

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

COURSE OUTLINE

COURSE NAME International Marketing

COURSE NUMBER MKTG 3305 DATE January 1995

Prepared by G.T. Jacob Taught to Second Year

School Business School Management

Program Marketing & Tourism Program Marketing & Tourism

Date Prepared November 1994 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

1. Give skills in the marketing of a product or service in international markets.
 2. Gain an overview of the global marketing environment.
 3. Evaluate opportunities for marketing Canadian goods and services in world markets.
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EVALUATION

Final Examination	<u>20</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>	
Projects	<u>45</u>	<u>%</u>	
Other (1) Participation	<u>5</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 student's 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.

Other books on International Marketing in BCIT library.

COURSE SUMMARY

This course deals with concepts, strategies and practices in the marketing of a product/service in global markets. The marketer faces many kinds of barriers when s/he tries to enter a foreign market — tariffs, competition, unfamiliar consumer/industrial buying behaviors and so on. One should not only acquire skills on dealing with those barriers, but also learn to formulate appropriate marketing strategies.

In order to give hands-on skills on the different facets of international marketing, the student is required to analyze a foreign market on an individual study basis, as well as participate in a group simulation study on foreign market entry strategies.

LEARNING OUTCOMES

At the end of the course the student will:

1. Have skills on the exporting of a product/service from Canada.
2. Be familiar with the mechanics of importing.
3. Obtain skills in searching international trade data banks to identify market opportunities.
4. Be able to select appropriate market entry modes for particular markets.
5. Be familiar with trade terminologies.
6. Have knowledge of important international marketing concepts.
7. Be aware of the various types of tariff and other economic barriers to trade.
8. Have a good understanding of the social, cultural, legal and other forms of non-tariff barriers.
9. Be familiar with Canadian and international bodies which assist global business activities.
10. Have the skills to put together an International Marketing plan.

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 Directory.
 8. Canadian International Trade Classification Index.
 9. INTERNET (computer access).
 10. Asia Pacific Data Base.
- { On-line computer information
through data banks as well

A FEW OTHER SOURCES

Directories

- Japan Trade Directory (for Japan only) and JETRO offices — World Trade Centre
- Buyer's Guides for Various Countries
- Trade Show Week Data Book (for USA)
- International Trade Fairs & Conference Directory
- Import Guides — Canada
- Directory of Manufacturers & Sales Agencies (USA)

Pamphlets/Booklets

External Affairs & International Trade Canada (EAITC) Offices
Price Waterhouse — Doing Business Series
Ernst & Whinny — Doing Business Series

Journals/Newsletters

- Business America, U.S. Department of Commerce
- Business International, New York
- Canada — China Trade Council Newsletter, Toronto
- East Asian Business Intelligence, Washington, D.C.
- Middle East Business Intelligence, Washington, D.C.
- Trade Winds, Taiwan
- Trade Channel, U.S.A.
- Trade & Business — Korea
- Canada Export
- Canadian Exporters' Association's Newsletters

COURSE OUTLINE
(continued)

Week/ Lecture	Material Covered	References
1	Introduction	Ch. 1
2	Globalization of Markets	Ch. 2
3	Global Marketing Research	Ch. 11
4	Cultural Dynamics	Ch. 3, 4
5	Cultural Dynamics	Ch. 5
6	Political Environment	Ch. 6
7	M i d t e r m E x a m i n a t i o n	Ch. 1-5, 11
8	Legal Environment	Ch. 7
9	Global Markets	Ch. 8
10	Market Entry Strategies	Ch. 9
11	Marketing Planning	Ch. 10
	S p r i n g B r e a k	
12	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
13	Developing Industrial and Consumer Products	Ch. 12
14	Developing Industrial Products and Services	Ch. 13
15	Developing a Distribution System	Ch. 14
16	Promotional Strategies	Ch. 16, 17
17	Pricing Strategies	Ch. 18
18	Licensing, Joint Venturing	
19	Exporting to USA, NAFTA	
20	Open	
21	Review	

MKTG.3305 INTERNATIONAL MARKETING

INDIVIDUAL COUNTRY/MARKET PRESENTATIONS

Grade: 25%

OBJECTIVES: (1) To familiarize the student with the nature of global markets, and (2) to give skills on analysing and identifying market opportunities for a product/service.

REQUIRED: Select a country of your choice from the following list and make an oral presentation in lab lasting between 20 and 25 minutes (no written report required):

Japan	Germany	Mexico	Saudi Arabia
Malaysia	Romania	Argentina	Egypt
Portugal	Viet Nam	Norway	Spain
Singapore	Hungary	Chile	Taiwan
Morocco	Turkey	Nigeria	Ukraine
Thailand	Nigeria	Jordan	Brazil

PRESENTATION TOPICS

1. Basic country facts according to sheet supplied--to be distributed to class at the beginning of presentation.

2. The Economic Environment of the country for international business: income levels and income distribution, life styles, consumption patterns, degree of industrialization, imports of consumer and industrial goods/services, statistics on major imports from world, export/import trade with Canada, tariff structure.

3. The Cultural Environment for business: business customs and practices, cultural norms, taboos, degree of local/cultural adaptation needed for products/services, problems in communications/negotiations.

4. Political and Legal environment: type of government, degree of political stability, nature of bureaucracy, extent of bribery/red tape in civil services, legal system used, level of protection given to intellectual property rights, enforcement of contracts.

Now, broadly identify prospects for marketing a Canadian consumer/industrial product/service/technology, identifying the target market, and size of the target market.

Make the presentation interesting by using a variety of communication tools available--overheads, posters, brochures, artifacts, videos (to be discussed) etc. etc.

A written presentation required if you miss the oral, with penalty of 5% of total grade, per day.

INTN'L MRKTG.: A SIMULATION

Objective: To teach skills in the evaluation of a foreign market for selection of the most profitable entry strategy--exporting or licensing or joint venturing.

Required: Groups of four or three. Group members may be from the same set or across other sets.

Four major markets are considered for entry:

People's Republic of China
India
Indonesia
Russia

You have to select one of the above countries for research study, in competition with other groups. Assignments will be handed out from time to time--the marks you obtain for those assignments will determine the rankings of your group vis-a-vis others.

Product/Technology: Companies in the 4 aforementioned countries are interested in collaborating with a Canadian company for the import or licensing or manufacture of:

telecommunications equipments

of various kinds. They are open to the latest technology.