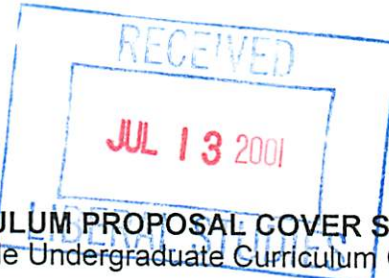


LSC Use Only
Number: _____
Submission Date: _____
Action-Date: _____



UWUCC USE Only
Number: 01-27d
Submission Date: _____
Action-Date: UWUCC App - 12/11/01
Senate App 2/26/02

CURRICULUM PROPOSAL COVER SHEET
University-Wide Undergraduate Curriculum Committee

I. CONTACT

Contact Person Dr. Madan Batra Phone 357-5776
Department Marketing

II. PROPOSAL TYPE (Check All Appropriate Lines)



COURSE _____
Suggested 20 character title
 New Course* MKTG 441 EXPORT MARKETING
Course Number and Full Title

Course Revision _____
Course Number and Full Title

Liberal Studies Approval + _____
for new or existing course Course Number and Full Title

Course Deletion _____
Course Number and Full Title



Number and/or Title Change _____
Old Number and/or Full Old Title

New Number and/or Full New Title

Course or Catalog Description Change _____
Course Number and Full Title
PROGRAM: _____ Major _____ Minor _____ Track

New Program* _____
Program Name

Program Revision* _____
Program Name

Program Deletion* _____
Program Name

Title Change _____
Old Program Name

New Program Name

III. Approvals (signatures and date)

R K Long
Department Curriculum Committee

Sturman
Department Chair

John W. Smith
College Curriculum Committee

R. [Signature]
College Dean

+ Director of Liberal Studies (where applicable)

[Signature]
*Provost (where applicable)

Response to the e-mail (Oct 25, 2001) from Dr. Numan:

Question 1: About rephrasing the objectives in a student centered way...

The course objectives are re-phrased. See the revised syllabus.

Question 2: About re-writing the objective # 3 from "strengthen skills in writing..." to "demonstrate their skills..."

The course objective is re-phrased. It may be noted that the students have an opportunity to strengthen their writing skills while they do the export feasibility project, as every team (i) submits the work allocation sheet during the second week of the semester, (ii) submits a written progress report in the middle of the semester, (iii) submits the first draft of the project during the 12th week of the semester, which is subsequently returned to the team with the instructor's reactions and detailed comments, and then (iv) makes an oral presentation with an understanding that the resulting discussion and comments would be addressed in the revised final project. See the appendices added to the revised syllabus.

Question 3: About building the second test in the course outline...

The mid-term examination is now built into the course outline, and thus, now is a part of 42 hours allotted to content delivery.

Question 4: About the justification of the 30-student enrollment limit...

The 30-student enrollment limit is dictated by pedagogical reasons. A significant component of the course is the export feasibility project that requires a close interaction between the students and instructor.

Question 5: About the relevance of the supplement on MBA programs...

It is true that many MBA programs offer a similar elective. However, the field of export marketing, because of the expanding world trade and shrinking world economy, has become widely appealing. The attachment referring to the similar MBA courses provides examples of the courses at the graduate level. Our attempt is to offer an advanced undergraduate elective in this area.

From Madan Batra

Madan Batra

From: mznuman [mznuman@grove.iup.edu]
Sent: Thursday, October 25, 2001 11:30 AM
To: BATRA@grove.iup.edu
Cc: mznuman@grove.iup.edu
Subject: Curriculum Proposal Feedback

Dear Dr. Batra:

I am writing in connection with the MKTG 441 new course proposal, which is being reviewed by a UWUCC screening committee. There are a few minor questions, comments, and suggestions regarding this proposal that we would like to communicate for your response. Please get back to me via e-mail at your convenience.

1. The course objectives could be re-phrased in a student centered way, e.g., "The students will be able to: (1) demonstrate an understanding of export marketing as a managerial challenge," etc.

2. In objective #3, do you intend "strengthen skills in writing ..." or "demonstrate their skills ..." as your objective? For the former objective we don't see anything in the course outline or readings designed to strengthen writing/ presentation skills (such as feedback on draft assignments, books/ handouts on effective writing).

