

MKT 9766 INTERNATIONAL MARKETING

Semesters offered: Fall & Spring

Credits: 3.0

LEARNING GOALS

Having deep understanding of:

- * The 4Ps of Marketing: how they adapt in an international setting.
- * Value Positions: how and why you may create new ones that differ internationally.

SKILLS GAINED

- * Appreciating how fluid business really is and why businesses tolerate ambiguity.
- * Sharpening your skills on general business strategy – internationally and domestically.
- * Understanding culture – not from an often clichéd way...but how you'll gain a competitive advantage in your careers by relating to sensitivities your co-workers may not.



TYPES OF ASSIGNMENTS

- * Debates: 3-4 debate topics and pro and con teams will spar and make their case.
- * Case Studies: very relevant issues related to international marketing/business. This is your chance to write and analyze critically, and share your opinions/perspectives.
- * Group Projects: a semester-long project where you pick an existing brand and place it in a country (market) it currently doesn't exist.
- * Exam: lucky for you...just one. A take-home final.

BUSINESS PROBLEMS ADDRESSED

- * Entry: we'll explore, strategically and tactically, whether you bother entering a new market and priorities; Product "first," Market "second?" OR Market "first," Product "second?"
- * Opportunities and Headaches: demographic, cultural, social, political, legal, economic, and technological issues.

A TYPICAL CLASS

- * Seminar style with a strong dynamic, high energy, and emphasis placed on student contributions.
- * Video Thursday: inspiring TED videos on various topics and sometimes comedy.

PROFESSOR BIO



Prof. Al Golzari

Al Golzari is a senior-level product development, sourcing, and supply chain professional with 15+ years' experience in the retailing/consumer products industry. Successful roles at Limited Brands, Macy's, and Target, among others. Significant experience in international business, including international product strategy and off-shore sourcing and vendor management. BA in Sociology from New York University; MBA in Marketing from Fairleigh Dickinson University.