature, Languages & Cultures)

- ☐ C-1 Art
- ☐ C-2 Literature Courses
- ☐ C-3a Language
- ☐ C-3b Multicultural

D (Social Perspectives)

E (Human Psychological and Physiological Perspectives)

UDIGE/INTD Interdisciplinary

Meets University Writing Requirement

Meets University Language Requirement

☐ **American Institutions, Title V Section 40404:** ☐ Government ☐ US Constitution ☐ US History
Refer to website, Exec Order 405, for more information: <http://senate.csuci.edu/comm/curriculum/resources.htm>

☐ **Service Learning Course** (Approval from the Center for Community Engagement must be received before you can request this course attribute).

4. Justification and Requirements for the Course. *[Make a brief statement to justify the need for the course]*

OLD

“Never before in American history have U.S. businesses, large and small, been so deeply involved in and affected by international business. A global economic boom, unprecedented in modern economic history, has been under way as the drive for efficiency, productivity, and open, unregulated markets sweeps the world.” Cateora and Graham’s introduction to International Marketing speaks to the importance of a global perspective in marketing. This required course in the Global Emphasis in Business will develop the skills and perspectives that contribute to an environmental/cultural approach to marketing management. International marketing differs from domestic marketing because of the focus on foreign marketing environments and cultures. All businesses operate in a global environment, by virtue of competition with alternative suppliers or pursuit of additional markets. A global frame of reference is a necessity for business success in the 21st century.

NEW

This required course in the Global Emphasis in Business will develop the skills and perspectives that contribute to an environmental/cultural approach to marketing management. International marketing differs from domestic marketing because of the focus on foreign marketing environments and cultures. All businesses operate in a global environment, by virtue of competition with alternative suppliers or pursuit of additional markets. A global frame of reference is a necessity for business success in the 21st century.

- ☐ Requirement for the Major/Minor
- X Elective for the Major/Minor
- ☐ Free Elective

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- X Elective for the Major/Minor
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Submit Program Modification if this course changes your program.

5. Student Learning Outcomes. (List in numerical order. You may wish to visit resource information at the following website: <http://senate.csuci.edu/comm/curriculum/resources.htm>)

Upon completion of the course, the student will be able to:

OLD

Students who successfully complete this course will be able to:

1. Explain the importance of global marketing.
2. Differentiate between the basic theories of world trade: absolute advantage, comparative advantage, and competitive advantage.
3. List and explain the principal parts of the balance of payments statement.
4. Describe how and why exchange rates fluctuate.
5. List and describe the major agencies that promote world trade as well as those that promote economic and monetary stability.
6. Describe common trade restrictions and explain their impact on international marketers.
7. Compare the four different forms of economic integration.
8. Define culture and demonstrate how various components of culture affect marketing.
9. Explain how different world religions affect marketing.
10. Illustrate ways in which the educational system of a country can affect marketers.
11. Differentiate between monochronic and polychronic cultures
12. Explain why language can be important to truly understanding a culture.
13. Identify ways of adapting to cultural differences
14. Describe Maslow's hierarchy of needs model and apply it to consumers in different cultures.
15. Give examples of how consumer behavior is both similar and dissimilar across cultures.
16. List the special qualities of national and multinational global buyers.
17. Describe the five screens a foreign firm must pass through to win a government contract.
18. List and explain four basic strategic options that local firms can employ in the face of competition from multinational firms.
19. Explain how attitudes towards competition have evolved differently in different cultures and cite examples from both developed and developing countries.
20. Discuss the major competitors from developing countries-state-owned enterprises and business groups-and explain how they differ from multinational companies.
21. Describe how a firm's country of origin can help or hurt it in the global marketplace.
22. Identify the four major criteria for choosing overseas markets.
23. Explain the pros and cons of choosing markets based on market similarity.
24. Differentiate among multi-domestic strategies, regional strategies and various global strategies.
25. List the advantages of product standardization and product adaptation.
26. Compare the pros and cons of global versus single-country brand names.

Upon completion of the course, the student will be able to: *

NEW

1. Explain orally and in writing the importance of global marketing. (1,2,3,5)
2. Describe orally and in writing how various components of culture affect marketing.(2,3,4,5)
3. Differentiate orally and in writing among marketing strategies in the global arena.(1,2,3,4,5)
4. Describe orally and in writing how global marketers can successfully utilize a variety of tactics. (1,2,3,5)

*Aligns with Program Learning Goals for: 1) Critical thinking, 2) Oral communication, 3) Written Communication, 4) Conduct (Ethics), 5) Competencies in discipline, 6) Collaboration

27. Differentiate between a global brand name and a global brand strategy.
28. Differentiate among trademark preemption, counterfeiting and product piracy and suggest ways that firms can counter each of these.
29. Describe ways in which marketing services internationally differs from marketing physical products.
30. Explain why product lines can vary from country to country.
31. Compare and contrast how exchange rate fluctuations and inflation rates complicate global pricing.
32. List various examples of government price controls that global marketers might encounter.
33. Define dumping and describe how it can constrain pricing strategies.
34. Differentiate between various forms of countertrade and balance the risk and opportunities of dealing with non-cash exchanges.
35. Explain the impact on national channel strategy on distribution density, channel length and channel alignment.
36. Suggest ways to locate foreign distributors.
37. Suggest alternative entry strategies for markets where competitors already control distribution channels.
38. List and explain the five key areas of global logistics management.
39. Explain the growing global importance of large-scale retailers, international retailing, direct marketing, on-line retailing, information technology, and smuggling.
40. List the major factors that determine a firm's ability to use a push or a pull promotion strategy in different national markets.
41. Contrast the benefits to the international marketer of using an international sales force with those of using local sales forces.
42. Describe the impact that different purchasing behaviors, buying criteria, languages and negotiation styles can have on international selling.
43. Describe how global marketers can successfully utilize international trade fairs and consortiums as well as manage the international bidding process.
44. Cite examples of how sales promotions vary across cultures and suggest reasons for these differences.

