

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

COURSE OUTLINE

COURSE NAME International Marketing

COURSE NUMBER Marketing 305 (3305) DATE January 1994

Prepared by G.T. Jacob Taught to 2nd Year

School School of Business School School of Management

Program Marketing & Tourism Program Mktg. & Tourism

Date Prepared _____ Option Prof. Sales & Small Business

Term 4 Hrs/Wk 4 Credits _____

No. of Weeks 18 Total Hours 72

Instructor(s) G.T. Jacob Office SE.6, 312 Local 6767

Office Hours To be announced

PREREQUISITES First Year Marketing Management at BCIT.

COURSE OBJECTIVES

(Upon successful completion of this course, the student will be able to:)

1. Learn skills on international marketing of a product or service.
2. Obtain an overview of the global markets and opportunities for trade and/or investment.
3. Assess opportunities for marketing of Canadian goods and services in world markets.

EVALUATION

Final Examination	<u>25</u>	<u>%</u>	A minimum of 50% marks in the three examinations necessary for passing the course.
Mid-Terms (2)	<u>30</u>	<u>%</u>	
Project	<u>30</u>	<u>%</u>	
Other (1) Lab Assignments	<u>05</u>	<u>%</u>	
(2) Participation	<u>10</u>	<u>%</u>	

Attendance requirements will be enforced as per BCIT Policy on page 7 of the Calendar.
Excessive absence will be deemed to be missing more than 2 labs within the students control.

REQUIRED TEXT(S) AND EQUIPMENT

Cateora, Philip R., (1993). International Marketing, (8th edition), Irwin.

REFERENCE TEXTS AND RECOMMENDED EQUIPMENT (available in BCIT Library)

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, Ontario, M5J 1B7.

COURSE SUMMARY

Growth of global markets — Opportunities for exporting and importing, licensing, joint venturing, and strategic alliances.

- Importance of international trade to a nation's economy.
- Canada's share of world markets.
- International trade and investment theories.
- International Marketing Research.
- Economic, political, cultural and legal barriers.
- Strategies for penetrating overseas markets.
- Consumer and industrial product strategies.
- Pricing methods and strategies.
- Developing a distribution system.
- Direct and indirect methods of exporting.
- Promotional techniques.
- Documentation, financing and payment methods.
- Imports.
- Canadian Tariff Structure.
- An International Marketing Plan.

FAMILIARIZE YOURSELF WITH THE FOLLOWING DOCUMENTS

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 Directory.
8. Canadian International Trade Classification Index.

A FEW OTHER SOURCES

Directories

- Japan Trade Directory (for Japan only)
- Buyer's Guides
- Trade Show Week Data Book (for USA)
- International Trade Fairs & Conference Directory
- Import Guides
- Importing/Exporting: Japan — JETRO
- Directory of Manufacturers & Sales Agencies (USA)

Pamphlets

Price Waterhouse — Doing Business Series
Ernst & Whinny — Doing Business Series

Journals/Newsletters

- Business American, U.S. Department of Commerce
- Business International, New York
- Canada — China Trade Council Newsletter, Toronto
- East Asian Business Intelligence, Wash., D.C.
- Middle East Business Intelligence, Wash., D.C.
- Trade Winds, Taiwan
- Trade Channel, U.S.A.
- Trade & Business — Korea
- Canada Export

International Marketing of a Product or Service

The project is to be presented in two parts, by groups of two or three, depending on country/region selected.

PART A

1. Select a country for analysis of market for possible export of a product/service.
2. Discuss briefly country facts—basic information relevant to market. Analyze the population, lifestyle, consumption patterns, income level, etc.
3. Study cultural factors that may affect the marketing of a product/service, and factors to be considered in business negotiations/communications with the business community of the country.
4. Look up Canada's exports to the country—show Summary of four-year statistics of trade (exports/imports). Study trends in trade (export/import).
5. Analyzing all of the above, what product/service appears to have potential? Select a product or service for study in Part B.

Country/Region to be selected:

Japan	Brazil
Korea	Chile
P.R.C.	Argentina
Malaysia	Venezuela
Philippines	Columbia
Indonesia	Russia
Australia	New Republics of Former Soviet Union
India	European Community
Saudi Arabia	
Egypt	

PART B

For the product or service selected, develop an international marketing plan (details to be discussed in lab.)

COURSE OUTLINE
(continued)

Week Lecture		Material Covered	References
January	3	Global Market	Ch. 1
	10	International Trade Theories — Geography	Ch. 2, 3
	17	Global Marketing Research	Ch. 11
	24	Cultural Environment	Ch. 4, 5
	31	Political Environment	Ch. 6
February	7	Legal Environment	Ch. 7
		M i d t e r m E x a m i n a t i o n	Ch. 1-6, & 11
	14	Global Markets, Opportunities	Ch. 8
	21	Market Entry Strategies — Trading Blocs	Ch. 9
	28	Marketing — Planning, Exporting, Licensing	Ch. 10
March	7	Joint Venturing, Strategic Alliances	Ch. 15
	14	S p r i n g B r e a k	
	21	S e c o n d M i d t e r m E x a m i n a t i o n	Ch. 7, 8, 9, 10, & 15
		Developing Consumer Products	Ch. 12
	28	Developing Industrial Products and Services	Ch. 13
April	4	Developing a Distribution System	Ch. 14
	11	Promotional Strategies	Ch. 16, 17
	18	Pricing Strategies	Ch. 18
	25	Financing Trade/Investments	Ch. 19
May	2	Importing	
	9	Exporting to USA	
	16	Review	
	24	F i n a l E x a m i n a t i o n	