A Summary of the Internationalization of MKTG 104 – Promotion Management

In reviewing the curriculum for the Business Administration program at Ivy Tech Community College, I felt that MKTG 104 – Promotion Management would be an interesting course to internationalize, primarily because of the communication and marketing implications across cultures that the course addresses. Prior to adding global learning objectives and outcomes, MKTG 104 primarily focused on advertising in the United States, with only a small portion of the content dedicated toward international advertising. Today, entrepreneurs and small business owners are increasingly looking at global markets for entry and expansion. Having a strong marketing and advertising campaign that accurately reaches the global market should increase a business’ chances for success.

The global learning goal for the students taking this class was to have them better understand how a country’s political, economic, social, technological, legal and environmental factors affects consumer behavior, as well as how to apply the appropriate advertising strategy to reach those consumers. While promotion management is part of a marketing strategy, the study of international advertising further explores how global target audiences differ by how customers perceive or interpret symbols or stimuli, respond to humor or emotional appeals, as well as in levels of literacy and languages spoken.

As promotion management is a form of communication, the course lends itself to several interactive classroom activities. Through my engagement with ICAB, I developed specific activities that reinforced the global learning outcomes that I wanted my students to achieve. These activities included a foreign country PESTLE Analysis group project, video case studies on global advertising campaigns, and an International Advertising Campaign group project that is intended to be a culmination and application of the global principles introduced in the class.

This course will be taught with the international content beginning in fall 2014, under the new prefix MKTG 210 – Promotion Management. I believe that the students who take this course will include traditional age college students as well as older students interested in either pursuing a career in international business and advertising, or perhaps an entrepreneur who is considering expanding current product lines or services into an international market. As an interactive class, I believe the ideal enrollment should be set at 20 to 25 students. I feel that by incorporating an international emphasis, students will find the course interesting, and will enjoy studying both the commonality and differences between the United States and other countries with regard to culture, ethnicity, governmental/political policies, and technological infrastructure.