

# Learning Objectives

## International Marketing Course Objectives

- Identify the main principles of marketing
- Describe international marketing
- Explain how to use market intelligence, promotional strategies and e-marketing for global success
- Recognize the influence of cultural, political, legal and regulatory considerations on the international market environment
- Explain why companies would adapt their product or service for the international market
- Identify how to use marketing, pricing and personal selling strategies to achieve international marketing goals
- Prepare the international marketing plan

### ***Chapter 1: Principles of Marketing—Customer comes first***

- Define marketing
- Recall the core concepts of marketing
- Recognize the customer focus of all marketing activities
- Identify the major role, elements and functions of marketing from planning through to after-sales service

### ***Chapter 2: Home and Abroad—What's the difference?***

- Describe how international marketing differs from domestic marketing
- Explain why companies get involved in international marketing
- Explain how companies get involved in international marketing
- Identify the challenges of international marketing
- Describe different ways of organizing international marketing

### ***Chapter 3: Target Market Research—Improve your aim***

- Recognize the importance of having a carefully designed market intelligence profile
- Identify the challenges in gathering and using international market data
- Differentiate between approaches and tools for gathering market intelligence
- Explain how to use the Internet and other technologies as a source for international marketing research
- Describe how to link international market research to the preparation of the international marketing plan

**Chapter 4: Promotional Strategies—Get the message out**

- Define the different promotional tools in international marketing
- Recognize the special considerations when designing communication programs for international markets
- Describe how to incorporate promotional strategies into the international marketing plan

**Chapter 5: E-Marketing—Using the Internet to sell, sell, sell**

- Define the main e-marketing methods
- Describe the advantages and disadvantages of each e-marketing method
- Identify how companies can create a sustainable competitive advantage using the Internet
- Explain the opportunities and issues in international e-marketing

**Chapter 6: Cultural Considerations—Don't chew gum in Singapore**

- Define culture
- Describe the impact of culture on marketing and consumer behaviour
- Identify the influence of cultural differences on international business protocol, manner of negotiations and customer relationships
- Explain how to adapt international marketing practices within appropriate cultural contexts of each market

**Chapter 7: Political, Legal and Regulatory Considerations—Read the fine print**

- Identify what constitutes the political, legal and regulatory environments of a market
- Explain how the political, legal and regulatory environments of a market may influence business conduct
- Identify the specific political, legal or regulatory provisions that will directly affect a company's international marketing plan
- Recognize the importance of the regulatory framework on the success of the international marketing plan

**Chapter 8: Adapting Your Products or Services—Does the shoe fit?**

- Identify the factors that influence a company's decision to make adaptations to its product or service for the international market
- Recognize the challenges of developing new products for international markets
- Identify issues to consider when developing international service strategies
- Recognize the branding options for international markets
- Explain the problems companies face when selling their intellectual property in international markets

**Chapter 9: Reaching the Market—Get from here to there**

- Identify different options for marketing activities within the target market
- Identify different options for distributing the product or service to the international market
- Recognize the challenges involved in the physical distribution of products in the international market
- Explain how the internationalization of retailing affects the manufacturer's choices for getting the product or service to the international market
- Describe how marketing intermediaries and other networks can help companies get their product or service to the international market

**Chapter 10: Pricing—Ka-ching!**

- Recognize how internal and external variables influence pricing in international markets
- Identify the costs companies need to consider when establishing export prices
- Describe how changes in foreign exchange rates set prices in international markets
- Define the role of export credit and financing in international pricing decisions

**Chapter 11: Penetrating the Market—Seal the deal**

- Recognize the potential of the various personal selling tools for achieving success in international markets
- Explain how companies can combine personal selling with marketing tools to make the international marketing plan more effective
- Identify how to use personal selling to maintain ongoing contact with customers in the target market
- Describe how to use the knowledge of the field sales force to identify changing customer needs and expectations in the target market

**Chapter 12: The International Marketing Plan—Know where you're going**

- Explain how to use the various market context elements to create an international marketing plan
- Identify where companies can use international marketing tools in the international marketing plan
- Recognize the importance of the various elements of the international marketing plan for establishing success targets
- Identify the resources necessary to attain the targets defined in the international marketing plan
- Recognize how to adapt the international marketing plan as opportunities evolve and change in the target market