



A POLYTECHNIC INSTITUTION

School of Business

Program: Marketing Management

Option: Entrepreneurship

**MKTG 3304**  
**International Marketing**

**Start Date:** January 3, 2007

**End Date:** March 2, 2007

**Total Hours:** 40 **Total Weeks:** 10

**Term/Level:** 4A **Course Credits:** 2.5

**Hours/Week:** 4 **Lecture:** 2 **Lab:**2

**Shop:** **Seminar:** **Other:**

**Prerequisites**

**Course Number is a Prerequisite for:**

Course No.	Course Name
MKTG 1102	Essentials of Marketing

Course No.	Course Name
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**v Course Description (required)**

Examines the basic concepts and procedures a firm involved in international marketing requires for success. An overview of international operating environments is used to introduce students to the unique characteristics of doing business globally. Emphasis will be placed on the role of international marketing in the overall strategies of a firm involved in international trade.

**v Evaluation**

Term Project	35 %
Journal	35 %
Case Studies	30 %
<b>TOTAL</b>	<b>100%</b>

Comments: Course work turned in late will automatically receive a grade of "0" (Zero). Work that is plagiarized will automatically receive a grade of "0" (Zero).

**v Course Learning Outcomes/Competencies**

*At the end of this course, the student will be able to:*

- *Identify the strategic risks of foreign operating environments*
  - *Develop research appropriate for international marketing*
  - *Identify the technical factors essential for international marketing*
  - *Develop appropriate market entry strategies*
  - *Identify tariff and non-tariff barriers*
  - *Identify the role of transportation, logistics, and customs procedures in international marketing*
- Develop appropriate international marketing mixes*

**v Verification**

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

Stephen Turnbull

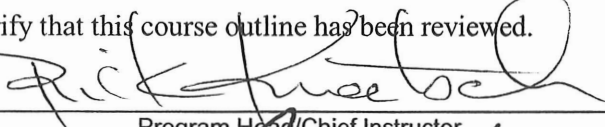


\_\_\_\_\_  
Authoring Instructor

December 18, 2006

\_\_\_\_\_  
Date

I verify that this course outline has been reviewed.

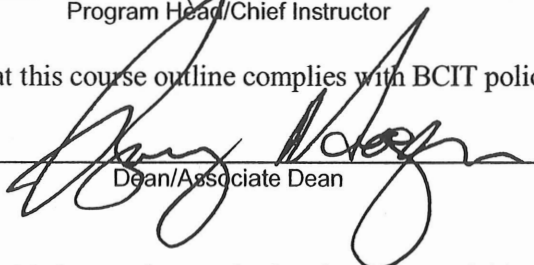


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Program Head/Chief Instructor

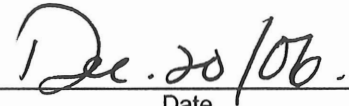


\_\_\_\_\_  
Date

I verify that this course outline complies with BCIT policy.



\_\_\_\_\_  
Dean/Associate Dean



\_\_\_\_\_  
Date

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

## v Instructor(s)

Steve Turnbull

Office Location: SE6-340  
Office Hrs.: As Posted

Office Phone: (604) 451-6938  
E-mail Address: Stephen\_Turnbull@bcit.ca

## v Learning Resources

### *Required:*

- Custom Text: **International Marketing**, McGraw Hill Higher Education, Dec. 2004
- Globe and Mail Newspaper

### *Recommended:*

- The Economist
- Far East Economic Review

## v Information for Students

**Assignments:** Late assignments, lab reports or projects will **not** be accepted for marking. Assignments must be done on an individual basis unless otherwise specified by the instructor.

**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 will be taken at the beginning of each session. Students not present at that time will be recorded as absent.

**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 term work, 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.

## v Assignment Details

Assignments will be covered in detail during labs.

**Schedule**

<b>Week of/ Number</b>	<b>Outcome/Material Covered</b>	<b>Reference/ Reading</b>	<b>Assignment</b>	<b>Due Date</b>
Jan 2	Lecture: Introduction to Operating Environment Lab: Introduction to cases/projects/journals			
Jan. 8	Lecture: Global Analysis/Trade Theory Lab: Internet Research, Case format			
Jan. 15	Lecture: Physical Operating Environment Lab: Case Presentation		Case #1 Due	
Jan. 22	Lecture: Financial/Economic Environment Lab: Canada Customs			
Jan. 29	Lecture: Social/Cultural/Political Environments Lab: Case Study Presentation		Case #2 Due	
Feb. 5	Lecture: Market Research/Analysis/Market Entry Lab: Transportation Modes/Law			
Feb. 12	Lecture: Int'l Marketing – Product/Promotion Strategies Lab: Case Presentations/ NAFTA/Canada Customs		Case #3 Due	
Feb. 19	Lecture: Int'l Pricing strategies Lab: International Financing Tools, Landed Costing, Letters of Credit			
Feb. 28	Lecture: Project Presentations Lab: Case Presentations		Journals Due Project Due Case #4 Due	