



COURSE INFORMATION

A: Division: INSTRUCTIONAL

Date: MARCH 1996

New Course: X

B: Faculty: COMMERCIAL AND BUSINESS ADMINISTRATION

COMMERCIAL AND BUSINESS ADMINISTRATION

Revision of Course

Program: INTERNATIONAL BUSINESS STUDIES

INTERNATIONAL BUSINESS STUDIES

Information Form

C: MARK 300

MARK 300

D: INTERNATIONAL MARKETING

INTERNATIONAL MARKETING

Descriptive Title

Semester Credit

Subject & Course No.

course examines the

Summary of Revisions:

F: Calendar Description: This

focus of this course will primarily be on exporting, particularly from the perspective of small- and medium-

international activities of firms from terms of both importing and exporting, the course will primarily be on exporting, particularly from the perspective of small- and medium-

H: Course Prerequisites:

G: Type of instruction: Hrs per week

Lecture: 3 Hrs.  
Laboratory: Hrs.  
Seminar: 1 Hrs.  
Mrs. Hrs.

MARK 120

Course Corequisites:

Clinical Experience:

Hrs.

Practicum:

Shop: Hrs.

J: Course for which this Course is a Prerequisite:

BUSN 401 and MARK 400

Other (Specify)

K: Maximum Class Size:

35

College Credit Non-Transfer

Granted:

Non-Credit

Specify Course Equivalents or Unassigned Credit as

SFC

BUS 447 (3)

UBC

COMM 364 (3)

Other:

UNBC COMM 144 (3) or COMM 144 (3)  
UVIC IB 401 (1.5)

REGISTRAR

DIRECTOR/Chairperson

Publishing

Marketing and Export Management, Latest Ed. New York: Addison-Wesley Company.

**COURSE OBJECTIVES**

- 1. Develop a general overview of new and understanding of international marketing;
- 2. Identify and analyze the marketing environment unique to various nations;
- 3. Illustrate marketing techniques and strategies necessary to compete in the global market place;

with typical strategies of small to medium-sized businesses Enterprises

**COURSE CONTENT**

1. Nature and functions of international marketing

- 1. Economic environment
- 2. Political environment of international marketing
- 3. Cultural environment
- 4. Financial environment
- 5. The decision to enter international markets
- 6. Analysis and selection of foreign markets
- 7. Strategies for entering foreign markets

11. International product adaptation

- 12. Globalization
- 13. International communications
- 14. Promotion strategies
- 15. Export pricing strategies
- 16. Global pricing strategies
- 17. Distribution strategies and logistics for the international marketplace
- 18. International marketing organization and control

- 19. The international marketing of services
- 20. Key challenges of international marketing
- 21. Stages in the evolution of export activities.

**OF INSTRUCTION**

**Q: METHOD**

A variety of pedagogical methods will be used in this course including lectures, case discussions, case discussions and presentations, guest speakers and audio-visuals.

**EVALUATION**

**R: COURSE**

20%	Class Participation	10%	Major Term Project
10%	Article Presentation	10%	Cases (2 to be handed in)
20%	Final Examination	60%	
<b>Total</b>		<b>100%</b>	

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