

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;
3. illustrate marketing techniques and strategies necessary to compete in the global market place;
4. compare and contrast the global marketing strategies of MNEs (Multi-national Enterprises) with typical strategies of small-to medium-sized businesses.

N: Course Content:

1. Nature and functions of international marketing
2. International economic environment
3. The legal and political environment of international marketing
4. Cultural environment
5. Financial environment
6. The decision to enter international markets
7. Analysis and selection of foreign markets
8. Strategies for entering foreign markets
9. Foreign direct investment
10. Marketing in transition
11. International product adaption
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.

O: Methods of Instruction

A variety of pedagogical methods will be used in this course. They will include: lectures, class discussions, case discussions and presentations, guest speakers and audio-visuels.

P: Textbooks and Materials to be Purchased by Students

Albaum, Gerald, Jasper Strandkov, Edwin Duerr and Laurence Dowd. International Marketing and Export Management, Latest Ed. New York: Addison-Wesley Publishing Company.

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**

Education Council / Curriculum Committee Representative

Dean / Director: **Rosilyn G. Coulson**

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