“By the time the ink dries on your latest global strategy, parts of it will be out of date. Organizations must continually reinvent themselves to be successful.” —Vijay Govindarajan.
### ADMN 898.1BB International Marketing

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<thead>
<tr>
<th><strong>Meeting Time:</strong></th>
<th>Fall 2015 - PAUL Term I (08/23/2015 - 09/26/2015)</th>
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<tbody>
<tr>
<td><strong>Classroom:</strong></td>
<td>On-line Blackboard</td>
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<td><strong>Course:</strong></td>
<td>ADMIN 898 - International Marketing</td>
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<tr>
<td><strong>Instructor(s):</strong></td>
<td>Dr. Nelson A. Barber</td>
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<td><strong>Office Hours:</strong></td>
<td>Virtual/phone hours upon request</td>
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</tbody>
</table>
| **Dept Assistant:** | Heather Smith, 334 Paul College  
Telephone: 862-3328 ([heather.smith@unh.edu](mailto:heather.smith@unh.edu)) |
| **Course Credit:**| 3 credits hours                                  |
| **Teaching Assist:** | None                                           |


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

*World out of Balance* by Paul Laudicina, McGraw-Hill. This book addresses global risks to obtain competitive advantage and is highly recommended but not required. This is a great read and contains an excellent discussion on changing global demographics and the “new consumer”.

*Globality Competing with Everyone from Everywhere for Everything* by Sirkin and others and published by Business Press in 2008 (If you can only read one, start with this one. It’s the most relevant to the course)

Course Overview

The pace of this on-line course is intense. Although as an on-line course you can work at your own pace and time, there are assignments and exams that have strict due dates.

The global economy has increasingly become interconnected and this quote captures the challenge and the focus of this course. Together we examine marketing practices in a global environment. The course assumes familiarity with marketing management and utilizes this as a base to develop insights and understanding of international marketing. Special emphasis is placed on the impact of cultural values and political systems on how business processes are conducted how business transactions occur, and how to develop global marketing strategies.

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

Course Objectives

- Assess market potential in diverse areas.
- Develop a global perspective on marketing issues, providing a broad picture of the global environment within which business operates today and into the future.
- Recognize & adapt to cultural differences in a marketing context.
- Develop an appreciation of how the globalization of world markets and the internationalization of U.S. business and U.S. markets influence all functions of business including marketing.
- Compete in international markets.
- Develop strategies/plans for product/service launch.