

ABSTRACT

EUROPE 1992 AND BEYOND: A NEW CLASS IN INTERNATIONAL MARKETING?

Katrin R. Harich, California State University, Fullerton

In 1992 Europe will become a "Single Market", a "Fortress" facing the U.S. and Japan. Yet U.S. managers and businessmen have done very little to prepare themselves against the potential erection of external barriers to outside trading partners. At the same time, not much is undertaken to prepare American students for Europe 1992 and beyond.

This paper suggests that the advent of Europe 1992 justifies the creation of a specific course (special topic class) on the European Community. This class can provide students with a deeper understanding of 1) the history of the EEC, 2) its organizational structure, 3) the goals and barriers with respect to the "Single Market", 4) the twelve member countries, their historical, economic, and cultural background, as well as of 5) the implications of Europe 1992 and beyond for U.S. business and U.S. policy.

Students will have ample opportunity to familiarize themselves with the different member countries, to assess market opportunities in a unified Europe, and to devise entry strategies for specific European countries. They will learn about "special topics" such as the "Euro-Consumer" and "Pan-European Advertising". Both topics lie at the heart of the globalization versus standardization issue which seems worthwhile to discuss.

The paper presents a complete syllabus and class schedule as well as a list of references that can be helpful when considering teaching or lecturing on Europe 1992 and its implications for U.S. business and policy.