3. Of the two tests used in evaluation, one seem to be the Final Exam; the other is not built in the course outline, where 42 hours are allotted to content delivery.

4. Is the 30 student entollment limit dictated by resource limit?

5. The supplement on MBA programs does not seem to be relavent to UWUCC, albeit it may be helpful to the Graduate Curriculum Committee.

We will place it on the UWUCC agenda once we receive your response/revision.

Sincerely,

Muhammad Numan,
UWUCC co-chair.

Syllabus of Record (Revised)

I Course Description

MKTG 441 **EXPORT MARKETING** **3 credit hours**
3 lecture hours
0 lab hours
(3c-01-3sh)

Prerequisite: MKTG 320

Students conduct an export feasibility analysis of a consumer/industrial item for a foreign market. Focus is on strategic and procedural aspects of export marketing.

II Course Objectives

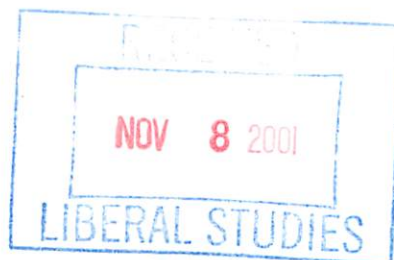
The students will:

1. be able to demonstrate an understanding of export marketing as a managerial challenge
2. learn about the strategic aspects of export marketing
3. demonstrate their skills in writing and presenting team-oriented professional reports for a firm with global orientation
4. become familiar with the current export challenges and opportunities for the U.S. market
5. acquire knowledge about the procedural aspects of export marketing

Course will use lectures, class discussions, oral presentations, readings and case studies of export marketing.

III Course Outline

- A. America's export challenge and opportunities (7 hours)
Nature and role of export marketing
Domestic vs. export marketing
Foreign market entry modes vs. export marketing
Theory and process of internationalization
Exporting through Internet
Export marketing careers and job opportunities
- B. Export procedures (4 hours)
Locating customers, making contacts and business travel abroad
Obtaining export licenses & collecting export documents
Export packing and marking, shipping abroad and receiving payment



Letters of credit
Duty-free zones as export facilitating tools

- C. Barter trading (5 hours)
Counter purchase, switch trading, clearing agreement and buyback barter
U.S. government export encouragement programs and export hindrances:
export regulations, and tax incentives
- D. Nature and role of export marketing plan (5 hours)
Analysis of the foreign market competition
Sources of export advice, and export market research
Understanding the foreign customer's buying behavior (2 hours)
- Mid-term test
- E. Methods of exporting: indirect vs. direct (8 hours)
Export channels of distribution: export agents, export distributors, export
merchants, export trading companies, and export management
companies
Preparing products for export (product adaptation, engineering and redesign,
branding, installation, warranties and servicing) and service exports
- F. Export pricing, quotations and terms (8 hours)
Methods of payment
Transfer pricing and export pricing escalation
Export promotion and advertising
Export financing, budgeting, sales and profits projections
- G. Oral presentations (3 hours)
- H. Final Examination (2 hours)

IV Evaluation Methods

- | | | |
|----|-----------------------------|-----|
| A | Export feasibility project* | 50% |
| B | Two tests | 40% |
| C. | Oral presentation | 10% |

A=90%+, B=80%-89%, C=70%-79%, D=60%-70%, F=below 60%

* For a detailed outline of the project, see pages 36-39, Appendix A "Export Feasibility of a Consumer Item to a Foreign Country" in the attached article titled "Effective Pedagogy for Student-Team Projects" published in the *Journal of Marketing Education* (Summer 1997) by Batra, Walvoord and Krishnan. See Appendices B, C, D and E for the additional pedagogical tools of the project.

V Required Textbook(s), Supplemental Books and Readings

EXPORT TO WIN, Strategic Management Group in association with The Port Authority of New York and New Jersey, South-Western Publishing Co, Dallas, TX (1999).

CORE (Company Readiness to Export), International Business Development Program, Michigan State University, East Lansing, MI.

Additional readings and/or cases may be assigned.

