

Retail Management and Technology Specialization
Information Technology and Administrative Management Department
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ITAM Information Technology & Administrative Management Central Washington University	RMT485 International Retailing Course Outline – 4 Credits
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COURSE DESCRIPTION

Emphasis on international retailing and global trade. Focus on cross-cultural differences, work environments, policies and regulations.

PURPOSE OF COURSE

The purpose of this course is to familiarize students with the factors that shape international marketing and retailing decisions by giving students the opportunity to apply and extend basic concepts from previous marketing and retailing courses in an international context. Moreover, the course should help students understand and appreciate different cultures and their influence on the global marketplace. The class material will be discussed within a framework of “real-world” retailing and merchandising issues and problems.

COURSE OBJECTIVES

Upon completion of this class, you will be able to:

General Learning Objectives. This course seeks to:

1. Improve knowledge of the global marketplace.
2. Train students to recognize international dimensions of business retail decisions.
3. Teach the fundamental retailing skills necessary for making management decisions.
4. Give students an overview of what is involved in making retailing decisions, including examples of product, price, promotion, place, buying, and service decisions to create a retailing mix.
5. Introduce the concept of international retailing, including its definition, purpose, and role in creating exchanges.

6. Introduce students to the contemporary issues in global retailing and the unique challenges faced by marketing managers in the dynamic global environment.
7. Develop strategic thinking in the context of complex problems and challenges facing the contemporary global retail executives and managers.
8. Develop leadership skills necessary to deal with the uncertainty and changes facing today's global retailers.
9. Help students to integrate the important global societal dimensions of diversity, environmental concerns, ethics, and technological change into their thinking.
10. Develop knowledge and skills to analyze cross-cultural variables and their impact on international retailing.

Specific Behavioral Objectives. As a result of the activities and study in this course, the student should be able to:

1. Develop an understanding of important international retailing terms and concepts.
2. Identify the role and impact of cultural variables in international retailing.
3. Appreciate and integrate the technological, ethical, and societal dimensions of international retailing into global strategy.
4. Recognize the impact of technology in opening up global markets and changing the ways in which international retail business is conducted.
5. Identify and define international retailing concepts.
6. Describe cultures outside North America and identify the challenges associated with marketing there.
7. Analyze international retailing problems and suggest solutions.

LEARNER OUTCOMES AND PERFORMANCE INDICATORS

Upon completion of this course, you will be able to:

Objective/Learning Outcome	Assessment Method
Knowledge of key International Retailing (IR) concepts, terminology, decision-making areas, planning process, and global trends	Discussion Board/Assignments; Exams; Class Participation
Ability to analyze the contemporary global marketing and retailing environment and identify shifts/trends in: demographics, social/cultural values, political attitudes, laws and regulations	Country Profile Project; Discussion Board/Assignments; Exams; Class Participation
Understanding and appreciation of ethics in IR	Discussion Board/Assignments; Exams; Class Participation
Ability to use and apply various research technologies (Web, library, on-line databases, CD-ROMs) to IR decisions	Country Profile Project; Travel Plan Project; Discussion Board/Assignments; Exams; Class Participation

Understanding and appreciation of how global marketing retail decisions affect resources in the natural environment and vice versa	Discussion Board/Assignments; Exams; Class Participation
Development of oral and written communication skills	Country Profile Project; Travel Plan Project; Discussion Board/Assignments; Exams; Class Participation

METHODS OF INSTRUCTION AND MODE OF DELIVERY

This is a web-centric course with both in-class and Internet curriculum. This course is taught using a variety of methods, with hands-on activities and group discussion emphasized on-line and in-class. In addition, independent study activities, lectures, and the Internet/WWW will be utilized.

RESOURCES

Sternquist, Brenda, *International Retailing*, Most Recent Edition, Fairchild Books, ISBN 978-1-56367-490-7.

CWU eLearning - Blackboard Support Web Page: <http://courses.cwu.edu>