



UNIVERSITY OF NEW HAMPSHIRE

Department of Marketing

MKTG 760 - International Marketing– Summer 1 2013

Meeting Time: Summer 1 secession May 20 to June 21
Classroom: On-line Blackboard
Course: MKTG 760 - International Marketing
Instructor(s): Dr. Nelson A. Barber
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Office Hours: Virtual/phone hours upon request
Dept Assistant: Heather Smith, Telephone: 862-3328 (heather.smith@unh.edu)
Course Credit: 4 credits hours: 3 class hours: no lab hours (4:3:0)
Teaching Assist: None

Text Required: Johny Johansson, Global Marketing, 5th ed., McGraw-Hill Irwin
ISBN 978-0-07-338101-5

Recommended: Regular access to The Wall Street Journal or Business Week.

Course Overview

The pace of the summer course is designed so students can work at your own pace and time; however there are assignments and quizzes that have strict due dates during each weekly lesson module.

The global economy has increasingly become interconnected. MKTG 760 will focus on many aspects of the issues and interdependencies that exist on several levels related to world trade. This will be more than simply trying to analyze why certain marketing campaigns and programs are successful on an international level. Rather, we will delve into issues that attempt to address economic trends and opportunities and cultural differences that make International Marketing so important for companies worldwide.

It is important to recognize that International Marketing is not just a study of how US companies sell products and services throughout the world. Rather we will study how companies, wherever they are based, attempt to address markets outside their domestic base.

Worldwide, the purpose of marketing is simply finding and keeping customers. Simple is not the same as easy. The traditional marketing issues of market identification, market requirements, product, price, place and promotion are complicated on an international basis by:

- Political Realities
- Cultural Realities
- Language Differences
- Legal Realities
- Currency Differences
- Local Distribution issues