VI Special Resource Requirements

None

VII Bibliography

Amine, Lyn S. "Toward a Conceptualization of Export Trading Companies in World Markets," in S. Tamer Cavusgil, Advances in International Marketing: A Research Annual, Jai Press, Greenwich, CT (1987).

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Becker, Tom and James Porter. "How can you use the New Export Trading Companies," Industrial Marketing (January 1983), 37-46.

Bello, Daniel C. Urban, David J. and Verhage, Bronislaw J. "Evaluating Export Middlemen in Alternative Channel Structures," International Marketing Review (1991), Vol 8, 49-64.

Bello, Daniel C. and Nicholas C. Williamson. "Contractual Arrangement and Marketing Practices in the Indirect Export Channel," Journal of International Business Studies (Summer 1985), 65-82.

Bilkey, Warren J. "Variables Associated with Export Profitability," Journal of International Business Studies (Fall 1982), 39-55.

Bilkey, Warren J. "Guidelines Regarding Export Marketing Practices," Letter Sent to the Members of the Governor's Advisory Committee of International Trade, University of Wisconsin, Madison, WI (March 14, 1986).

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Business America. "Basic Question: To Export Yourself or to Hire Someone to Do It For You," (April 27, 1987), 14-17.

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DeNoble, Alex F. and M. Belch. "The Intermediary Needs of Domestic Exporters: An Empirical Analysis," Paper Presented at the 1988 Western Academy of Management (1988).

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Dooley, Brian. "Export Management Companies - Your 'Outside' Export Office," American Import Export Management (May 1984), 48-62.

Douglas, Susan P. and Samuel C. Craig. "Competing in the Next Millenium: Challenges Facing International Marketers," International Marketing Review (1999), 16, 2/3, 99-107.

Ernst, Maurice. "U.s. Export in the 1990s," Business Horizons, (January-February 1990), 44-49.

GETI ONE, An Export Trading Company Tutorial, National Center for Export-Import Studies, Georgetown University, Washington, DC.

Green, Robert T. and Arthur W. Allaway. "Identification of Export opportunities: A shift-Share Approach," Journal of Marketing, (Winter 1985), 83-88.

Howard, Donald G. "Will American Export Trading Companies Replace Traditional Export Management Companies?" International Marketing Review (Winter 1988), 41-50.

Kaynak, Erdener. "A Cross Regional Comparison of Export Performance of Firms in Two Canadian Regions," Management International Review (Second Quarter 1992), Vol 32, 163-180.

Kirpalani, V.H., Reid Stan, and Rosson Philip. "Exporting to the United States: Management Implications For Small manufacturers," Business Quarterly, (Fall 1987), 104-108.

Klein, Saul and Victor J. Roth. "Determinants of Export Channel Structure: The Effects Of Experience and Psychic Distance Reconsidered," International Marketing Review (1990), 27-38.

Lota, E. Gerd-Peter. "International Freight Forwarders," Business Credit, (June 1988), 29-31.

Louter, Pieter J. Ouwkerk, Cok. and Bakker, Ben A. "An Inquiry into Successful Exporting," European Journal of Marketing (1991), Vol 25, 7-23.

Madsen, Tage Koed. "Empirical Export Performance Studies," in S. Tamer Cavusgil, Advances in International Marketing, Jai Press, Greenwich, CT (1987).

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Quelch, J. A., and E. J.Hoff. "Customizing Global Marketing," Harvard Business Review, (May-June 1986), 59-68.

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Souchon, Anne L. "Export Information Acquisition Modes: Market Development and Validation," International Marketing Review (1999), 16, 2-3, 143-169

Stoffel, J. "Why the Export Trading Company Act Failed," Business Marketing (January 1985), 54-55.

U.S. Department of Commerce. The Export Management Company: Your Export Department, International Trade Administration, Washington, D.C. (August 1995).

