



A POLYTECHNIC INSTITUTION

School of Business

Program: Marketing Management

Option: INTTA, B

MKTG 4405

International Market Planning

Start Date:	January 3, 2006	End Date:	March 7, 2006
Total Hours:	40	Total Weeks:	10
Hours/Week:	4	Lecture:	2
		Lab:	2
		Shop:	
		Seminar:	
		Other:	

Prerequisites

Course No.	Course Name
------------	-------------

Course Number is a Prerequisite for:

Course No.	Course Name
TDMT 4411	Industry Projects

v Course Description (required)

Examines the use of international market research as a tool to aid in the development of formal international market intelligence. Focuses on applying the research process to facilitate effective decision making in the areas of exporting, importing, and market entry. More specifically, the course examines techniques for assessing situation, market potential, legal, political, economic, and cultural barriers, distribution channels, and logistical concerns, along with matters relating to pricing and promotional strategy. Competitive intelligence in an international setting will also be examined.

v Evaluation

Midterm Exam	20%	Comments: Failure to achieve 50% or more on: the combination of the exams (midterm + final), and the individual assignments/participation marks; will require 0% being assigned for all other group projects and assignments, resulting in a failing grade for this course.
Final Exam	30%	
Assignments	10%	
Term Project	30%	
Labs/Participation	10%	
TOTAL	100%	

v Course Learning Outcomes/Competencies

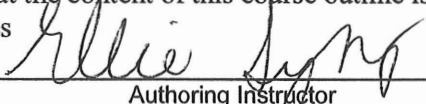
Upon successful completion, the student will be able to:

- Use market research to improve decision making related to exporting, importing, transportation, logistics, and market entry
- Develop research objectives that are compatible with international corporate business objectives
- Use a variety of information sources and techniques for collecting and analyzing data and decide on the most suitable method of data acquisition for different information needs
- Investigate the nature of the market using market and competitive intelligence
- Identify the elements of an ongoing information system for management that is accessible, current and useful
- Apply research techniques to product adaptation and the shaping of effective promotional strategies
- Follow the steps in the international trade research process to develop a market intelligence report

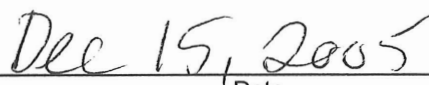
v Verification

I verify that the content of this course outline is current.

Ellie Sykes



Authoring Instructor

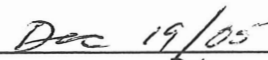


Date

I verify that this course outline has been reviewed.

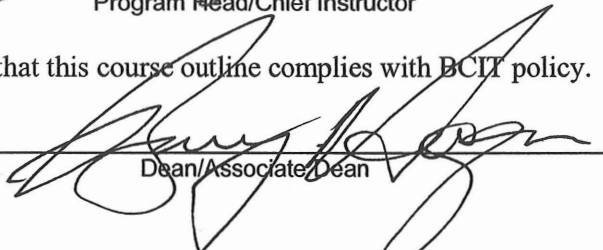


Program Head/Chief Instructor



Date

I verify that this course outline complies with BCIT policy.



Dean/Associate Dean



Date

Note: Should changes be required to the content of this course outline, students will be given reasonable notice.

v Instructor(s)

Ellie Sykes	Office Location: TBD	Office Phone: TBD
	Office Hrs.: TBD	E-mail Address: esykes2@my.bcit.ca

v Learning Resources

Handouts from instructor.

v Information for Students

(Information below can be adapted and supplemented as necessary.)

Assignments: Late assignments, lab reports or projects will be subject to a 10% per day late penalty. Assignments must be done on an individual basis unless otherwise specified by the instructor.

Makeup Tests, Exams or Quizzes: There will be no makeup tests, exams or quizzes. If you miss a test, exam or quiz, you will receive zero marks. Exceptions may be made for **documented** medical reasons or extenuating circumstances. In such a case, it is the responsibility of the student to inform the instructor **immediately**.

Ethics: BCIT assumes that all students attending the Institute will follow a high standard of ethics. Incidents of cheating or plagiarism may, therefore, result in a grade of zero for the assignment, quiz, test, exam, or project for all parties involved and/or expulsion from the course.

Attendance: The attendance policy as outlined in the current BCIT Calendar will be enforced. Attendance will be taken at the beginning of each session. Students not present at that time will be recorded as absent.

