



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
Laboratory:
Seminar:
Mrs.

Hrs.
Hrs.
Hrs.

MARK 120
Course Corequisites:

Clinical Experience:

Hrs.
Shop:

Hrs.

J: Course for which this Course is a Prerequisite:

Practicum:

Other (Specify)

BUSN 401 and MARK 400

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)

UNBC COMM 144 (3) or COMM 146 (3)
UVIC IB 401 (1.5)
Other:

Registrar

Director Chairperson

COURSE OBJECTIVES

- 1. Develop a general overview 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
- 8. Foreign direct investment

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. They will include 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%	
Total		100%	

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