Course Analysis Questionnaire

Section A: Details of the Course

- A1 This course is an elective for undergraduate Marketing majors. This course is not intended for inclusion in the Liberal Studies program.
- A2 This course does not require changes in the content of other existing courses or program in the department.
- A3 This course has not been offered on a trial basis at IUP so far.
- A4 Yes, this course is intended to be dual level.
- A5 This course is not to be taken for variable credit.
- A6 Similar courses are offered at several institutions of higher education: University of Wisconsin-Milwaukee, Baruch College and University of Pittsburgh. Course syllabi or catalog descriptions from similar courses at other universities are attached.
- A7 Not required by any professional society

Section B: Interdisciplinary Implications

- B1 This course will be taught by one instructor.
- B2 This course does not overlap with any other courses at the University.
- B3 Yes, students from the School of Continuing Education, if they so desire, will be allowed to take this course.

Section C: Implementation

- C1 No new faculty is needed to teach this course.
- C2 Current resources including space and equipment in the Eberly College of Business and Information Technology building are adequate. The current library holdings also are adequate. No new resources are needed.
- C3 No grant funds are associated with this course.
- C4 The course will be offered every other semester.
- C5 One section of this course will be offered every other semester.

C6 A maximum enrollment of 30 students will be accommodated in a section of this course.

C7 No professional society has recommended enrollment limit for this course.

Section D: Miscellaneous

None

Catalog Description

MKTG 441

EXPORT MARKETING

3c-01-3sh

Students conduct an export feasibility analysis of a consumer/industrial item for a foreign market. Focus is on strategic and procedural aspects of export marketing.

Prerequisite: MKTG320

APPENDIX A
GROUP-PROJECT OUTLINE (TOOL 1)

EXPORT FEASIBILITY OF A CONSUMER ITEM TO A FOREIGN COUNTRY

Cover Page

The cover page must specify the country, product, and full names of the team members. The project should be appropriately stapled. No fancy covers are needed.

Table of Contents

List every heading and subheading in the report, along with the page numbers.

Acknowledgments

Acknowledge the people (along with their official designation or their association with you) and institutions who have assisted you in information gathering, analysis, and preparation of the report. (One page, single-spaced.)

Executive Summary

Provide an executive summary of your report for a busy hypothetical executive. In this summary, briefly identify the

- 1) innovative characteristics of the product,
- 2) economic, political, legal and cultural environment of the foreign market,
- 3) competitive environment in the foreign market,
- 4) general characteristics of the market and buyers' preferences,
- 5) major problems and opportunities,
- 6) marketing strategy, and
- 7) final recommendation.

The summary should be content-oriented, not process-oriented. (About one page, single-spaced.)

The Product

Evaluate the innovative characteristics of the product (relative advantage, compatibility; complexity, divisibility, and communicability) as perceived by the intended market. This discussion should have no reference to the marketing strategy you explain in a latter section. The evaluation of the product as an innovation should be independent of the proposed marketing strategy. (About three pages, double-spaced.)

Some Suggested Techniques

- a) Consult pages ___ of the assigned international marketing textbook to further understand the theory of diffusion of innovations.
- b) Come up with creative ideas. Rely upon group discussions.

Market Environment

Describe and evaluate the *relevant* environment for the product, including economic, political, cultural, and legal dimensions. Explicitly state the relevance of every dimension of the environment to your product and its implication for the marketing strategy. Do not expect me to guess the association between the environmental dimension and its relevance to the product or intended marketing strategy. A marketing dimension without any marketing implication is irrelevant and should not be included in discussion. (About six pages, double-spaced.)

Source: "Effective Pedagogy For Student Team Projects" Madan M. Batra, Barbara Walvoord & Krish Krishnam Journal of Marketing Education, Summer 1997, 26.

Some Suggested Techniques

- a) Obtain from Price Waterhouse the country book for your foreign market in their *Doing Business in...* series.
- b) Obtain relevant international trade publications, including *Overseas Business Reports* and *Foreign Economic Trends and Their Implications*, from the Department of Commerce. Consult the University Library first, before contacting the Department of Commerce.
- c) Do computerized database research in the University Library.
- d) Consult *Exporter's Encyclopedia*.

Competition

Provide an estimate of industry sales. Identify competitive firms and describe their market strategy, including target market, product, price, distribution, and promotion. Here, you may also address the competitors' areas of strength. (About three pages, double-spaced.)

Some Suggested Techniques

- a) Use your contacts with an export firm in the United States.
- b) Interview foreign students and foreign faculty living locally.
- c) Consult pages ___ of the textbook.

