

SAMPLE COURSE OUTLINE

Course Code, Number, and Title:

INTB 4800: International Marketing

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

Course Description, Prerequisites, Corequisites:

This course explores four major themes in international marketing: the international marketing environment, finding global customers, the global marketing mix, and leadership in global marketing. The purpose of this course is to enable students to develop a proficiency in managing marketing principles and practices in a dynamic global business environment.

Prerequisites: A minimum "C" grade in MARK 4820.

Corequisites: N/A

NOTE: Students may receive credit for only one of INTB 3200 and INTB 4800. INTB 3200 may not be used to satisfy the INTB 4800 requirement.

Registration restricted to students to the Post Degree Diploma in Marketing Management Program.

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 it for new foreign markets to maximize profit potential.
- Develop an international market entry strategy.
- Develop the relevant skills that need to be applied in the international business workplace.
- Demonstrate creative thinking and problem solving skills; develop interpersonal skills through group participation; improve oral presentation skills by making in-class presentations.

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 et al. "International Marketing", 10th edition. Nelson Education. 2013.

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 30%

Other Assessments %

(An example of other assessments might be:) %

Midterm Exam: 20%

Assignments: 30%

Project (group): 20%

Additional Information:

Number of assignments: 2 individual + 1 group project

Number and type of writing assignments: 2 individual case reports + 1 group project report

Proportion of individual and group work:

Individual: 80%

Group: 20%

Grading System: Letter grade

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

Passing grade: D

This generic outline is for planning purposes only.

Topics Covered:

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

THE INTERNATIONAL MARKETING ENVIRONMENT

1. Global Environmental Drivers.
2. The Economic Environment.
3. The Political and Legal Environment.

FINDING GLOBAL CUSTOMERS

4. Strategic Planning.
5. Analyzing People and Markets.
6. Market Entry and Expansion.

THE GLOBAL MARKETING MIX

7. Product Management and Global Brands.
8. Global Marketing of Services.
9. Advertising, Promotion, and Sales.
10. Pricing Strategies and Tactics.
11. Global Distribution and Logistics.

LEADERSHIP IN GLOBAL MARKETING

12. Leadership, Corporate Social Responsibility, and Sustainability.

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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