



## COURSE OUTLINE: GBM306 - INTL SALES/MARKETING

Prepared: Gabriel Araba

Approved: Sherri Smith, Chair, Natural Environment, Business, Design and Culinary

<b>Course Code: Title</b>	GBM306: INTERNATIONAL SALES AND MARKETING
<b>Program Number: Name</b>	2109: GLOBAL BUSINESS MGMT
<b>Department:</b>	BUSINESS/ACCOUNTING PROGRAMS
<b>Academic Year:</b>	2023-2024
<b>Course Description:</b>	This course equips students with the knowledge and skills needed to build company's strong international brand, develop effective sales and marketing strategies, build a high demand for product and create strong relationships with customers. You'll be able to do all of the above by recognizing and applying the considerations an organization must make when promoting and selling products or services beyond domestic borders. In this course students learn how to fulfill market entry and competitive strategies with the creation of actionable marketing and sales plans, meet the needs of your customers by adapting products and services for specific international markets, appeal to the values and preferences of the target market by developing a strong international brand, encourage future sales by providing efficient delivery of purchases and customer support, increase your reach, decrease costs and enhance the customer experience by developing an easy-to-use e-commerce operation.
<b>Total Credits:</b>	3
<b>Hours/Week:</b>	3
<b>Total Hours:</b>	42
<b>Prerequisites:</b>	There are no pre-requisites for this course.
<b>Corequisites:</b>	There are no co-requisites for this course.
<b>Vocational Learning Outcomes (VLO's) addressed in this course:</b>	<b>2109 - GLOBAL BUSINESS MGMT</b>
<b>Please refer to program web page for a complete listing of program outcomes where applicable.</b>	VLO 1 Collect, process and interpret data used to support international business
	VLO 2 Develop, execute and analyze the results of a comprehensive global business plan
	VLO 3 Conduct business with diverse populations using culturally appropriate methods in compliance with relevant laws and regulations
	VLO 5 Plan, direct, execute and evaluate individual and team projects
	VLO 6 Implement strategies utilizing domestic and foreign government programs, policies, and agencies which facilitate international trade
	VLO 10 Apply the principles of business ethics and international corporate responsibility
	VLO 12 Evaluate the viability of marketing a product or service in an international market or markets
<b>Essential Employability Skills (EES) addressed in this course:</b>	EES 1 Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience.
	EES 2 Respond to written, spoken, or visual messages in a manner that ensures effective communication.



- EES 7 Analyze, evaluate, and apply relevant information from a variety of sources.
- EES 8 Show respect for the diverse opinions, values, belief systems, and contributions of others.
- EES 9 Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals.

**Course Evaluation:**

Passing Grade: 50%, D

A minimum program GPA of 2.0 or higher where program specific standards exist is required for graduation.

**Other Course Evaluation & Assessment Requirements:**

This course has an accompanying Forum for International Trade (FITT) assessment i.e., the International Sales and Marketing project report submitted towards obtaining the FITT Diploma by Semester Four.

The GBM306 - Semester Three students are graded on the detailed development and presentation of the International Sales and Marketing report outline based on chosen project topic. The maximum number of students allowed per project is two. Knowledge gained in this course contribute immensely to the completion of the full report of International Sales and Marketing due in Semester Four as part of the GBM404 - Final Applied Project.

**Books and Required Resources:**

International Sales and Marketing by FITTskills  
 Publisher: FITT (Forum for International Trade Training Inc.) Edition: Seventh Edition  
 ISBN: 978-1-988782-30-0  
 Printed 2017, Copyright 2017 FITT

**Course Outcomes and Learning Objectives:**

<b>Course Outcome 1</b>	<b>Learning Objectives for Course Outcome 1</b>
Marketing products and services: Attracting international customers.	1.1 Developing a sales a marketing plan for international market. 1.2 Adapting products and services. 1.3 Developing a competitive strategy. 1.4 Developing a pricing strategy. 1.5 Developing a branding strategy. 1.6 Developing Promotional Strategies. 1.7 Writing a sales and marketing plan.
<b>Course Outcome 2</b>	<b>Learning Objectives for Course Outcome 2</b>
Selling to international markets, set up sales channels, negotiation and follow-up.	2.1 Establishing sales channels to international markets. 2.2 Develop pricing strategy. 2.3 Conducting sales and follow-up. 2.3 Negotiating terms for international contracts. 2.4 Sell product and services to international market.
<b>Course Outcome 3</b>	<b>Learning Objectives for Course Outcome 3</b>
Using digital technology to access international markets and e-commerce options.	3.1 Understanding the context of e-commerce. 3.2 Marketing with digital technology. 3.3 Establishing and developing e-commerce operations.

**Evaluation Process and**



<b>Grading System:</b>	<b>Evaluation Type</b>	<b>Evaluation Weight</b>
	Assignment/Case Study Analysis	30%
	Final Exam	20%
	International Sales & Marketing report outline	20%
	Mid-term	20%
Review/Presentation-International Marketing report outline	10%	

**Date:** June 23, 2023

**Addendum:** Please refer to the course outline addendum on the Learning Management System for further information.