

SYLLABUS

INTERNATIONAL TRADE AND POLICY Spring 2008

GEORGETOWN MAIN CAMPUS
Room TBA

Convener: Prof. Michael R. Czinkota
318 Old North
Georgetown University

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Text: Czinkota, Ronkainen, Donath, Mastering Global Markets, Strategies for Today's Trade Globalist, Mason, OH, Thomson, 2005

There will also be materials e-mailed to you.

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.

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

Syllabus

INTERNATIONAL TRADE AND POLICY

Session 1:

Friday 6:00- 9:00 p.m.

Prof. Michael Czinkota

Topics: Global Business Imperative
The U.S. Trade Position

Session 2 :

Saturday 9 a.m. -12 noon

Col. Edward Badolato

Topic: Homeland Security and International Trade

Session 3:

Saturday, 1 p.m – 4 p.m.

Prof. Michael Czinkota

Topic: U.S. Trade and Investment Policies

Session 4:

Friday, March 23rd, 6:00 – 9:00 p.m.

Mr. Alan Beard

Topics: Project Finance and Export Support
Policy and Implementation

Sessions 5 and 6:

Saturday, March 24th, 9 a.m. – 12 noon and 1 p.m. – 4 p.m.

Dr. Paul Freedenberg

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