



Scanned

A POLYTECHNIC INSTITUTION

School of Business  
Program: Marketing Management  
Option: INTT Sets A & B

**MKTG 4405**  
**International Market Planning**

<b>Start Date:</b>	January 3, 2008	<b>End Date:</b>	March 9, 2008
<b>Total Hours:</b>	40	<b>Total Weeks:</b>	10
<b>Hours/Week:</b>	4	<b>Lecture:</b>	2
		<b>Lab:</b>	2
		<b>Term/Level:</b>	4A
		<b>Course Credits:</b>	2.5
		<b>Shop:</b>	
		<b>Seminar:</b>	
		<b>Other:</b>	

**Prerequisites** **Course Number is a Prerequisite for: Graduation**

<b>Course No.</b>	<b>Course Name</b>
OPMT 3301	Quantitative Methods

### COURSE DESCRIPTION

Through this course's content and practical assignments, you will examine the use of business and competitive intelligence within the international market place. The course focuses on the research process and strategic problem solving. Students will be equipped with the tools to effectively assess the international market potential and the market risks of a venture by examining various market entry issues, legal/governmental policies, political topics, cultural barriers, economic issues, distribution channels, logistics, pricing and promotions. Competitive intelligence in an international setting will be examined as well as effective Internet research techniques.

### EVALUATION

Assignment # 1: Proposal	5%	Due in Lecture on Jan. 17 <sup>th</sup>	<b>Comments:</b> <b>Failure to achieve 50% or more on: the combination of the exam (midterm + final), and the individual attendance/participation marks will result in 0% being assigned for all other group projects, resulting in a failing grade for this course.</b>
Midterm Exam	20%	TBA	
Assignment # 2: Macro Analysis	5%	Due: in Lab week of Feb. 4 <sup>th</sup>	
Term Project: Oral Presentation	30%	Due in Lab week of Feb. 25 <sup>th</sup>	
Term Project: Written report	30%	Due in Lecture on March 6 <sup>th</sup>	
Final Exam	30%	TBA	
Attendance/Participation/Labs	10%	All Term	
<b>TOTAL</b>	<b>100%</b>		

### COURSE LEARNING OUTCOMES/COMPETENCIES

Upon successful completion, the student will be able to:

- Use a variety of primary and secondary research techniques for collecting and analyzing data.
- Identify and evaluate the reliability of secondary information sources.
- Use research methods to improve strategic decision-making related to exporting, importing, transportation, logistics and market entry.
- Follow the steps of international trade research using a macro-to-micro analytical approach.
- Identify and evaluate a broad range of international trade and investment opportunities.
- Develop relevant, reliable and valid methods for gathering up market and competitive intelligence.
- Identify the key elements of an ongoing information system for decision support.
- Investigate the current state and future state of a market using business and competitive intelligence.
- Apply intelligence to market planning, product adaptation and effective promotional strategies.

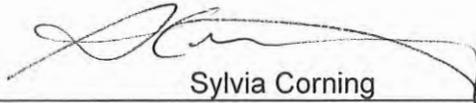
**VERIFICATION**

I verify that the content of this course outline is current.

\_\_\_\_\_  
Tom Jopling  
Authoring Instructor

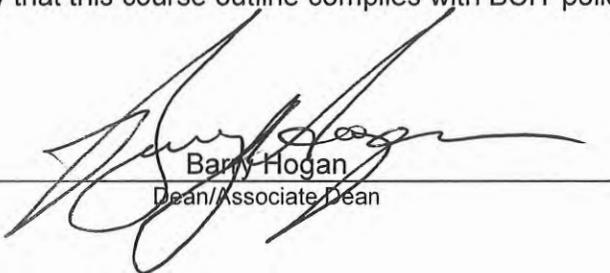
\_\_\_\_\_  
January 4, 2008  
Date

I verify that this course outline has been reviewed.

\_\_\_\_\_  
  
Sylvia Corning  
Program Head

\_\_\_\_\_  
January 4, 2008  
Date

I verify that this course outline complies with BCIT policy.

\_\_\_\_\_  
  
Barry Hogan  
Dean/Associate Dean

\_\_\_\_\_  
January 4, 2008  
Date

Note: Should changes be required to the content of this course outline, students will be given reasonable notice.

**INSTRUCTOR**

Tom Jopling, MA, CMRP, CSE, CME	Office:	SE6-304	Office Phone:	604-451-6768
	Office Hrs:	Mondays 10:30 to 11:30 Tuesdays 12:30 to 1:30 Thursdays 10:30 to 1:30	Mobile:	604-916-2240
			E-mail:	Tom_Jopling@bcit.ca

**LEARNING RESOURCES****Required:**

- Handouts (distributed in class).