Missing more than 10% of classes without prior arrangement and consent of your instructor may result in a grade of 0% being assigned for your final exam, equating to a failing grade for this course.

Illness: A doctor's note is required for any illness causing you to miss assignments, quizzes, tests, projects, or exam. At the discretion of the instructor, you may complete the work missed or have the work prorated.

Attempts: Students must successfully complete a course within a maximum of three attempts at the course. Students with two attempts in a single course will be allowed to repeat the course only upon special written permission from the Associate Dean. Students who have not successfully completed a course within three attempts will not be eligible to graduate from the appropriate program.

Course Outline Changes: The material or schedule specified in this course outline may be changed by the instructor. If changes are required, they will be announced in class.

Schedule

Wk #	Outcome/ Material Covered	Deliverables	Due
wk 1	<ul style="list-style-type: none"> • International Trade Research – An Introduction • Evaluating Import/Export/Market Entry Opportunities – Step by Step Process • Research Process Overview 		
wk 2	<ul style="list-style-type: none"> • Defining Research Objectives • Secondary Data Collection Tools • Sources of Data 		
wk 3	<ul style="list-style-type: none"> • Primary Research Tools 	Term Project Deliverable #1	LECTURE 19 Jan
wk 4	<ul style="list-style-type: none"> • Initial Screening • Macro Analysis 		
wk 5	<ul style="list-style-type: none"> • Midterm – during lecture period (topics covered to date) 		
wk 6	<ul style="list-style-type: none"> • Market Intelligence • Competitive Intelligence 	Term Project Deliverable #2 Check In – Should have Macro Analysis completed by this point	LAB 7 Feb
wk 7	<ul style="list-style-type: none"> • Analyzing the Data • Reporting • Marketing Mix Strategies 		
wk 8	<ul style="list-style-type: none"> • Marketing Mix Strategies 		
wk 9	<ul style="list-style-type: none"> • Exam Review • MIS for International Trade 	Term Project Deliverable #3	LECTURE 2 Mar
wk 10	Final Exam – to be scheduled as part of exam week.		

Term Project Details

There will be 5 teams per set, so team size will be 4-6 people.

Learning Objectives

The term project centers around preparing a Market Intelligence Report and serves two main objectives:

- (1) It provides students an opportunity to apply research techniques discussed in class to a subject of interest (eg: a subject related to their upcoming industry project for directed studies, or geographic areas they wish to specialize in); and,
- (2) It gives students an opportunity to develop their interpretation and analytical skills, particularly their ability to synthesize large amounts of information into meaningful intelligence that will facilitate effective decision making.

Project Overview

The project accounts for a substantial portion of the course grade and is divided into the following deliverables. More details on deliverables will be provided in class.

DELIVERABLE 1: Proposal Memo

Determine product or service for export/market entry. The product may be a good, service or a combination of both (eg: exporting a software system along with ongoing technical training for the software users).

Select TEN countries/markets as your initial candidates for export markets/market entry. (If you choose the US, you should regionalize your research).

The initial markets selected should make it onto your list based on whether you think they will fit your initial screening criteria. Then you have to research these markets and narrow them down to 4 based on the ones that have the best fit with your needs.

Provide a one page research proposal in memo format outlining team, company, product or service, marketing problem and research objectives, and research plan.

Due in lecture, January 19.

DELIVERABLE 2: Macro Analysis Check In

Be prepared to discuss Macro Analysis. Assess general/macro conditions of the remaining four countries/markets and then narrow the candidates down to the two most promising.

Due in lab, February 7.

DELIVERABLE 3: Market Intelligence Report (30%)

Undertake detailed research to assess performance potential of your product in each of the two countries/markets. Select which country is the most promising market, thoroughly defend your rationale, and provide strategic and tactical recommendations for successful market entry. While comprehensive coverage is required, avoid "fluff"/"filler" information—every sentence should be a valuable contribution to the utility of this intelligence report.

Due in lecture, March 2.

Term Project More Details

Getting Started

So...the first thing you need to do is get up to speed and conduct a situation analysis on the company you are working with. Learn what you can about the company's background, marketing mix, mission and vision/goals, consumer profile, value chain/supply chain and do a SWOT analysis.