6. Course Content in Outline Form. (Be as brief as possible, but use as much space as necessary)

OLD

1. Introduction to Global Marketing
2. Cultural and Social Forces
3. Political and Regulatory Climate
4. Global Buyer Behavior
5. Global Competitors
6. Global Marketing Research
7. Global Marketing Strategies
8. Global Market Entry Strategies
9. Global Product and Service Strategies
10. Developing New Products for Global Markets
11. Pricing for International and Global Markets
12. Managing Global Distribution Channels
13. Global Promotion Strategies

NEW

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12. Managing Global Distribution Channels
13. Global Promotion Strategies

14. Managing Global Advertising
15. Organizing for Global Marketing

14. Managing Global Advertising
15. Organizing for Global Marketing

Does this course content overlap with a course offered in your academic program? Yes ☐ No ☒
If YES, what course(s) and provide a justification of the overlap. ☐

Does this course content overlap a course offered in another academic area? Yes ☐ No ☒
If YES, what course(s) and provide a justification of the overlap. ☐

Overlapping courses require Chairs' signatures.

7. Cross-listed Courses (Please note each prefix in item No. 1)

- A. List cross-listed courses (Signature of Academic Chair(s) of the other academic area(s) is required).
- B. List each cross-listed prefix for the course: ☐
- C. Program responsible for staffing: BUS & ECON

8. References. [Provide 3-5 references]

OLD

Cateora, Philip R. and John L. Graham, International Marketing, 11th ed., 2001, McGraw-Hill/Irwin.
Kate Gillespie, Jean-Pierre Jeannet and H. David Hennessey, Global Marketing an Interactive Approach, 2004, Houghton Mifflin
Jeannet, Jean-Pierre and Hennessey, H. David, Global Marketing Strategies , 6/e, 2004, Houghton Mifflin
Johansson, Johny K., Global Marketing, 4th ed., 2002, Irwin McGraw-Hill.
Keegan, Warren J. and Mark Green, Global Marketing, 3/e, 2004, Pearson

NEW

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9. Tenure Track Faculty qualified to teach this course.

All Bus and Econ tenure track faculty

10. Requested Effective Date or First Semester offered: ☐

11. New Resource Requested: Yes ☐ No ☒
If YES, list the resources needed.

- A. Computer Needs (data processing, audio visual, broadcasting, other equipment, etc.)
☐
- B. Library Needs (streaming media, video hosting, databases, exhibit space, etc.)
☐
- C. Facility/Space/Transportation Needs:
☐
- D. Lab Fee Requested: Yes ☐ No ☐ (Refer to the Dean's Office for additional processing)
- E. Other. ☐

12. Indicate Changes and Justification for Each. [Check all that apply and follow with justification. Be as brief as possible but, use as much space as necessary.]

| | |
|---|--|
| <input type="checkbox"/> Course title | <input type="checkbox"/> Course Content |
| <input type="checkbox"/> Prefix/suffix | <input checked="" type="checkbox"/> Course Learning Outcomes |
| <input type="checkbox"/> Course number | <input type="checkbox"/> References |
| <input type="checkbox"/> Units | <input type="checkbox"/> GE |
| <input type="checkbox"/> Staffing formula and enrollment limits | <input checked="" type="checkbox"/> Other JUSTIFICATION |

☐ Prerequisites/Corequisites

X Catalog description

X Mode of Instruction

☐ Reactivate Course

Justification:

Updated Student Learning Objectives (SLO) and aligns SLO with Program Learning Goals (PLG)

13. Will this course modification alter any degree, credential, certificate, or minor in your program? Yes ☐ No ☒

If, YES attach a program update or program modification form for all programs affected.

Priority deadline for New Minors and Programs: **October 4, 2010** of preceding year.

Priority deadline for Course Proposals and Modifications: **October 15, 2010**.

Last day to submit forms to be considered during the current academic year: **April 15th**.

William Cordeiro

Proposer(s) of Course Modification

Type in name. Signatures will be collected after Curriculum approval.

☐

Date

Approval Sheet

Course: [REDACTED]

If your course has a General Education Component or involves Center affiliation, the Center will also sign off during the approval process.

Multiple Chair fields are available for cross-listed courses.

| | | |
|---|-----------|------|
| Program Chair | | |
| | Signature | Date |
| Program Chair | | |
| | Signature | Date |
| Program Chair | | |
| | Signature | Date |
| General Education Chair | | |
| | Signature | Date |
| Center for Intl Affairs Director | | |
| | Signature | Date |
| Center for Integrative Studies Director | | |
| | Signature | Date |
| Center for Multicultural Engagement Director | | |
| | Signature | Date |
| Center for Civic Engagement and Service Learning Director | | |
| | Signature | Date |
| Curriculum Chair | | |
| | Signature | Date |
| Dean of Faculty | | |
| | Signature | Date |