**INFORMATION FOR STUDENTS**

**Assignments:** Late assignments, lab reports or projects will **be subject to a late penalty of 10% per day late.**

**Makeup Tests, Exams or Quizzes:** There will be **no** makeup tests, exams or quizzes. If you miss a test, exam or quiz, you will receive zero marks. Exceptions may be made for **documented** medical reasons or extenuating circumstances. In such a case, it is the responsibility of the student to inform the instructor **immediately.**

**Ethics:** BCIT assumes that all students attending the Institute will follow a high standard of ethics. Incidents of cheating or plagiarism may, therefore, result in a grade of zero for the assignment, quiz, test, exam, or project for all parties involved and/or expulsion from the course.

**Attendance:** The attendance policy as outlined in the current BCIT Calendar will be enforced. Attendance in lectures and labs is mandatory. Attendance will be taken at the beginning of each **lecture and lab**. Students not present at that time will be recorded as absent. It is the students' responsibility to sign the attendance sheet.

**Missing more than 10% of classes without prior arrangement and consent of your instructor may result in a grade of 0% being assigned for your final exam, equating to a failing grade for this course.**

**Illness:** A doctor's note is required for any illness causing you to miss assignments, quizzes, tests, projects, or exam. At the discretion of the instructor, you may complete the work missed or have the work prorated.

**Attempts:** Students must successfully complete a course within a maximum of three attempts at the course. Students with two attempts in a single course will be allowed to repeat the course only upon special written permission from the Associate Dean. Students who have not successfully completed a course within three attempts will not be eligible to graduate from the appropriate program.

**Course Outline Changes:** The material or schedule specified in this course outline may be changed by the instructor. If changes are required, they will be announced in class.

**EXAM DETAILS**

- Midterm (20%): Date TBA\*
- Final Exam (30%): Date TBA\*

\* Further details to be given in class.

### Schedule

Week of/ Number	Outcome/Material Covered	Assignment	Due Date
Week 1 Lec: Jan 3	Introduction to International Market Planning <ul style="list-style-type: none"> <li>• How to Solve Problems</li> <li>• Research Process Overview</li> <li>• Evaluating Import/Export/Market Entry Opportunities</li> </ul>		
Week 2 Labs: Jan 9 Lec: Jan 10	Primary and Secondary Research Tools <ul style="list-style-type: none"> <li>• Conducting online research</li> <li>• Qualitative and quantitative research methodologies</li> </ul>		
Week 3 Labs: Jan 16 Lec: Jan 17	Research Design / Planning & Methodology <ul style="list-style-type: none"> <li>• Defining research objectives</li> <li>• Identifying appropriate data sources (Relevant, Reliable, Valid)</li> <li>• Secondary data collection</li> </ul>	Proposal + 5 minute team presentation (Term Project Component # 1)	Lecture 17 <sup>th</sup> of Jan.
Week 4 Labs: Jan 23 Lec: Jan 24	Macro Analysis & Midterm Review		
Week 5 Labs: Jan 30 Lec: Jan 31	<b>MIDTERM EXAM</b> – during lecture period (topics covered to date)		
Week 6 Labs: Feb 6 Lec: Feb 7	Strategic Information <ul style="list-style-type: none"> <li>• Market &amp; Competitive Intelligence</li> </ul>	Macro Analysis + 5 min. team presentation (Term Project Component # 2)	Labs 6 <sup>th</sup> of Feb.
Week 7 Labs: Feb 13 Lec: Feb 14	Understanding the Information <ul style="list-style-type: none"> <li>• Analyzing the Data</li> <li>• Reporting Tools &amp; Techniques</li> <li>• Information Systems</li> </ul>		
Week 8 Labs: Feb 20 Lec: Feb 21	Using the Intelligence <ul style="list-style-type: none"> <li>• Applying the Insight</li> <li>• Marketing Mix Decision-Making</li> </ul>		
Week 9 Labs: Feb 27 Lec: Feb 28	Course Wrap-Up <ul style="list-style-type: none"> <li>• Final Project Due (in Labs)</li> <li>• Final Exam Review (in Lecture)</li> </ul>	Term Project + 20 min. team presentation	In Labs & Lecture
Week 10 March 3-7	<b>FINAL EXAM</b> (Date & Time TBA)		