

# **EFFECTIVE: SEPTEMBER 2004 CURRICULUM GUIDELINES**

Α.	Division:	Instruction	Ef	fective Date:		September 2004		
B.	Department / Program Area:	Commerce & Business Admin. International Business Studies	Re	evision	X	New Course		
C:	MARK 3300	<b>D</b> : International	Re Da Da	Revision, Section(s) evised: ate of Previous Revision ate of Current Revision eting		C,H,J March 1996 October 2004 E: 3		
	Subject & Course No. Descript		tive Ti	tle	Sen	nester Credits		
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.							
G:	Allocation of Contact Hours to Type of Instruction / Learning Settings  Primary Methods of Instructional Delivery and/or		H:	Course Prerequisites: MARK 1120	:			
		Lectures and Seminars		I: Course Corequisites: nil				
	Number of Contact Hours: (per week / semester for each descriptor)		J:	: Course for which this Course is a Prerequisite				
	Lecture: Seminar: Total:	3 Hrs. 1 Hr. 4 Hrs.		BUSN 4401 and MA	ARK 4	400		
	Number of Weeks per Semester:  15 Weeks X 4 Hours per Week = 60 Hours		K:	Maximum Class Size: 35				
L:	PLEASE INDICATE:							
	Non-Credit College Credit Non-Transfer							
	X College Credit Transfer:							
	SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS (www.bccat.bc.ca)							

## M: Course Objectives / Learning Outcomes

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.

#### **N:** 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.

### **O:** Methods 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.

## P: Textbooks and Materials to be Purchased by Students

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

**Date of Current Revision: October 2004** 

Q:	Means of Assessment						
	Major Term Project	20%					
	Cases (2 to be handed in)	20%					
	Class Participation	10%					
	Article Presentation	10%					
	Midterm Examination	20%					
	Final Examination	0%					
	Total	100%					
R:	Prior Learning Assessment and Recognition: specify whether course is open for PLAR						
	No.						
	NO.						
Course Designer(s): <b>Joe Ilsever</b>		Education Council / Curriculum Committee Representative					
Dean	/ Director: Rosilyn G. Coulson	Registrar: Trish Angus					
Deall	/ Director. Rushyii G. Couison	Registrat. 11190 Angus					

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