



MAR - 6 2001

BRITISH COLUMBIA INSTITUTE OF
TECHNOLOGY
School of Business
Department: Marketing Management
Option: International Trade/Transportation
Logistics
Tics

Course Outline for**MKTG 4405
INTERNATIONAL MARKET PLANNING**

Hours/Wee		Total Hours:		Term/Level	
				:	
Lecture:	2	Total	10	Credits:	4
Lab:		Weeks:			
Other:	2				

Prerequisites

Successful completion of all Level 1, and Level 2 courses or instructor permission

Course No. is a Prerequisite for

Course No.
Course Name

Course Record

Developed by:	<u>L. W. Rapchuk, Marketing</u>	Date:	<u>January, 2001</u>
	Instructor Name and Dept.		
Revised by:	<u>L.W. Rapchuk, Marketing</u>	Date:	<u>January, 2001</u>
	Instructor Name and Dept.		
Approved by:	<u>G. Boleen, Program Head</u>		
	Associate Dean / Program Head	Start Date – Jan. 4, 2001	

Course Description

The course is designed to provide students with a multi-dimensional learning environment. To this end, a balanced program of lectures, readings, discussions, and participation in a global industry business simulation game will be used for the applicability of sound market planning and business principals acquired in the course.

Course Goals

Students will apply fundamental and advanced business, marketing, computer, and operational skills acquired in this and previous courses.

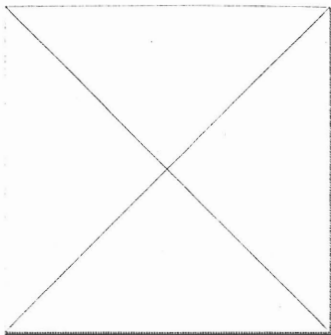
Evaluation

Final Exam	25 %
Mid-Term Exam	20 %
Projects/Assignments	10 %
Labs	40 %
Personal Evaluation	5 %
	100 %

Course Outcomes and Sub-Outcomes

Upon completion of this course students will be able to:

1. Apply current and previously acquired, practical applications of sound marketing, operational, computer, and administrative business principals to the operation of a company in a simulated global environment that provides near real-life situations under global market conditions.
2. Formulate and apply realistic, quantifiable business objectives, strategies, and tactics that relate to short and long term company planning on a domestic and global basis.
2. Conduct an analysis in a simulated global business environment, in which a firm operates, with reference to its strengths, weaknesses, threats, opportunities, and competitive advantage.
3. Utilize computer skills (spreadsheets, data bases, word processing, and graphics applications) in the control, monitoring, and analysis of short and long term planning results as they apply in a simulated competitive business environment.
5. Develop the required inter-personal skills necessary to successfully participate in a group dynamics decision making environment, necessary to successfully operate a business.



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***Detailed Course Specifications for
INTERNATIONAL MARKET PLANNING***

Effective Date

Instructor(s) L.W. Rapchuk

Office No: SE6-310

Phone: 451-6769

Office Hours: As posted

Text(s) and Equipment

Required: THE BUSINESS STRATEGY GAME

A Global Industry Simulation

By: Arthur A. Thompson and Gregory J. Stappenbeck

Published by : Irwin McGraw-Hill Six Edition

Recommended:

Course Notes (Policies and Procedures)

Students must pass the exam component of the course, in order to take advantage of group project lab marks. That is, an aggregate average (50%) must be obtained on the mid-term and final exam.

Marks (final) will be assigned on an individual basis and will depend in part on individual evaluations by other group/ team project members.

All assignments must be completed. Missed assignments will be graded as zero and the final course mark will show as incomplete.

A 5% penalty will be assessed on all late assignments (per day –including weekends)

The BCIT attendance policy will be in effect. Excessive absence will be deemed to be missing more than two labs for reasons within the student's control. Upon notification of excessive absence and failure of the student to provide adequate explanation of absence, the student will be disqualified from writing the final exam in the course.

A valid medical note must be supplied for excessive absence and for missing of course examinations. To be acceptable the note must contain, the student's name, what the student was treated for, the dates and time the student is expected to miss classes as a result of this problem.

Labs facilities are for the use of course material only. Students working on other course assignments (without instructor's permission) will be asked to leave the lab and be marked absent.

Exams and quizzes are to be all inclusive, in that students will be responsible for all readings, lecture material, and lab work as indicated in the course outline.

Photo-copied assignments, in part or whole, will not be accepted and the student graded accordingly. Students are not permitted to re-submit assignments for higher grades. An assignment copied and/or printed from another student's disk is considered plagiarism and both parties are and will be held responsible. And a grade of zero will be assigned to all parties involved.

The instructor reserves the right to change this course outline as necessary and as course content develops.

Assignment Details

THE COLUMBIA INSTITUTE OF
ECONOMICS

Department of Business
Management: Marketing Management
Course: International Trade/Transportation

Week	Outcome/Material Covered	Assignment
	Course Introduction	
	Introduction to Game Theory	Formulation of teams
1	Strategic Game Issues	Teams make first decision
2	Planning Issues	Teams make 2 nd decision
3	Pricing Issues	Teams make 3 rd decision
	Market Issues	Teams make 4 th and 5 th decisions
4	Financial analysis	5 Year Analysis / next 5 yr plan
5	Distribution Issues	Teams make 7 th and 8 th decisions
6	Review	Teams make 9 th and 10 th decisions and 5 yr. analysis
	Exam Week	