

ARIZONA WESTERN COLLEGE
SYLLABUS

MKT 210 International Marketing
Credit Hours: 3 Lec 3

PREREQUISITE: MKT 110 Principles of Marketing

COURSE DESCRIPTION

In this course, students will learn to navigate the complexities of marketing on an international scale. They will explore key concepts such as market entry strategies, global market research, and the impact of cultural, economic, and legal differences on marketing practices. The course will cover the development and implementation of global marketing strategies, including product adaptation, pricing, distribution, and promotional tactics tailored to diverse markets. Students will also gain insights into managing global brands, understanding competitive dynamics, and leveraging digital marketing tools to reach international audiences.

COURSE GOALS

The goal of this course is to equip students with the knowledge and skills necessary to effectively navigate the complexities of international marketing. Students will learn to develop and implement global marketing strategies that consider cultural, economic, and legal differences, and leverage digital marketing tools to reach diverse international audiences.

2. COMPETENCIES

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

- 2.1 understand key concepts of global marketing, including market entry strategies and global market research.
- 2.2 analyze the impact of cultural, economic, and legal differences on marketing practices.
- 2.3 develop global marketing strategies that include product adaptation, pricing, distribution, and promotional tactics tailored to diverse markets.
- 2.4 implement effective market entry strategies for different international markets.
- 2.5 manage global brands and understand the competitive dynamics in international markets.
- 2.6 leverage digital marketing tools to reach and engage international audiences.
- 2.7 adapt marketing strategies to align with the cultural and economic contexts of various markets.
- 2.8 evaluate the effectiveness of global marketing strategies and make data-driven adjustments.
- 2.9 navigate legal and regulatory challenges in international marketing.

3. METHODS OF INSTRUCTION

- 3.1 Lectures
- 3.2 Resource reading material
- 3.3 Class discussions
- 3.4 Student projects
- 3.5 Research

4. LEARNING ACTIVITIES

- 4.1 Reading assignments
- 4.2 Discussion board activities
- 4.3 Campaign development
- 4.4 Case studies

5. EVALUATION

- 5.1 Class participation
- 5.2 Assignments
- 5.3 Case studies
- 5.4 Student projects

6. STUDENT RESPONSIBILITIES

- 6.1 Under AWC Policy, students are expected to attend every session of class in which they are enrolled.
- 6.2 If a student is unable to attend the course or must drop the course for any reason, it will be the responsibility of the student to withdraw from the course. Students who are not attending as of the 45th day of the course may be withdrawn by the instructor. If the student does not withdraw from the course and fails to complete the requirements of the course, the student will receive a failing grade.
- 6.3 Americans with Disabilities Act Accommodations: Arizona Western College provides academic accommodations to students with disabilities through AccessABILITY Resource Services (ARS). ARS provides reasonable and appropriate accommodations to students who have documented disabilities. It is the responsibility of the student to make the ARS Coordinator aware of the need for accommodations in the classroom prior to the beginning of the semester. Students should follow up with their instructors once the semester begins. To make an appointment call the ARS front desk at (928) 344-7674 or ARS Coordinator at (928) 344-7629, in the College Community Center (3C) building, next to Advising.
- 6.4 Academic Integrity: Any student participating in acts of academic dishonesty—including, but not limited to, copying the work of other students, using unauthorized “crib notes”, plagiarism, stealing tests, or forging an instructor’s signature—will be subject to the procedures and consequences outlined in AWC’s Student Code of Conduct.
- 6.5 Texts and Notebooks: Students are required to obtain the class materials for the course.
- 6.6 Arizona Western College students are expected to attend every class session in which they are enrolled. To comply with Federal Financial Aid regulations (34 CFR 668.21), Arizona Western College (AWC) has established an Attendance Verification process for “No Show” reporting during the first 10 days of each semester.

Students who have enrolled but have never attended class may be issued a “No Show” (NS) grade by the professor or instructor and receive a final grade of “NS” on their official academic record. An NS grade may result in a student losing their federal financial aid.

For online classes, *student attendance in an online class is defined as the following* (FSA Handbook, 2012, 5-90):

 - Submitting an academic assignment
 - Taking an exam, an interactive tutorial or computer-assisted instruction
 - Attending a study group that is assigned by the school
 - Participating in an online discussion about academic matters
 - Initiating contact with a faculty member to ask a question about the academic subject studied in the course