GROSSMONT COLLEGE

COURSE OUTLINE OF RECORD

Curriculum Committee Approval: 02/22/2022

GCCCD Governing Board Approval: 03/08/2022

BUSINESS 263 GLOBAL TRADE OPERATIONS, MARKETING & EXPORT PROCEDURES

1. Course Number Course Title Semester Units

BUS 263 Global Trade Operations, 3

Marketing & Export Procedures

Semester Hours: 3 hour lecture 48-54 hours 96-108 outside-of-class hours 144-162 total hours

1. Course Prerequisites

None

Corequisite

None

Recommended Preparation

None

1. Catalog Description

This course provides hands-on working knowledge in the business of global marketing and exports, its procedures and required documentation. The course covers the evaluation of a company’s export readiness and potential marketing to the export transaction from inception to receipt of payment. Topics include: market research, identification of the best export markets, costing, quotations, letters of credit, major export products, international trade terms, transportation, sales contracts, documentation, and U.S. export controls.

1. Course Objectives

The student will:

1. Define the exporting cycle and process.
2. Discuss trade statistics, main exporting countries and the processes involved in exports.
3. Learn and apply the basic elements of a profitable exporting strategy: export channels, research
4. Identify potential foreign markets for selected products/services and target markets.
5. Evaluate foreign markets for export potential including how to find potential buyers/partners.
6. Develop strategic plans to reach specific markets including product/price adaptation strategies for each potential foreign market and payment options/terms.
7. Assess direct and indirect channels and evaluate the role of culture in international commerce.
8. Understand US exporting rules and foreign regulations, shipping, and logistics procedures
9. Instructional Facilities

Standard classroom

1. Special Materials Required of Student

None

1. Course Content
   1. Introduction to export. Role of US in world export markets
   2. Key players in export transactions
   3. Export channels, researching target countries.
   4. Country evaluation and selection
   5. Market research and assessment.
   6. Structuring international operations, marketing channels
   7. Market research using international information sources.
   8. Identifying potential customers and partners
   9. International product policy.
      1. What to sell.
      2. Packaging and labeling.
      3. Brands and trademarks.
   10. Distribution: Entering foreign markets.
   11. Sales contracts, Pricing for export, documentary credit collections
   12. Managing international logistics.
   13. Export control, legal compliance, licensing, denied party screening.
   14. Negotiating, selling, and getting paid
   15. How to write an export marketing plan
2. Method of Instruction

a. Lecture and discussion.

b. In-class reading assignments.

c. Cooperative learning and individual assignments.

d. Review sessions.

e. Digital tools, Digital Library, PowerPoint, YouTube, textbook websites.

1. Methods of Evaluating Student Performance

a. Writing assignments, such as comparing different global business practices.

b. Quizzes, tests, and essay exams including a final exam.

c. Research paper based global trade trends

d. Classroom discussions on issues such as: market evaluation for FDI

e. Projects and presentations

1. Outside Class Assignments

Assigned readings such as textbooks, online newspaper, or journal articles.

1. Representative Texts
   1. Representative Text(s):

U.S. Department of Commerce (2015). *A Basic Guide to Exporting*. Novato, CA: World Trade Press, latest edition.

* 1. Supplementary text (2016) <https://www.trade.gov/export-solutions>

Other online resources such as: <https://www.trade.gov/develop-export-plan>, https://www.wikihow.com/Start-an-Export-Business

Addendum: Student Learning Outcomes

Upon completion of this course, our students will be able to do the following:

1. Identify and apply international market research techniques to select profitable products and target markets and segments.
2. Compare and evaluate international market and export conditions to execute a global export strategy.
3. Demonstrate competency in export procedures and processes.