

# IN: International Trade and Marketing

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## **IN 201 — Global Sourcing in the Textile Industries**

3 credits; 3 lecture hours

This overview of global sourcing in the textile industries examines how textile firms search for raw materials, textile chemicals, equipment, and manufacturing plans in foreign markets. Students analyze how various professions, including primary producers, commission manufacturers, jobbers, brokers, and trading companies, participate in the international production and distribution of the final product.

Emphasis is on the dynamics of the supply side (resource development and production) and the demand side (resource procurement and management).

## **IN 301 — Global Sourcing in Home Furnishings**

3 credits; 3 lecture hours

This introductory course examines the process of international sourcing in the home furnishings industries. Students study how U.S. home products companies, through product development, search for foreign manufacturers by evaluating various countries' production costs, quality standards, technical abilities, infrastructures, and cultural differences. Also addressed are U.S. trade policies, vendor management, and consumers' concerns about products manufactured abroad.

## **IN 312 — International Trade**

3 credits; 3 lecture hours

Introduces international trade as it is practiced today. Students learn how various industries have developed different international trade patterns and how the internet is rapidly changing this field. Focus is placed on international trade as an industry, professional opportunities, project management, intercultural skills, and technical trends in logistics and online research.

## **IN 313 — International Business Transactions**

3 credits; 3 lecture hours

The management of international trade transactions is introduced, with emphasis on agency, distributorship, franchising agreements, import/export, and licensing. Students learn the theory and practice of conducting international negotiations and how to apply the self-regulatory standards used in international trade. The use of the internet and business-to-business e-commerce websites to transact international business is also examined.

## **IN 320 — Compliance Management in International Trade**

3 credits; 3 lecture hours

This course identifies major compliance regulations, as well as ethics and sustainability issues, that impact fashion companies, the agencies that implement them, as well as the organizations that monitor them. The course will focus on how firms adjust their processes to incorporate compliance assessment, manage tracking, surveys, testing and document preparation. Prerequisite(s): IN 312.

## **IN 322 — Global Marketing**

3 credits; 3 lecture hours

Introduction to the research techniques and implementation strategies practiced in global marketing by the fashion and related industries. Students examine the major trends revolutionizing international marketing, the evolution of international companies into global firms, and the expanding role of e-commerce. The role of intercultural communication and negotiation styles in global marketing strategies is studied in detail.

### **IN 323 — Import/Export Regulations**

3 credits; 3 lecture hours

Import and export regulations enforced by the U.S. Customs Service are presented, including ECCN and HTSUS classification, country of origin, customer screening, export licensing, quota/visa, required import/export documentation, and valuation. Students develop an import or export international business plan. Prerequisite(s): IN 312.

### **IN 324 — International Marketing Research**

3 credits; 3 lecture hours

Students learn how to plan, implement, and present an international marketing research project. The course explores secondary data that are available through libraries, public agencies, and online resources and analyzes strategies for generating primary data in foreign markets. International team-building and presentation skills are reviewed and practiced. Lectures and critiques are provided by guest speakers from the industry.

Prerequisite(s): IN 322.

### **IN 331 — Global Sourcing for Stylists**

3 credits; 3 lecture hours

Students learn how and where goods and components are manufactured. Compliance, quality control standards, and governmental regulations are addressed, as well as the evolution of global sourcing and current fashion trends and practices.

### **IN 341 — International Logistics**

3 credits; 3 lecture hours

International logistics--the organized movement of goods, services, and people across countries--is explored. Students survey the impact of the market, government regulations, and technological forces on ground, ocean, and air transportation systems. International conventions and the role of unions in logistics are also studied.

### **IN 342 — International Corporate Responsibility**

3 credits; 3 lecture hours

Students study the sustainability movement, and how ethical, social, and environmental issues are being addressed by multinational corporations. Through the review of current case studies, the course examines the role of fashion businesses in creating socially responsible and eco-friendly global supply chains and their effect in international trade policies.

### **IN 400 — Cross Border E-commerce and Social Media for International Trade and Marketing**

3 credits; 3 lecture hours

This course prepares students to apply the most important digital marketing strategies currently used by brands in cross border e-commerce in compliance with regulations in multiple countries. Students will apply this knowledge to select expansion strategies and use key social media platforms to support their international commerce initiatives.

### **IN 423 — Global Marketing of Luxury Brands**

3 credits; 3 lecture hours

Through case studies, business articles, and position papers, students learn how international luxury brands are affected by globalization, how they compete for emerging markets and use elements of sustainability and social responsibility in their competition strategies. Students explore the concept of the global consumer and the impact of this consumer on marketing strategies.

Prerequisite(s): IN 322 or approval of instructor.

### **IN 424 — Export Promotion Marketing**

3 credits; 3 lecture hours

This course is an introduction to the variety of export assistance policies, programs, and initiatives available to U.S., foreign, and global businesses to effectively market fashion-related goods and services. Students examine various export promotion strategies organized by the U.S. government, foreign governments, and bilateral and private-sector joint programs that aid in the exportation of goods and services.

Prerequisite(s): IN 322.

### **IN 433 — Global Sourcing**

3 credits; 3 lecture hours

Students examine the import marketing process, import regulations, sources of supply, supplier management and development, and transportation in order to learn how to participate in the global marketplace and negotiate in cross-cultural situations.

Prerequisite(s): IN 323.

### **IN 434 — International Management**

3 credits; 3 lecture hours

This course is a guide to the world of international business and addresses the myriad factors that influence decision makers working in this environment. Students assess how organizational structure, personnel decisions, resource planning and allocation, and other business alternatives are affected by a firm's global participation.

### **IN 441 — International Business Law**

3 credits; 3 lecture hours

Students develop a thorough understanding of the legal framework for international business transactions in the fashion and related industries. They learn how international sales contracts are structured, how international trade rules and national laws apply to cross-border transactions, and how international business disputes are settled.

### **IN 442 — International Finance**

3 credits; 3 lecture hours

Students learn to use the basic principles and techniques of international financial management and develop an understanding of the financial environment in which multinational corporations and small international businesses operate. Focus is on international capital budgets and capital structure, international cash management, international tax regulations, management of currency and exchange-rate risks, and short- and long-term trade finance.

Prerequisite(s): MA 222 or MA 311.

### **IN 443 — International Business Strategies and Fashion Law**

3 credits; 3 lecture hours

This management course introduces the strategic business considerations faced by international fashion firms as they set up operations in foreign markets. Students examine the market entry process of fashion firms and identify key financial, legal, management, and marketing issues.

### **IN 491 — SUMMER INTERNSHIP HONG KONG**

4 credits

A salaried summer internship in industry scheduled individually for 120-160 hours during June. Includes on-site pre- and post-internship seminar field trip. Completion of a daily journal and oral report on experience is required.

### **IN 492 — International Trade Practicum**

3 credits; 3 lecture hours

This course offers students a field trip to a key country of a regional trade agreement to experience international trade's impact on consumers, the fashion industries, and governments of foreign markets. Participants learn to conduct international field research, source international contacts, and develop safe travel skills. Students' findings are summarized in a written case study. An application must be submitted in the prior semester for a student to be considered for the course. Approximately four weeks in January or June.

Prerequisite(s): IN 312 or approval of chairperson.