



**BAKER COLLEGE  
STUDENT LEARNING OUTCOMES**

**MKT 4110 International Marketing  
3 Semester Hours**

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**Student Learning Outcomes & Enabling Objectives**

1. Compare the different management orientations and decisions that affect a company's response to the global marketing strategy employed by the organization.
    - a. Analyze the various environments (economic, financial, political, government, cultural and social) and market conditions and their effect on marketing strategy.
    - b. Differentiate between the various blocs, associations, and groups created to encourage international trade.
    - c. Formulate a global marketing plan for a product and/or service.
  
  2. Evaluate contemporary issues in global marketing and the unique challenges faced by marketing managers in the dynamic global business environment.
    - a. Assess the fundamentals of conducting global marketing research necessary for effective decision-making.
    - b. Compare the market entry strategies for firms engaged in international marketing of products and services.
    - c. Assess the international marketing mix for the product/service, distribution channels, pricing, and promotional activities.
    - d. Explain the methods of payment used for products and services sold in a global business environment.
    - e. Analyze the criteria used for market segmentation, targeting, and positioning in a global marketing environment.
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These SLOs are not approved for experiential credit.

**Effective: Fall 2017**