

intbNorthwest Arkansas Community College
Business and Computer Information Systems Division

Discipline Code

INTB

Course Number

2033

Course Title

Global Marketing

Catalog Description

(On Demand) This course will focus on issues related to global marketing and their impact on strategies for successful commerce in a global environment.

Prerequisites

None

Credit Hours

3 credit hours

Contact hours

45 Lecture/Lab contact hours

Load hours

3 load hours

Semesters Offered

On Demand

ACTS Equivalent

None

Grade Mode

A-F

Learning Outcomes

Students completing this course will:

- Describe how marketing on a global scale is affected by cultural differences.
- Identify how cultural differences can aid in proper marketing campaigns.
- Analyze cultural differences to determine appropriateness of marketing approach.
- Use reasoning skills to solve assignments that will further their understanding of the complexities involved in international business.
- Identify how cultural differences affect marketing of products and services

General Education Outcomes Supported

- Students gain greater awareness of cultural perspectives.
- Students can write clear, coherent, well-organized documents, substantially free of errors.
- Students can read selections at the college level.
- Students can employ a variety of sources to locate, evaluate, and use Information.

Standard Practices

Topics list

- Cultural Differences in Marketing
- The Marketing of Goods and Services Globally
- Launching a Marketing Campaign

Learning activities

- This course requires additional work that may need to be completed out of class or in a virtual or on-campus lab.

Assessments

Exams, literature reviews and, research papers

Grading guidelines

A = 90-100

B = 80-89

C = 70-79

D = 60-69

F = 59 & below