

**COURSE OUTLINE**COURSE NAME INTERNATIONAL MARKETING MANAGEMENTCOURSE NUMBER MKTG 3414 DATE JANUARY 1994Prepared by C.E. MARKETING DEPT. Taught to C.E.School Business Program \_\_\_\_\_Date Prepared NOVEMBER 1993 Option \_\_\_\_\_Term ALL Hrs/Wk 3 Credits 3No. of Weeks 12 Total Hours 36

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**PREREQUISITES** - NONE

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**COURSE OBJECTIVES**

1. To teach skills on techniques of penetrating world markets.
  2. To show how various strategies are used for effective marketing of a product or service in different foreign markets.
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**EVALUATION**

Final Examination	<u>25</u> %
Mid-Term	<u>30</u> %
Projects	<u>20</u> %
Laboratory	<u>    </u> %
Other (1) Cases	<u>10</u> %
(2) Oral Presentation	<u>10</u> %
(3) Participation	<u>5</u> %

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**REQUIRED TEXT(S) AND MATERIALS**

International Marketing, 5th Edition  
Philip R. Cateora  
Publisher: Richard D. Irwin Inc.

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**REFERENCE TEXT(S) AND RECOMMENDED EQUIPMENT**

International Business  
Daniel, Ogram and Radebaugh  
Publisher: Addison-Wesley

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**COURSE SUMMARY**

International trade concepts. Cultural dynamics in marketing. Economic, political, and legal considerations. Assessing ways of penetrating specific markets: U.S.A., European Economic Community, Middle East, and Pacific Rim markets. Consumer and industrial product strategies. Potential for Canadian services. Pricing methods. Developing a distribution system. Promotional techniques.

**COURSE OUTLINE - MKTG 3414**  
(continued)

Assignment Number	Assignment	Due Date
1	Oral Presentations - individual	Different Dates
2	Case Study #1	Week 3
3	Case Study #2	Week 9
4	Case Study #3	Week 15
5	Class Presentation - market study	Early April Venue to be announced
6	Quizzes	Dates to be announced

**COURSE OUTLINE - MKTG 3414**  
(continued)

<b>Week Lecture or Lab Number</b>	<b>Material Covered</b>	<b>References</b>
1	International Trade Concepts	
2	Cultural dimensions	
3	Cultural dimensions	
4	Legal environment	
5	Product Planning: Consumer products	
6	Product Planning: Industrial goods	
7	Service marketing	
8	Pricing methods	
9	Distribution strategies	
10	Licensing	
11	Promotional methods, Government-Assistance	
12	World markets: U.S. market entry strategies	
13	EEC market entry strategies	
14	Middle East market entry strategies	
15	Pacific Rim market entry strategies	
16	Latin American market entry strategies	
17	African market entry strategies	
18	Review	

## COURSE OUTLINE - MKTG 3414 (continued)

### Bibliography

1. Assistance to Business in Canada, Board of Economic Development Ministers, Ottawa, 1978
2. Bickers, Richard L.T., Marketing in Europe, London: Gower Press Ltd., 1971
3. Brooke, M. and Remmers, H.L., The International Firm, London: Pitman Publishing Ltd., 1977
4. Businessman's Guide to Europe, Boston: Cahnerns Books, 1973
5. Dhawan, K.C. and Kryzanowski, L., Export Consortia, Montreal: DeKemko Ltd., 1978
6. Dunn, S.W. and Lorimor, E.S., International Advertising and Marketing, Columbus: Goid Publishing Inc., 1979
7. Dymsha, William A., Multinational Business Strategy, New York: McGraw Hill Book Co., 1972
8. Kahler, R., and Kramer, R., International Marketing, Cincinnati: Southwestern Publishing Co., 1977
9. Kapoor Ashok, Ed., International Business in the Middle East, Boulder: Westview Press, 1979
10. Keegan, Warren J., Multinational Marketing Management, Englewood Cliffs: Prentice Hall Inc., 1974
11. Mason, Hal R., International Business with Pacific Region, Lexington Books, 1978
12. McMillan, Colin and Paulden, Sydney, Sales Manager's Guide to Selection and Control of Export Agents, Boston: Cahnerns Publishing Co. Inc., 1969
13. Shimaguchi, Mitsuaki, Marketing Channels in Japan, UMI Research Press, 1978
14. Smith, Robert H.T., Periodic Markets, Hawkers and Traders in Africa, Asia and Latin America, Vancouver: U.B.C., 1978
15. Thorelli, H.B. Ed., International Marketing Strategy, Middlesex: Penguin Books Ltd., 1973