

## SAMPLE COURSE OUTLINE

### Course Code, Number, and Title:

INTB 3200: International Marketing Management

### Course Format:

[Course format may vary by instructor. The typical course format would be:]

Lecture 4 h + Seminar 0 h + Lab 0 h

**Credits:** 3

**Transfer credit:** For information, visit [bctransferguide.ca](http://bctransferguide.ca)

### Course Description, Prerequisites, Corequisites:

The purpose of this course is to enable students to develop a proficiency in managing marketing principles and practices in a global business environment. This course examines the nature and the characteristics of international marketing and focuses on the applied micro-environmental aspects of the international marketing elements of product, price, distribution, and promotional policies for foreign markets from a conceptual and applications perspective.

Students will receive credit for only one of INTB 2300 and 3200.

Prerequisite(s): Completion of a minimum 54 credits including MARK 1115 with a minimum 'C' grade, 3 credits CMNS 2228 with a minimum 'C' grade, and 6 additional credits of university-transferable English or Communications with a minimum 'C' grade.

### Learning Outcomes:

Upon successful completion of this course, students will be able to:

- explain the basic terms, concepts, and principles of international marketing management
- explain the international market environment and global practices
- analyze a firm's marketing strategy and how it adapts for new foreign markets to maximize profit potential
- develop an international market entry strategy.

**Instructor(s):** TBA

**Office:** TBA

**Phone:** 604 323 XXXX

**Email:** TBA

**Office Hours:** TBA

**Textbook and Course Materials:**

[Textbook selection may vary by instructor. An example of texts and course materials for this course might be:]

Czinkota, Michael. "International Marketing", 10<sup>th</sup> edition. Cengage Learning. 2012.

*Note: This course may use an electronic (online) instructional resource that is located outside of Canada for mandatory graded class work. You may be required to enter personal information, such as your name and email address, to log in to this resource. This means that your personal information could be stored on servers located outside of Canada and may be accessed by U.S. authorities, subject to federal laws. Where possible, you may log in with an email pseudonym as long as you provide the pseudonym to me so I can identify you when reviewing your class work.*

**Assessments and Weighting:**

**Final Exam** 25%

**Other Assessments** %

**(An example of other assessments might be:) %**

Midterm exam (2): 30%

Project: 30%

Other: 15%

**Grading System:** Letter grade

Specific grading schemes will be detailed in each course section outline.

**Topics Covered:**

[Topics covered may vary by instructor. An example of topics covered might be:]

Week	Topic
1	Introduction to International Marketing. Marketing in a multilateral trade environment.
2	The global economic-trade environment.
3	The social, cultural, political and legal environments
4	Marketing research in global markets. Managing secondary and primary research in international markets. Determining target markets and market potential.
5	Segmentation, targeting, and positioning. Managing competitive advantage in multiple markets.

*This generic outline is for planning purposes only.*

6	International Product Strategy. Planning and developing new products for international markets. Branding and packaging.
7	Managing products in international markets. Factors affecting the product adoption process in differing international markets. Managing the international product life cycle in multiple markets.
8	Determining the pricing strategy. The dynamics of international pricing - costs, inflation, transportation, insurance, currency fluctuations, tariffs etc.
9	The roles, functions and responsibilities of international distribution channel members. Selecting and managing channel members.
10	Developing and managing international communications strategies. Effectiveness of the communications mix elements in differing cultures.
11	Developing the communications message, media selection and communications effectiveness in varying international markets. Regulatory issues in international communications.
12	Negotiating in the international marketing environment. The international sales process. Structuring and managing the international sales force.
13	Shipping terms and terms of payment. Export risk and insurance against risk.
14	Term Project Presentations.

As a student at Langara, you are responsible for familiarizing yourself and complying with the following policies:

**College Policies:**

[E1003 - Student Code of Conduct](#)

[F1004 - Code of Academic Conduct](#)

[E2008 - Academic Standing - Academic Probation and Academic Suspension](#)

[E2006 - Appeal of Final Grade](#)

[F1002 - Concerns about Instruction](#)

[E2011 - Withdrawal from Courses](#)

**Departmental/Course Policies:**

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