





UNIVERSITY OF NEW HAMPSHIRE

Department of Marketing

MKTG 760 - International Marketing– Summer 1 2017

Meeting Time:	Summer 1 secession May 22 to June 23
Classroom:	On-line Canvas
Course:	MKTG 760 - International Marketing
Instructor(s):	Dr. Nelson Barber
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Office Hours:	Virtual/phone hours upon request
Dept Assistant:	Heather Smith, 365A PCBE 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:	Global Marketing Management, 6 th edition, Masaaki Kotabe and Kristiaan Helsen, Wiley and Son, ISBN 978 111 8466 483
Recommended:	The World Is Flat: A Brief History of the Twenty-first Century Thomas L. Friedman ISBN: 978-0-374-29278-2, ISBN10: 0-374-29278-7 Regular access to The Wall Street Journal or Business Week.

Course Overview

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

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 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