

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

*School of Business
 Programme: Marketing Management
 Option: Professional Sales & Small Business*

MKGT 3305
International Marketing



Hours/Week	4	Total hours: 80	Term/Level:	4
Lecture:	2	Total Weeks: 20	Credits:	5.5
Lab:	2			

Prerequisites

Successful completion of First Year
 Marketing Management

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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 Description

This course in essence deals with three major aspects of International Marketing:

1. Tariff & non-tariff barriers to trade between countries
 2. Types of market entry strategies, and
 3. The International Marketing mix
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Course Evaluation¹

Final Examination	30%
Mid-Term	25%
Case Study Work	35%
Participation/Attendance & Labs	10%

Required Text and Equipment

Keegan, W. J., and Green, M.C., 1997), *Principles of Global Marketing*, (Prentice Hall)

Recommended Texts

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.

Sources useful for assignments/projects (BCIT Library)

1. Exporter's Encyclopedia, Dun & Bradstreet

¹ 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.

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)

Week/Lecture	Subjects	Chapter References
1	Introduction	1
2	The Global Economic Environment	2
3	Regional Market Characteristics	3
4	Social & Cultural Environments	4
5	Political, Legal, and Regulatory Environments	5
6	Global Finances & Foreign Exchange	6
7	Global Marketing Info Systems/Research	7
8	Global Segmentation, Targeting, Sourcing	8
9	Sourcing Strategies Import/Export	9
10	Exam Week (tentative)	Classes canceled
11	Spring Break	Classes canceled
12	Global Market Entry Strategies	10
13	No Lecture, labs optional	
14	Cooperative Strategies & Global & Strategic Partnerships Strategic Elements of Competitive Advantage	11, 12
15	Product Decisions	13
16	Pricing Decisions	14
17	Global Marketing Channels & Distribution	15
18	Global Marketing Communications	16
19	Managing the Global Effort, Looking to the Future	17, 18
20	Final Examinations	All classes canceled