



EFFECTIVE: SEPTEMBER 2004 CURRICULUM GUIDELINES

A. Division: **Instruction** Effective Date: **September 2004**
B. Department / **Commerce & Business Admin.** Revision **New Course**
Program Area: **International Business Studies** If Revision, Section(s) **C,H,J**
Revised:
Date of Previous Revision: **March 1996**
Date of Current Revision: **October 2004**
C: MARK 3300 **D: International Marketing** **E: 3**

Subject & Course No.	Descriptive Title	Semester Credits
F:	Calendar Description: This course examines the international activities of firms from a marketing perspective. While Canada is a very active trading nation in terms of both importing and exporting, the focus of this course will primarily be on exporting, particularly from the perspective of small- and medium-sized companies.	
G:	Allocation of Contact Hours to Type of Instruction / Learning Settings Primary Methods of Instructional Delivery and/or Learning Settings: Lectures and Seminars Number of Contact Hours: (per week / semester bPri	
	H:	Course Prerequisites: MARK 1120
	I:	Course Corequisites: nil
	J:	Course for which this Course is a Prerequisite BUSN 4401 and MARK 4400

M: Course Objectives / Learning Outcomes
The student will be able to:

1. develop a general overview and understanding of international marketing;
2. identify and analyze the marketing environment unique to various nations;

Q: Means of Assessment	
Major Term Project	20%
Cases (2 to be handed in)	20%
Class Participation	10%
Article Presentation	10%
Midterm Examination	20%
Final Examination	<u>20%</u>
Total	100%
R: Prior Learning Assessment and Recognition: specify whether course is open for PLAR	
No.	

Course Designer(s): **Joe Ilsever**