Buyer Behavior

Describe the general characteristics of the existing buyers of the competitive products (for example, their family size, income, geographic location, and so forth). Also discuss their product feature preferences and shopping habits. (About three pages, double-spaced.)

Some Suggested Techniques

- a) Consult the international trade publications by Price Waterhouse and the Department of Commerce.
- b) Interview foreign students and foreign faculty living locally.

Problems and Opportunities

Based on the analysis so far, identify the major problems and opportunities requiring attention in the intended marketing strategy. (About two pages, double-spaced.)

Some Suggested Techniques

- a) Be creative.
- b) Rely upon group discussions.
- c) Critically analyze the information gathered from different sources.

Marketing Strategy

The marketing strategy should address the marketing objective (expected sales and the extent of market penetration), product features, package adaptation, retail price, middlemen discounts or markups, and promotion. It is very important that you rationalize all the elements of the marketing strategy. (About five pages, double-spaced.)

Some Suggested Techniques

- a) Be creative.
- b) Rely upon group discussions.
- c) A good marketing strategy should address the issues raised as problems and opportunities in the earlier section.
- d) Keep in mind the environmental analysis and the competition's strengths and weaknesses while developing the marketing strategy.

Sales, Costs, Profit, and Budget Estimates

Provide an estimate of sales, costs, marketing expenses, transportation costs, tariffs, administrative expenses, profits, and budget for the firm. You must rationalize your revenues, costs, expenses, and budget. Do not blindly reproduce data from the published annual reports of other companies. (About two pages, double-spaced.)

Some Suggested Techniques

- a) Focus on the industry sales, foreign market size, and your marketing objective while estimating the sales revenue.
- b) Contact a foreign freight forwarder or a shipping company for the transportation cost estimates.
- c) Contact customs officials in any Port Authority for tariff information.
- d) Publications such as *Overseas Business Reports* and Price Waterhouse's *Doing Business in...* series may have information on tariffs.
- e) Find out whether the U.S. government has a Double Taxation Avoidance Agreement with the government of the foreign nation. The International Trade Desk Officer of the U.S. Department of Commerce for your selected country should be able to help you.
- f) For the estimates of marketing expenses, you may have to rely on other U.S. exporters' experiences in the foreign market.

Recommendations

Based on the marketing plan and your analysis of the market, recommend that the company either market or not market the product. Be specific, and support your decision. (About two pages, double-spaced.)

Some Suggested Techniques

- a) Be creative.
- b) Rely upon group discussions.
- c) Hint: Your recommendation should be negative if there are serious problems in exporting and you absolutely cannot resolve them.

Bibliography

Some Suggested Techniques

- a) Follow a standard format of a professional journal. Consult any business journal (*Journal of Marketing*, *Journal of Advertising*, and so forth) in the University Library.
- b) Provide a complete bibliography.

Appendices

Each member should append her or his one- to two-page personal journal for the project. Also append the updated work allocation sheet.

Overall Comment

The suggested techniques provided above are intended to facilitate your learning. Please feel free to try other techniques for various sections of the project.

APPENDIX B
INITIAL INTENSIVE GUIDANCE (TOOL 2)

During the first few class sessions, in-class discussion and reading assignments primarily focus on the international marketing research process, export trade mechanics, and sources of secondary data about foreign markets. The objective is to strengthen the students' knowledge so that they can complete the project successfully. During this time, the following rules for the export feasibility project are distributed to students.

