

George Mason University
School of Public Policy/ICP Program
Course: Global Market Planning and Practice: ITRN 758-Fall Semester, 2003.
Global Marketing Plan Program.

Course Teams-Marketing Plan History

Winner: 2000-01 Governor's Award for Outstanding Marketing Plan for Virginia Universities.

Cited: 2001-02 Marketing Plan chosen as Model for similar plans through VEDP Program

This course is offered by GMU/SPP/ICP in conjunction with Virginia Economic Development Partnership, an agency of the government of the State of Virginia. Both of the above entities have an interest in encouraging Virginia companies to expand their vistas into the International arena. Since marketing is a primary function of any anticipated expansion, the material covered in this course will stress all the processes and procedures that must be explored to evaluate movement into a new market.

The methodology used for this course provides that the class will be divided into marketing teams consisting of five to eight persons each. Each team will be responsible for developing an international marketing plan for an active Virginia company desiring to enter the international market with a product or service. The companies will have been previously selected by the VEDP. Each student will be expected to actively participate on a project team thereby gaining maximum experience in the process and presentation of this type of study.

Class activities will be varied and geared to offering the maximum of assistance to the teams to enable them to produce an outstanding finished product; an International Marketing Plan. These activities will include meetings with executives and officers of the companies involved. In addition, there will be lectures and discussions with acknowledged experts and business leaders in various areas of marketing, such as transportation, management, distribution, warehousing, exporting, etc.

At the culmination of the course, each team will have prepared an oral and written International Marketing Plan. Each individual will be expected to participate in the development and presentation of these plans. The written and oral presentation will be graded in lieu of a formal final examination. Each student's final grade will be a reflection of his/her participation in the entire process.

The professor is well experienced and is continuously active in practical global marketing and marketing consulting. Structured lectures from a broad based series of senior level international marketing executives present to the class their varied approaches to the marketing systems, challenges and opportunities which are critical to real business growth. Course material and information are utilized through various sources including the Internet and other data/information sources.

Successful Global Marketing Plans will be entered through GMU to the VEDP for a possible team award in the Virginia Statewide competition; Virginia Governor's Award. The Governor's Award was won by a recent GMU ITRN 758 team. Further recognition has been achieved by another ITRN 758 team when it's Global Marketing Plan was selected by the VEDP to be used as an outstanding plan that is currently being used as a Model Plan at participating Virginia universities.

For any additional questions please contact Professor(Adj.) Malcolm Novins, tel: 703-313-7893, Fax: 703-313-8500, e-mail: mnovins @ aol.com

We look forward to answering any questions you might have regarding this course.