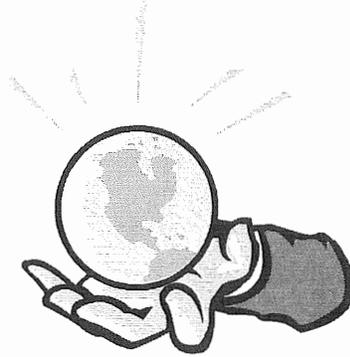


**BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY**

School of Business  
 Programme: Marketing Management  
 Continuing Education

**MKG 2325**  
**Marketing Globally (Tentative)**




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<b>Hours/Week</b>	<b>3</b>	<b>Total hours: 36</b>	<b>Term/Level:</b>	
<b>Lecture:</b>	<b>2</b>	<b>Total Weeks: 12</b>	<b>Credits:</b>	<b>3</b>
<b>Lab:</b>	<b>1</b>			

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**Prerequisites**  
 None

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**Instructor:** Rich Pender

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 rpender@direct.ca

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**Course Goals and Learning Outcomes**

On successful completion of the course, the student will:

1. Have a good knowledge of global marketing concepts
2. Be familiar with international trade terminology
3. Have an awareness of the various types of barriers to international trade
4. Possess a good understanding of the social, cultural, legal and other forms of non-tariff barriers
5. Have developed the skills in planning appropriate strategies for the marketing of a product or service in global markets
6. Have obtained skills in searching international business data to identify market opportunities
7. Be familiar with Canadian and international bodies which assist global business activities
8. Have learned skills vital to developing an International Marketing Plan.

## COURSE OUTCOMES

Upon completion of this course the student should be able to demonstrate core competencies in:

1. Conducting a basic assessment of a proposed market.
2. Identifying alternative market entry strategies.
3. Identifying and selecting organizations to approach for advice, assistance, or support.
4. Understanding how variables such as exchange rates may affect profitability.
5. International partnership arrangements.
6. Improving prospects for success through an understanding of foreign cultures.
7. Invoking managerial standards to secure competitive advantage.
8. Judging how host country laws may impact export markets, payments, and profitability of international sales.
9. Improving preparation of business proposals and negotiating better international agreements.

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## Course Evaluation

Final Examination	30%
Mid-Term	25%
Course Project	35%
Participation/Attendance	10% <sup>1</sup>

## Required Text and Equipment

Pender, R. H., *International Trade – Right from the Start*, Vancouver 1999

## Recommended Texts

Keegan, W. J., and Green, M.C., 1997), *Principles of Global Marketing*, (Prentice Hall)  
Jacob, George T., *An Export Marketing Manual*, Small Business Secretariat, Ottawa  
*A Guide to Canadian Importers*, Canadian Importers Association, World Trade Centre, 60 Harbour Street, Toronto, ON, M5J 1B7  
Other books on *International Marketing* in the BCIT Library.

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<sup>1</sup> The student must obtain a passing grade (50%) on both the midterm and final exam in order to successfully complete the course. A student missing more than 2 labs without a valid excuse will receive a failing grade.

### **Sources useful for assignments/projects (BCIT Library)**

1. Exporter's Encyclopedia, Dun & Bradstreet
2. Principal International Business, Dun & Bradstreet
3. Yearbook of International Trade Statistics, United Nations
4. Statistics Canada – Merchandise Exports
5. Statistics Canada – Merchandise Imports
6. Canadian Key Business Directory
7. Ulrich's International Trade Classification Index
8. Canadian International Trade Classification Index
9. The WEB
10. Asia Pacific Databases

### **A Few Other Sources:**

#### *Directories:*

- Japan Trade Directory & JETRO offices (World Trade Centre)
- Buyers' Guides for various countries
- Trade Show Week Data Book
- International Trade Fairs & Conference Directories
- Import Guides
- Directory of Manufacturers and Sales Agents

#### *Pamphlets/Booklets*

- External Affairs & International Trade Offices (EAITC)
- Price Waterhouse (and the other major consulting firms) – “Doing Business in...”

#### *Journals/Newsletters*

- Business America, US Department of Commerce
- Business International, New York
- Canada-China Trade Council Newsletter, Toronto
- East Asian Business Intelligence, Washington, DC
- Middle East Business Intelligence, Washington DC
- Trade Winds, Taiwan
- Trade & Business – Korea
- CanadExport
- Canadian Exporters' Association's newsletters
- The Economists
- The Far Eastern Economic Review

**Course Schedule  
(Subject to change by Instructor)**

<b>Week/Lecture</b>	<b>Subjects</b>	<b>Chapter References</b>
1	Introduction, The International Trade Environment <ul style="list-style-type: none"> <li>• The Macro view</li> </ul>	1
2	Getting Ready <ul style="list-style-type: none"> <li>• Taking stock</li> </ul>	2
3	Researching the Markets <ul style="list-style-type: none"> <li>• Where are my customers?</li> </ul>	3
4	Competitive Pricing & Moving the Goods <ul style="list-style-type: none"> <li>• How much?</li> <li>• How goods travel</li> </ul>	4
5	Promotion, Documentation & Payments <ul style="list-style-type: none"> <li>• Image</li> <li>• Paperwork</li> <li>• Cash on the Barrel-head</li> </ul>	5
6	Midterm Examination	
7	Multi-Cultural Aspects <ul style="list-style-type: none"> <li>• Communicating</li> </ul>	6
8	Finance & Foreign Exchange <ul style="list-style-type: none"> <li>• How much is it?</li> </ul>	7
9	Partnering <ul style="list-style-type: none"> <li>• Other ways of being successful</li> </ul>	8
10	International Trade Agreements <ul style="list-style-type: none"> <li>• How do they affect me?</li> </ul>	9
11	Plan for Action <ul style="list-style-type: none"> <li>• Where the rubber hits the road</li> </ul>	10
12	Final Examination	