If you are working with a company you should do all of this and then have a meeting with them to discuss what you've found out and clarify any issues or questions that you have. You need to understand what the company needs to have in order to operate successfully so that when you go out and do your research you know what you should be looking for.

If you're not working with a company, you should still understand the product that you're talking about at a deeper level, particularly the consumer profile and best case scenario for the marketing mix.

Before you can actually do your macro analysis you need to do a situation analysis and initial market screening.

What to include in final deliverable...

1. Executive Summary

- Should be a stand alone document that summarizes your conclusions and recommendations

2. Situation Analysis (2-5 pages)

- Company background
- Mission, vision/goals
- Marketing mix
- Consumer profile
- SWOT
- Value chain
- (and anything else you think will be helpful in terms of developing a really strong market intelligence report)

3. Research Plan (1-2 pages)

- Include the research plan outline you will follow for your project and the key questions you're trying to answer

4. Initial Screening (2-3 pages)

- Information needs and evaluation criteria for this stage. Remember, you're trying to narrow down your options to the most favourable based on basic criteria – so don't overdo the number of initial screening criteria.
- Information sources (include list of those you're using, and what you would use if you had more resources (time, budget, human resources).
- List of TEN markets you think fit your basic criteria.
- Data collection of your initial screening criteria about the list of markets you've generated.
- Analyze the markets you've researched, use a decision matrix or table to simplify the process so that you don't have to write pages of information. The initial screening should not take up too much time or space.
- Make a decision on FOUR markets per person on your team that fit your initial screening criteria.

5. Assessment of General Environment/Macro Analysis (6-8 pages)

Now that you've narrowed down your markets to FOUR you need to proceed to macro analysis. Remember this is the next stage in your plan and should still not be too narrowly focused. Focus on the STEEP domains and any criteria that your company/product needs to identify in order to determine how successful they will be in a market. Remember you're looking for trends, issues, stats, laws, etc that will affect your company's decision to enter a market or will be a barrier to their success. You should also discuss how the marketing mix may be affected.

This section of your report needs to include the following:

- Information needs and evaluation criteria for this stage. Remember, you're trying to narrow down your options even further, and you'll still be able to do more research later if necessary within the STEEP domains, so focus on the key things your company needs to look at rather than the "nice to know" facts.
- Information sources (include list of those you're using, and what you would use if you had more resources (time, budget, human resources).
- Data collection of your macro stage screening criteria.
- Analyze the markets you've researched. Summarize the STEEP domains for each market in text and then use a decision matrix or table to simplify the decision making process.
- Make a decision on TWO markets that fit your macro stage screening criteria.

6. Assessment of Operating Environment (Competitive Intelligence)

- Information needs and evaluation criteria for this stage.
- Information sources (include list of those you're using, and what you would use if you had more resources (time, budget, human resources)).
- Collect information on your competition.
- Assess competition in the two remaining markets. You don't have to go overboard here, just do the main competition.
- Evaluate their strengths and weaknesses in relation to your company and determine if they have opportunities and threats you don't have.
- Determine whether your markets are still viable based on existing (and potential) competition.
- This section is still based on TWO markets.

7. Assess Marketing Intelligence and Internal Suitability

- Information needs and evaluation criteria for this stage.
- Information sources (include list of those you're using, and what you would use if you had more resources (time, budget, human resources)).
- Examine marketing mix and specific decisions that need to be made. Will you have to adapt your product/service? Which market has the greatest potential with the least risk/investment for your company?
- Examine internal suitability. Does the market fit with your company's goals, etc?
- Determine whether your markets are still viable.
- This section is still based on TWO markets.

8. Final Recommendations and Market Entry Strategies

- Recommend your FINAL MARKET SELECTION.
- Justify the selection of your final market by summarizing what you have learned throughout your entire project.
- Lay the groundwork for the market entry strategies you would recommend for all aspects of the marketing mix. Justify the strategies you recommend based on what you have learned throughout your project.

9. Bibliography

- Include references for every piece of information you used in your project. I don't care what format you use as long as you reference your information.
- If you are using an online reference you MUST include the following: Name of website, url link, date accessed, (and date posted if available).

Marking notes:

- Avoid fluff, filler and blah blah. Get to your point and keep things logically organized.
- Marks will be deducted for grammar and spelling errors. Make sure to CANADIAN spell check and grammar check please.