



A POLYTECHNIC INSTITUTION

School of Business

Program: Marketing Management

Option: INTT Sets A &amp; B

**MKTG 4405****International Market Planning****Start Date:** January 3, 2007**End Date:** March 9, 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: Graduation****Course No.** **Course Name**OPMT 3301 **Quantitative Methods****v 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.

**v Evaluation**

Assignment # 1	5% Due: Jan. 18
Midterm Exam	20% Due: Feb. 01
Assignment # 2	5% Due: Feb. 06
Term Project	30% Due: Feb. 27
Final Exam	30% Due: Week 10
Attendance/Participation/Labs	10% Due: All Term

**TOTAL** 100%**Comments:**

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.

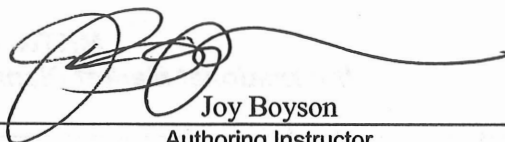
**v Course Learning Outcomes/Competencies**

Upon successful completion, the student will be able to:

- Use research methods to improve strategic decision-making related to exporting, importing, transportation, logistics and market entry.
- Better identify the potentials and the risks within a particular market.
- Develop relevant, reliable and valid methods for gathering up market and competitive intelligence.
- Use a variety of information sources and techniques for collecting and analyzing data.
- Follow the steps of international trade research using a macro-to-micro analytical approach.
- 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.
- Identify and evaluate a broad range of international trade and investment opportunities.

**v Verification**

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




Joy Boyson  
Authoring Instructor

January 3, 2007

Date

I verify that this course outline has been reviewed.

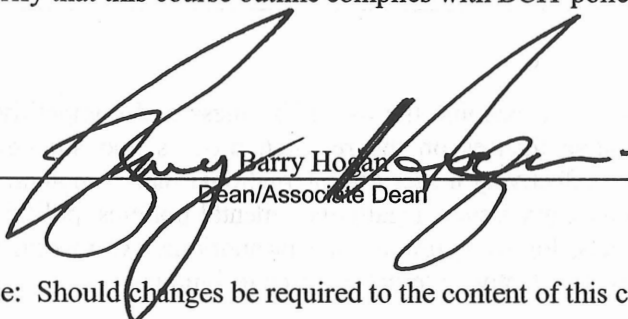


Stephen Turnbull  
Program Head

January 4, 2007

Date

I verify that this course outline complies with BCIT policy.



Barry Hogan  
Dean/Associate Dean

January 4, 2007

Date

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

**v Instructor(s)**

Joy Boyson, MBA	Office:	SE6-304	Office Phone:	604-451-6768
	Office Hrs:	Mondays 10:30 to 3:30	Mobile:	604-825-3435
			E-mail:	Joy_Boyson@bcit.ca

**v Learning Resources****Required:**

- Handouts (will be given in class).

**v 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.

**v Assignment Details**

- Proposal + 5min. Team Presentation (Term Project Component # 1): Jan 18<sup>th</sup> (5%)
- Macro Analysis + 5min. Team Presentation (Term Project Component # 2): Feb 6<sup>th</sup> (5%)
- Term Project +20min. Team Presentation (Term Project Component # 3): Feb 27<sup>th</sup> (30%)

**v Exam Details**

- Midterm (20%): Feb 1<sup>st</sup>, 2007
- Final Exam (30%): Week 10 > March 5<sup>th</sup> to 9<sup>th</sup>, 2007

Further details of each will be given in class.

### Schedule

Week of/ Number	Outcome/Material Covered	Assignment	Due Date
Week 1 Lec: Jan 4 No Labs	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 11	Research Design / Planning & Methodology <ul style="list-style-type: none"> <li>Defining Research Objectives</li> <li>Secondary Data Collection</li> <li>Data Sources (Relevant, Reliable, Valid)</li> <li>Using the Internet for Strategic Research</li> </ul>		
Week 3 Labs: Jan 16 Lec: Jan 18	Primary Research Tools	Proposal + 5 minute team presentation (Term Project Component # 1)	Lecture 18 <sup>th</sup> of Jan.
Week 4 Labs: Jan 23 Lec: Jan 25	Macro Analysis & Midterm Review		
Week 5 Labs: Jan 29 Lec: Feb 1	<b>MIDTERM EXAM</b> – during lecture period (topics covered to date)		
Week 6 Labs: Feb 6 Lec: Feb 8	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 15	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 22	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: Mar 1	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 5-9	<b>FINAL EXAM</b> (Date & Time TBA)		