

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

COURSE OUTLINE

COURSE NAME International Marketing

COURSE NUMBER MKTG 3305

DATE January 1996

Prepared by G.T. Jacob

Taught to Second Year

School Business

School Management

Program Marketing & Tourism

Program Marketing & Tourism

Date Prepared November 1995

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, 302 Local 6771

Office Hours To be announced

PREREQUISITES

First Year Marketing Management at BCIT

COURSE OBJECTIVES

1. To give the student skills in the marketing of a product or service in global markets.
2. To give an overview of the global marketing environment.
3. To teach skills on how to evaluate opportunities for marketing Canadian goods/services in world markets.

EVALUATION

Final Examination	<u>20</u>	<u>%</u>	A minimum of 50% marks in the three examinations necessary for passing the course.
Midterms (2)	<u>30</u>	<u>%</u>	
Projects/Case Studies	<u>40</u>	<u>%</u>	
Participation	<u>10</u>	<u>%</u>	

Attendance requirements will be enforced as per BCIT Policy shown in the Calendar. Excessive absence will be deemed to be missing more than 2 labs within the student's control.

REQUIRED TEXT(S) AND EQUIPMENT

Terpstra V. and Sarathy, R. (1994). International Marketing (6th edition). Dryden.

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

The course deals with many topics which give the student an understanding of the different types of barriers that hinder marketing of goods/services in world markets. Some of these are, to name a few, host government policies on foreign goods/services, economic environment, cultural barriers, laws and regulations, political situation, competitive conditions, and so on.

The student is required to analyze the market for a selected region/country and plan the appropriate mode of entry from among various alternatives available such as exporting, licensing or joint venturing. These will be facilitated through lectures, case studies and a market simulation.

LEARNING OUTCOMES

At the end of the course the student will:

1. Have skills on planning appropriate strategies for marketing a product in a global market.
 2. Obtain skills on searching international business data to identify market opportunities.
 3. Be familiar with international trade terminologies.
 4. Have knowledge of international marketing concepts.
 5. Be aware of the various types of barriers to international business.
 6. Have a good understanding of the social, cultural, legal and other forms of non-tariff barriers.
 7. Be familiar with Canadian and international bodies which assist global business activities.
 8. Learn skills on putting together an International Marketing Plan.
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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 Bases.
- { 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
- The Economist
- Far Eastern Economic Review

COURSE OUTLINE
(continued)

Week/ Lecture	Material Covered	References
1	Introduction	
2	Globalization of Markets	Ch. 1
3	Global Marketing Research	Ch. 7
4	World Economic Environment	Ch. 2, 3
5	Licensing and Joint Venturing	
6	Cultural Environment	Ch. 4
7	F i r s t M i d t e r m E x a m i n a t i o n	
8	Political and Legal Environment	Ch. 5
9	Global Marketing Strategy	Ch. 6
10	Market Entry Strategies/Distribution	Ch. 10, 11
11	International Product Policies	Ch. 8, 9
	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	
13	International Promotion	Ch. 12, 13
14	International Pricing	Ch. 14
15	Pricing	Ch. 15
16	Marketing of Services	Ch. 16
17	Organization and Control	Ch. 17
18	Exporting to USA, NAFTA	
19	Open	
20	Review	