

EXPORT MARKETING

Joint class of Missouri Southern State University, school Plaster College of Business, department Business Administration (<https://mssu.edu/>) and University of Hradec Králové, Faculty of Informatics and Management (<https://www.uhk.cz/>)

COURSE TITLE:	Export Marketing
COURSE NO:	UHK KM/AEMA
CREDITS:	ECTS CREDITS 6
INSTRUCTORS:	Dominic Buccieri, D.B.A., Tereza Otcenaskova
COURSE PERIOD:	September 19 - December 9
STUDY LOAD:	Tuesday 75 min & Thursday 75 min every week (12 weeks)
LOCATION:	Hybrid (classroom teaching + MS Teams in the classroom too)
MATERIALS:	BlackBoard course
ASSESSMENT:	joint project within intercultural team (continuous work during semester, reflective reports, etc.)

COURSE DESCRIPTION:

IB 498 Export Marketing (Fall)

Export marketing focuses on marketing your product in other countries instead of your own. Although it applies strategies that are similar to domestic marketing, export marketing must consider different cultures, ideals and tastes. This course will focus on exporting as a basic foreign market entry strategy. Students will learn the export marketing mix and formulate an export marketing strategy. The course will be co-taught by faculty from Missouri Southern and the University of Hradec Kralove. As part of the course, students from both universities will learn and work together collaboratively to develop an export marketing strategy.

LEARNING OBJECTIVES

1. Describe each component of the export marketing mix.
2. Develop an Export Marketing Plan for a firm.
3. Demonstrate the capacity to work in a cross-cultural collaboration.
4. Articulate benefits and challenges of collaborating across cultures.

ASSURANCE OF LEARNING/TIME ON TASK

Students are expected to meet the learning objectives through quizzes, writing assignments, discussions, and class presentations. In addition to 3 hours per week in-class, students are expected to spend 3-6 hours outside of the class meetings working on course content.

COURSE OUTLINE

<u>Week</u>	<u>Dates</u>	<u>Topics</u>
1	Tues Thurs	Course Introduction Introduction to Export Marketing Strategy
2	Tues Thurs	Researching and Selecting Foreign Markets (PESTEL) Understanding Foreign Cultures
3	Tues Thurs	Czechia and U.S. Business Culture / Virtual Team Work Introduce Team Project and Team Formation
4	Tues Thurs	Virtual Team Work Assessing Company Readiness to Export
5	Tues Thurs	Product Adaptation Build Customer Profile
6	Tues Thurs	Advertising and Promotion in Export Promotional Tools
7	Tues Thurs	Virtual Team Work Pricing for Export Markets
8	Tues Thurs	Financial Aspects and Payments in Exporting Managing Export Operations
9	Tues Thurs	Communications for Export Partnering Strategies
10	Tues Thurs	Export Marketing Plan Overview / Project Review Thanksgiving Holiday - MSSU Closed Wedn - Fri
11	Tues Thurs	Team Presentations Team Presentations
12	Tues Thurs	Virtual Team Work / Reflective Reports Due Reflective Presentation / Reflective Reports Due