



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY  
 School of Business  
 Program: Marketing Management  
 Option: Entrepreneurship/Professional Sales

Course Outline for  
**MKTG 3304**  
**International Marketing**

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<b>Hours/Week:</b>	<b>Total Hours:</b> 4	<b>Term/Level:</b> 4
Lecture: 2	<b>Total Weeks:</b> 10	<b>Credits:</b> 2.5
Lab: 2		
Other:		

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### Prerequisites

### Course No. is a Prerequisite for

Course No.: MKTG 1102  
 Course Name: Fundamentals of Marketing

Course No.:  
 Course Name:

### Course Record

Developed by:	<u>Stephen Turnbull</u> Instructor Name and Dept.	Date:	<u>Dec. 1999</u>
Revised by:	<u>Stephen Turnbull</u> Instructor Name and Dept.	Date:	<u>Dec. 2000</u>
Approved by:	<u></u> Associate Dean / Program Head	Start Date	<u>Jan 3 / 2001</u>

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### Course Description

Through discussion, individual research and case studies, students will learn to analyze some of the social, cultural and political considerations when developing market entry strategies. The emphasis will be placed on the role of international marketing in the overall strategies of a firm involved in international trade.

### Course Goals

Upon completion of the course students will:

1. Identify international business opportunities
2. Develop international marketing and business strategies
3. Identify transportation, logistic and customs alternatives for the movement of goods
4. Develop international marketing research skills

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## Evaluation

Project	40	%
Case Studies	35	%
Country Notebook	25	%

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## Course Outcomes and Sub-Outcomes

1. The student will become familiar with the pedagogy of writing international business reports
  - By researching outside sources in the business community
  - By having to develop and write an international market analysis
2. The student will develop critical thinking, communication and teamwork skills
  - By having to work in groups
  - By developing a comprehensive perspective of overall strategic objectives of an organization
3. The student will learn to integrate and apply skills and concepts
  - By creating a functional country analysis outline
  - Discussions in labs relating to application of course material and current business cases



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**Detailed Course Specifications for  
MKTG 3304 - International Marketing**

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**Effective Date**

January, 2000

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**Instructor(s) Steve Turnbull (sturnbul@bcit.ca)**

Office No: SE-6, Room 340 Phone: 451-6938  
Office Hours: As Posted or by Appointment

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**Text(s) and Equipment**

Required:

Globe and Mail newspaper

Supplementary Notes ( in bookstore)

Recommended:

Ball/McCulloch - International Business, Irwin/McGraw-Hill

Kotabe/Helsen - Global Marketing Management, Willey

Cateora - International Marketing, McGraw-Hill

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**Course Notes (Policies and Procedures)**

Absenteeism from presentations for other than medical reason will result in a zero (0).

Absenteeism from 2 or more labs will result in no mark (zero) being assigned to the journal component of the course.

Plagiarism or copying of any part of the term paper will result in a zero (0).

Peer rating will be instituted in complying marks for the country risk analysis project (CRA)

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**Assignment Details**

As per instructions in first lab



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Schedule for:  
 TDMT 3304:

**International Marketing**

Week of:	Lecture	Lab	Assignment	Due Date
Jan. 1	Introduction, Operating Environment			
Jan. 8	Global Analysis -Trade Theory	Finding Markets/Sources/Case Studies/Journals/CRA	Case #1 - Flying Disks to Mexico	
Jan. 15	Physical Environment	Internet Research/Case Presentation		
Jan 22	Financial/Economic Environments	Customs	Case #2 - Swartz Spices to Australia	
Jan. 29	Social/Cultural/Political Environments	Case Presentation		
Feb.5	Legal/Competitive/Distribution Environments	Transportation	Case #3 - Kodak in Japan	
Feb. 12	Analyzing Markets	Case Presentation		
Feb. 17	International Marketing Mix	Finance	Case #4 - American Beer	Journal Due
Feb. 19	4 P's Tool Box	Case Presentation		
Feb. 26	International Marketing Plan	Landed Cost/Computer modeling		Project Due