EXPORT FEASIBILITY PROJECT: RULES

- 1) Form a team of three to four students. Select your team members very carefully. A sizable portion of your grade in this course is dependent upon your performance in the group project. Decide the country and product for the export feasibility project study. Before you select a product, do the following:
 - a) Ensure that at least one group member has contacts with a firm that will assist you with relevant product information.
 - b) Analyze the country's import-export data vis-à-vis the United States from the *United Nations Statistical Yearbook*, the *Europa Yearbook*, and the *Statistical Abstract of the United States*. (These are available in the Campus Library.)
 - c) Contact foreign students and foreign faculty on campus to assess whether they will help you with product information. They may not have any objective information for you, but they are definitely in a position to provide you their subjective "impressions" about the product, which would help you analyze the foreign market competition and develop the export marketing strategy.
 - d) Then select a consumer item commonly used in the foreign market.
- 2) For the final report, assume that you represent an international consulting firm that has been hired by a hypothetical client-firm to conduct an export marketing feasibility study. In evaluating the feasibility study, I set myself up as the client-firm for which the study is being conducted.
- 3) Carefully examine the contents of the project outline (Tool 1). Note that the project requires
 - a) information gathering from various sources,
 - b) analysis of this information,
 - c) write up of the first draft, and
 - d) submission of the final paper.
- 4) Allocate the work required to complete the project among the team members. It is recommended that each of the team members does a portion of the work at each of the above stages. Submit the work allocation sheet by the third week of the semester.
- 5) A complete first draft of the project should be submitted during the 12th week of the semester. In case of default, your final project will not be accepted.
- 6) Print or type all of the above items before submission.
- 7) Evaluation Criteria: The project should be complete, logical, internally consistent, and without grammatical mistakes.

APPENDIX C
WORK ALLOCATION SHEET (TOOL 3^a) / PROGRESS REPORT (TOOL 5^a)

Country _____ **Product** _____

Team Members' Names _____

Sources	Effort By	Target Date	Information Received		
			Yes	No	Waiting
United Nations					
OECD					
IMF					
World Bank					
ICC					
U.S. Department of Commerce, International Trade Desk Officer					
ABI Database					
NTDB CD-ROMS					
Magazines					
Price Waterhouse					
Other Consulting Firms in the United States					
Foreign Government Office in the United States					
Foreign Embassy in the United States					
1-800-USA-XPORT					
Banks					
Other Companies					
Foreign Faculty/ Student Interviews					

^a Tool 3 becomes Tool 5 when the last column is added to it.

APPENDIX D
INSTRUCTOR'S RESPONSE TO THE FIRST DRAFT OF THE PROJECT (TOOL 7)

When the first draft of the group project is returned to students, it contains appropriate, constructive, and nonhostile comments by the instructor, encouraging students to strengthen its weak and inadequate parts. The draft also contains these additional, standard comments.

- 1) Resubmit the first draft along with the revised final version.
 - 2) Bring the initial draft with you to the class at the time of your classroom oral presentation.
 - 3) Adhere to the page-length requirements suggested earlier, in the group-project outline.
 - 4) Append to the final revised report these items:
 - the updated work allocation sheet/progress report,
 - personal journals,
 - bibliography,
 - interview questionnaire,
 - interview findings,
 - and so forth.
 - 5) In the right-hand margin of the final revised report, mark (with an *) all those places where you have modified the report contents.
-

APPENDIX E
ORAL PRESENTATION (TOOL 8)

The following instructions are given to students at the beginning of the semester for their oral classroom presentation to be made during the last week of the semester.

- 1) Your instructor will role-play as a hypothetical business executive to whom you will "sell" your recommendation to enter or to not enter the foreign market.
 - 2) All group members are expected to participate actively in the presentation.
 - 3) Use transparencies at the time of presentation.
 - 4) Bring "life" into the presentation. For example, the presentation could be extempore. Avoid dull reading of 3x5" cards.
 - 5) Adhere to the maximum time limit, which is 25 minutes. Plan on about 10 minutes for the audience (students and instructor) to raise questions or make suggestions; this time is in addition to the allotted 25-minute time limit.
 - 6) Encourage the audience to participate. If the audience does not, your presentation will not be considered perfect.
 - 7) Make a one-page summary handout for the class, and distribute it before the presentation. The handout should contain a good summary of all major points of your presentation. It should be content-oriented, rather than process-oriented.
 - 8) Before you begin the oral presentation, give the instructor your first draft of the project. This will help him recall the comments he made on it to help you strengthen your final revised report.
 - 9) Dress professionally. Do not chew gum at the time of presentation.
-



MBA Program: Elective Tracks

MBA Electives

Students may focus on building professional strengths within a single discipline or may take a broad-based choosing electives from several disciplines. Subject area faculty groups have identified sets of elective elective tracks, to aid students in planning their MBA program.

