



EFFECTIVE: MAY, 2008
CURRICULUM GUIDELINES

A. Division: **Education** Effective Date: **May 2008**

B. Department / Program Area: **Commerce & Business Admin. International Business Studies** Revision New Course

If Revision, Section(s) Revised: **F, G, J, K M, N, P, Q**

Date of Previous Revision: **October 2004**

Date of Current Revision: **November 2007**

C: MARK 3300 **D:** International Marketing **E: 3**

Subject & Course No.	Descriptive Title	Semester Credits
<p>F: Calendar Description:</p> <p>This course examines international marketing activities of firms operating in the global marketplace, and relates marketing to specific international conceptual and empirical issues. The course builds on the basic principles of marketing, marketing research, planning and strategy and explores their use in global applications. Particular emphasis is placed on gathering international market intelligence, identifying current issues impacting on organizations operating internationally, and developing competitive international marketing strategies. The course will explore differences in global environment in different cultures; the political, legal, and economic conditions that affect market entry strategies and marketing mix decisions; and the development of marketing plans for non-Canadian situations.</p>		
<p>G: Allocation of Contact Hours to Type of Instruction / Learning Settings</p> <p>Primary Methods of Instructional Delivery and/or Learning Settings:</p> <p>Lectures and Seminars</p> <p>Number of Contact Hours: (per week / semester for each descriptor)</p> <p>Lecture: 2 Hrs. Seminar: 2 Hr. Total: 4 Hrs.</p> <p>Number of Weeks per Semester:</p> <p>15 Weeks X 4 Hours per Week = 60 Hours</p>	<p>H: Course Prerequisites:</p> <p>MARK 1120</p>	
	<p>I: Course Corequisites:</p> <p>nil</p>	
	<p>J: Course for which this Course is a Prerequisite</p> <p>nil</p>	
	<p>K: Maximum Class Size:</p> <p>30</p>	
<p>L: PLEASE INDICATE:</p> <p><input type="checkbox"/> Non-Credit</p> <p><input type="checkbox"/> College Credit Non-Transfer</p> <p><input checked="" type="checkbox"/> College Credit Transfer:</p> <p>SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS (www.bctransferguide.ca)</p>		

<p>M: Course Objectives / Learning Outcomes The student will be able to:</p> <ol style="list-style-type: none"> 1. develop a general overview and understanding of international marketing; 2. identify and analyze the marketing environment unique to various key nations; 3. illustrate marketing techniques and strategies necessary to compete in the global market place; 4. compare and contrast the global marketing strategies of multi-national enterprises with typical strategies of small-to medium-sized businesses. 5. address global issues and describe concepts relevant to all international marketers 6. generate an approach for identifying and analyzing the key cultural and environmental characteristics of any nation or global region 7. understand international marketing management from a global perspective
<p>N: Course Content:</p> <ol style="list-style-type: none"> 1. Nature, scope, challenge and functions of international marketing 2. International trade – the environment, the players, and the dynamics 3. International market assessment, analysis and marketing research 4. Legal, economic, cultural, financial and political environment of international marketing 5. Decisions, analysis and investment strategies for entering international markets 6. The specific case for foreign direct investment 7. Developing and adapting products for international markets 8. Emerging markets, world market regions and market agreements 9. International communications 9. Promotion considerations and strategies 10. Business customs and environments 11. Export and global pricing strategies 12. Distribution strategies and logistics for the international marketplace 13. Marketing of services globally 14. Exporting, logistics, international marketing channels and organization 15. E-commerce, E-marketing, and Web-based Marketing Technologies 16. Dealing with international customers, partners, regulators and governments 17. Developing a global vision and perspective
<p>O: Methods of Instruction</p> <p>A variety of pedagogical methods will be used in this course. They will include: lectures, group and class discussions, case discussions and presentations, guest speakers, web analysis and audio-visuals.</p>
<p>P: Textbooks and Materials to be Purchased by Students</p> <p>International Marketing, latest Canadian Edition Authors: Philip Cateora; John Graham; Edward Bruning; McGraw Hill (Canadian Higher Education) or similar resource</p> <p>Global Marketing: Foreign Entry, Local Marketing, and Global Management Author: Johny Johansson; McGraw Hill (Canadian Higher Education), latest edition or similar resource</p>

Q: Means of Assessment	
Major Term Project	20%
Cases (2 - 4)	20%
Class Participation	10%
Article Presentation	10%
Midterm Examination	20%
Final Examination	<u>20%</u>
Total	100%
R: Prior Learning Assessment and Recognition: specify whether course is open for PLAR	
No	
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Course Designer(s): **C. Gail Tibbo**

Education Council / Curriculum Committee Representative

Dean / Director: **Rosilyn G. Coulson**

Registrar: **Trish Angus**

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