

MAR 03 1997

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

COURSE OUTLINE

COURSE NAME International Marketing

COURSE NUMBER MKTG 3305 | DATE January 1997

Prepared by G.T. Jacob | Taught to Second Year

School Business | School Management

Program Marketing & Tourism | Program Marketing & Tourism

Date Prepared December 1996 | 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 put together an International Marketing Plan.

**EVALUATION**

Final Examination	<u>20</u> %	A minimum of 50% marks in the three examinations necessary for passing the course.
Midterms (2)	<u>30</u> %	
Projects	<u>40</u> %	
Case Study	<u>5</u> %	
Participation	<u>5</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. (1997). *International Marketing* (7th 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 in essence deals with three aspects of international marketing:

1. tariff and non-tariff barriers to trade between countries,
2. types of market entry strategies, and
3. international marketing mix.

Several types of barriers — economic, cultural, political, legal, and so on, will be discussed to enable one to choose the appropriate entry strategy. Finally, the elements of marketing plan are discussed.

---

## **LEARNING OUTCOMES**

At the end of the course the student will:

1. Have knowledge of international marketing concepts.
2. Be familiar with international trade terminologies.
3. Be aware of the various types of barriers to international business.
4. Have a good understanding of the social, cultural, legal and other forms of non-tariff barriers.
5. Have skills on planning appropriate strategies for marketing a product in a global market.
6. Obtain skills on searching international business data to identify market opportunities.
7. Be familiar with Canadian and international bodies which assist global business activities.
8. Learn skills on putting 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. { On-line computer information through data banks as well
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.

---

## **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)

<b>Week/ Lecture</b>	<b>Material Covered</b>	<b>References</b>
1	Introduction	
2	Globalization of Markets	Ch. 1
3	International Marketing Intelligence	Ch. 7
4	World Economic Environment	Ch. 2, 3
5	Cultural Environment	Ch. 4
6	Political/Legal Environment	Ch. 5
7	<b>First Midterm Examination</b>	
8	Global Marketing Strategy	Ch. 6
9	Foreign Market Strategy	Ch. 10
10	International Product Policy	Ch. 8, 9
11	International Distribution	Ch. 11
	<b>Spring Break</b>	
12	<b>Second Midterm Examination</b>	
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	Future	Ch. 18
19	Open	
20	Review	