Accounting Track

Finance Analysis Track

Health Care Management Track

Human Resources Management Track

International Business Track

Management Information Systems Tracks

Marketing Track

Quality/Operations Management Track

Strategic Management Track

Suggested Elective Track Courses in Accounting

It is recommended that students pursuing the accounting elective track take Bus Adm 704 in lieu of Bus neither Bus Adm 704 nor 706 carry degree credit]. It is also recommended that students pursuing the acc track take Bus Adm 725 in lieu of Bus Adm 720. Students who have completed Bus Adm 706 would re of the instruction to take any of the accounting elective courses. Students who have completed Bus Adm require the consent of the instructor to take Bus Adm 726 as an elective.

Bus Adm 721 Financial Accounting Theory

and at least two courses from the following list:

Bus Adm 722 Advanced Financial Accounting Theory

Bus Adm 724 Business Combinations and Liquidations

Bus Adm 726 Advanced Cost Analysis

Bus Adm 795 Seminar-in-Depth: Strategic Analysis & Use of Financial Statements for

[Back to MBA Elective Tracks](#)

Suggested Elective Track Courses in Finance Analysis

Choose at least four of the following courses:

Bus Adm 771 Investment

Bus Adm 774 International Financial Management

Bus Adm 775 Financial Strategy

Bus Adm 778 Financial Institutions

Bus Adm 801 International Accounting and Taxation
Bus Adm 802 Legal Dimensions of International Business
✓ Bus Adm 806 Export Planning
Bus Adm 808 International Business Negotiations
✓ Bus Adm 809 International Business Strategy

Back to MBA Elective Tracks

Suggested Elective Track Courses in MIS

For those selecting an MIS managerial focus:

Bus Adm 744 Management of Information Systems
Bus Adm 746 Topics in MIS (Possible topic: Innovative Technology Adoption/Diffusion)
Bus Adm 747 Systems Analysis and Design
Bus Adm 795 Seminar-in-Depth: The Information Age: Implications for Business
Bus Adm 811 Business Reengineering through Information Technology

For those selecting a technical or IS focus:

Bus Adm 740 MIS Concepts and Languages
Bus Adm 747 Systems Analysis and Design
Bus Adm 748 Management Systems Design and Implementation
Bus Adm 749 Data Management Systems
Bus Adm 812 Emerging Information Technologies
Bus Adm 813 Object-Oriented and Visual Paradigms

Back to MBA Elective Tracks

Suggested Elective Track Courses in Marketing

Choose at least four of the following courses:

Bus Adm 762 Marketing Research
Bus Adm 761 Marketing Seminar - Product & Brand Management or other topics
Bus Adm 764 Consumer Behavior
Bus Adm 765 Marketing Strategy
Bus Adm 767 Services Marketing
Bus Adm 795 Seminar-in-Depth: Marketing Topics
✓ Bus Adm 806 Export Planning

Back to MBA Elective Tracks

Suggested Elective Track Courses in Quality/Operations Management

Choose at least eight credits from the following list:



MBA in International Business

The interdepartmental International Business (IBS) program offers a graduate curriculum leading to the degree of Master of Business Administration in International Business.

This program prepares students for entry and managerial positions in a variety of firms, such as export and import companies, international-trade intermediaries, financial institutions, and multinational enterprises, both in the United States and abroad.

For students with an undergraduate degree in business administration, the program provides the opportunity to internationalize their knowledge of business functions; for students with other undergraduate degrees, it complements their core business courses in a similar manner.

Courses in Specialization (18 credits)

Required international courses that have already been taken at the undergraduate level (with grades of B- or better) must be replaced by other international courses.

