



COURSE INFORMATION

A: Division: **INSTRUCTIONAL** Date: **MARCH 1996**
 B: Faculty: **COMMERCE AND BUSINESS ADMINISTRATION** New Course: **x**
 Program: **INTERNATIONAL BUSINESS STUDIES** Revision of Course Information form:

C: MARK 300 D: INTERNATIONAL MARKETING E: 3
 Subject & Course No. Descriptive Title Semester Credit

F: Calendar Description: This course examines the international activities of firms from a marketing perspective. While Canada is a very active trading nation in terms of both importing and exporting, the focus of this course will primarily be on exporting, particularly from the perspective of small- and medium-sized companies.

Summary of Revisions:

G: Type of instruction: Hrs per week

Lecture:	3	Hrs.
Laboratory:		Hrs.
Seminar:	1	Hrs.
Clinical Experience:		Hrs.
Field Experience:		Hrs.
Practicum:		Hrs.
Shop:		Hrs.
Studio:		Hrs.
Student Directed Learning:		Hrs.
Other (Specify):	4	Hrs.
Total:		Hrs.

H: Course Prerequisites:
MARK 120

I: Course Corequisites:
nil

J: Course for which this Course is a Prerequisite:
BUSN 401 and MARK 400

K: Maximum Class Size:
35

L: College Credit Transfer **X**
 College Credit Non-Transfer
 Non-Credit

M: Transfer Credit: Requested: **X**
 Granted:

Specify Course Equivalents or Unassigned Credit as appropriate:

BCOU
 SFU **BUS 447 (3)**
 UBC **COMM 364 (3)**
 UNBC **COMM 441 (3) or COMM 340 (3)**
 UVIC **IB 401 (1.5)**
 Other:

 Course Designer(s)

 Director/Chairperson

 Divisional Dean

 Registrar

N: TEXTBOOKS AND MATERIALS TO BE PURCHASED BY STUDENTS

Albaum, Gerald, Jasper Strandkov, Edwin Duerr and Laurence Dowd. International Marketing and Export Management, Latest Ed. New York: Addison-Wesley Publishing Company.

O: COURSE OBJECTIVES

The student will be able to:

1. develop a general overview and understanding of international marketing;
2. identify and analyze the marketing environment unique to various nations;
3. illustrate marketing techniques and strategies necessary to compete in the global market place;
4. compare and contrast the global marketing strategies of MNEs (Multi-national Enterprises) with typical strategies of small-to medium-sized businesses.

P: COURSE CONTENT

1. Nature and functions of international marketing
2. International economic environment
3. The legal and political environment of international marketing
4. Cultural environment
5. Financial environment
6. The decision to enter international markets
7. Analysis and selection of foreign markets
8. Strategies for entering foreign markets
9. Foreign direct investment
10. Marketing in transition
11. International product adaption
12. Globalization
13. International communications
14. Promotion strategies
15. Export pricing strategies
16. Global pricing strategies
17. Distribution strategies and logistics for the international marketplace
18. International marketing organization and control
19. The international marketing of services
20. Key challenges of international marketing.
21. Stages in the evolution of export activities.

Q: METHOD OF INSTRUCTION

A variety of pedagogical methods will be used in this course. They will include: lectures, class discussions, case discussions and presentations, guest speakers and audio-visuals.

R: COURSE EVALUATION

Major Term Project	20%
Cases (2 to be handed in)	20%
Class Participation	10%
Article Presentation	10%
Midterm Examination	20%
Final Examination	<u>20%</u>
Total	<u>100%</u>

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