



*GEORGETOWN UNIVERSITY*  
*School of Continuing Studies*  
*Center for Continuing and Professional Education*

## **SYLLABUS** **INTERNATIONAL TRADE AND POLICY**

**Spring 2016**

**Course number:** XCPD-501-01

**Location:** 640 Mass Ave N.W.

Georgetown University Downtown Campus

**Convener:** Prof. Michael R. Czinkota

402 Hariri Building

Georgetown University

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**Text:** Czinkota and Ronkainen, *Global Business : Positioning ventures ahead*, Oxford, Routledge, 2011. Available at fine book stores and online booksellers.

There will also be materials e-mailed to you on BlackBoard.

### **An Overview**

There has been unprecedented change on the global trade front. There are very close linkages between domestic and international activities, and between all economies around the globe. We know that when domestic economic activities are down, international trade is down as well—only much more so.

Austerity brings changes in production and consumption patterns, and introduces new dimensions into the decision-making process. The role of governments is growing by leaps and bounds, dictating the direction and strength of international trade activities. There is rising potential to restrict imports and encourage exports, in order to keep home industries safe and gradually reduce global imbalances.



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However, in spite of periods of economic crisis, which may lead to short-term interruptions in globalization, we know that the important changes in production, consumption and lifestyle brought about by international marketing—and the global progress of the discipline—will be inexorable.

### **Purpose and Objectives**

In dire economic times, international marketers are a key agent of social change. They provide their insights and knowledge to help society understand the trade-offs and consequences of actions, and to make good decisions that consider a broad variety of stakeholders.

Nations around the world attempt to stabilize and revitalize their economies. Typically, each nation's emphasis rests with domestic issues. Yet any intervention of one nation is likely to rapidly affect other countries, and may trigger economic and policy responses. Once introduced, protectionism can quickly become contagious and be emulated around the world. The prevalence of a market economy is not automatically accepted any more. Key tenets of the marketing discipline, such as risk, profit, competition and ownership, are being redefined and reassessed.

Global marketers develop the knowledge and talents to disentangle the competing priorities confronting individuals, companies and governments. Nations must be able and willing to buy each other's goods, if economies are to blossom. Global marketers can show how competition and consumer choice are crucial for achieving a higher level of well-being. By having field-specific knowledge, by understanding the effect of culture and emotions, and by sitting at the table and making their contribution, global marketers help create a better world.

### **Course Structure**

We will have six sessions in which to explore the impact of policy on international trade and marketing. In our meetings we will highlight those areas which have a particular effect today – the readings will help you to explore additional areas in more depth.



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The course will mainly have a discussion format, where individuals are expected to actively participate by bringing in their experiences and viewpoints.



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## SEQUENCE OF EVENTS

### INTERNATIONAL TRADE AND POLICY

#### **Session 1:**

Prof. Michael Czinkota

Friday 6:30- 9:30 p.m.

Topics: Global Business Imperative  
Trade Policy and Politics

#### **Session 2 and 3:**

Ms. Maureen Smith

Saturday 9-4 p.m. (lunch 12-1)

Topics: Trade Negotiations  
Trade conflicts  
Building alliances

#### **Session 4:**

Dr. Paul Freedenberg.

Friday 6:30 – 9:30

Topics: U.S. Export Control Policy  
U.S.-China Trade Relations

#### **Session 5 and 6:**

Mr. Jozsef Szamosfalvy

Saturday 9 a.m. – 4 p.m. (lunch 12-1 p.m.)

Topics: Project Finance and Export Support  
Policy and Implementation