Required

<u>*IBS 9760</u>	International Business Analysis	
or		
<u>*ECO 9741</u>	International Economics I	
or		
	another international course if both these courses have already been taken at the undergraduate or graduate level	3 credits
✓ <u>MKT 9766</u>	International Marketing Management	3 credits
<u>FIN 9788</u>	International Corporate Finance	3 credits
<u>IBS 9769/MGT 9880</u>	International Business Strategy	3 credits

**Students who take IBS 9760 as a required course within the specialization may take ECO 9741 as their international elective.*

Choose two courses from:**

<u>FIN 9786</u>	International Financial Markets	3 credits
<u>IBS 9768</u>	Advanced Topics in International Business	3 credits
<u>LAW 9740</u>	International Trade and Investment Law	3 credits
<u>MGT 9490</u>	International Human Resource Management	3 credits
<u>MGT 9870</u>	International Comparative Management	3 credits
<u>MKT 9761</u>	International Commodity Trading	3 credits
✓ <u>MKT 9763</u>	International Trade Operations	3 credits
<u>MKT 9765</u>	Comparative Marketing Systems	3 credits
<u>MKT 9774</u>	International Logistics	3 credits

***When available, the following courses can also be taken:*

<i>ACC 9802 International Accounting and Control</i>	3 credits
<i>ECO 9731 Economic Development</i>	3 credits
<i>MKT 9770 International Transportation</i>	3 credits
<i>MKT 9771 Intermodel Transportation and Containerization</i>	3 credits
<i>MKT 9772 International Chartering</i>	3 credits
<i>PAF 9181 Comparative Public Administration</i>	3 credits

Electives Outside of Specialization (9 credits)*

**Students may select their "international" elective from among any of the courses on the list of international elective choices, including those designated IBS.*

For further information: Contact Prof. J.J. Boddewyn
(212) 802-6489 or 802-6480.

Admissions information



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governments. Strategic alliances and relationship marketing give context and backdrop to the specifics of purchasing, organizational buying behavior and buyer-seller dyad. The tactical management of the marketing mix elements (product, pricing, placement, and promotion) and the associated decision making are viewed within these contexts as well. Emphasis will be on business marketing management strategies governing a variety of business services and industrial product markets. The course is conducted through lectures with class discussions, written analyses of case studies and gaining appreciation of the range of professional literature available and how to use it for enhanced decision making.

Prerequisite: MKT 9703

New elective choice for students in the MBA in Marketing/subspecializations in Electronic Commerce and Marketing Management and MS in Marketing programs.

MKT 9758 Services Marketing

3 hours; 3 credits

Developing a framework for analyzing the marketing problems common to service organizations, which are an increasingly large part of the economy. This course uses case analysis and readings to examine applications of marketing concepts and tools to consumer, industrial, and professional services as well to arts and entertainment, fund-raising, hospital, and various non-business organizations. Special emphasis is put on the design of marketing programs and systems to maximize customer satisfaction.

Prerequisite: MKT 9703.

This course will be offered if there is sufficient demand.

MKT 9761 International Commodity Trading

2 hours plus conference; 3 credits

Analysis of the major problems involved in the importation, exportation, and distribution of commodities, raw materials, and semi-processed goods and in the development of marketing programs, from the determination of objectives and methods of organization through their implementation.

Prerequisite: IBS 9760 or ECO 9741.

MKT 9763 International Trade Operations

2 hours plus conference; 3 credits

Developing exports and imports in the context of changing international trade and investment relations. The following are examined, in particular: monitoring the domestic and foreign environments and making and implementing international sales and sourcing decisions in terms of product selection, risk minimization, choice of distribution channels and trade intermediaries, shipping terms and facilities, supporting documentation, necessary licenses, exchange and export-import controls, tax incentives, financing options, insurance, customs clearing, and other requirements. Students will prepare a complete import or export business plan.

Prerequisite: IBS 9760 or ECO 9741.

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The Curriculum

Elective Courses

The EMBA curriculum includes electives. This allows students either to specialize in an area or to broaden their educational experience by adding topics not covered by the EMBA core curriculum. Students select the electives. Topics vary by student interests and the availability of the faculty. Some recent examples of elective selections are:

- Entrepreneurship and New Venture Initiation
- ✓ • International Marketing
- Investments/Capital Markets
- Organizational Staffing
- ✓ • Entering Foreign Markets
- Business-to-Business E-Commerce

Students may also take as an elective a course offered in the full-time or evening MBA programs.

▼ *EMBA Course Index*

Contact CEE
 ► E-MAIL US

Mellon Financial Corporation Hall
 4227 Fifth Avenue, 5th Floor
 Pittsburgh, PA 15260
 (412) 648-1600

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