

GOAL C:

Understand cultural and social forces affecting global marketing.

Learning Objectives: The student will:

- C-1 Define culture from many different viewpoints
- C-2 Determine how language, education, the family, and other cultural variable affect global marketing decisions
- C-3 Identify the role religion plays in global marketing
- C-4 Analyze cultural challenges within specific marketing-viable countries

GOAL D:

Define the political and legal forces affecting global marketing

Learning Objectives: The student will:

- D-1 Distinguish how national sovereignty and other country goals impact on the acceptance of a foreign marketer
- D-2 Identify and define a range of host government political actions from tariffs to boycotts and takeovers.
- D-3 Explain how to conduct a political risk assessment and minimize political risk
- D-4 Identify the various international and global legal forces, laws and regulations

GOAL E:

Analyze global marketing opportunities.

Learning Objectives: The student will:

- E-1 Illustrate techniques for screening and selecting various global markets
- E-2 Summarize the importance of global marketing research
- E-3 Identify basic similarities and difference between domestic and international research

GOAL F:

Develop a global marketing plan.

Learning Objectives: The student will:

- F-1 Select and develop an appropriate global market entry strategy for a specific product or service in a foreign country

- F-2 Plan a global marketing program to include product, pricing, promotion and physical distribution strategies for that product/country
- F-3 Compare the export/import functions including indirect and direct export, letters of credit, Foreign Direct Investment, and strategic alliances