

**NorthWest Arkansas Community College
Business & Computer Information Systems Division**

Business Department Course Outline

INTB 2033 GLOBAL MARKETING (On Demand)

Catalog Description:

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

Prerequisite:

None.

Credit Hours/Contact Hours/Load Hours:

3/3/3

Target Audience / Transferability:

This course is designed for students interested in business in the global economy. This course will not transfer to the Sam Walton College of Business and most 4-year institutions.

Student 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

Topics:

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

Forms of Assessment:

Exams, literature reviews, research papers, and a marketing plan.

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