

SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY
SAULT STE. MARIE, ONTARIO

COURSE OUTLINE

COURSE TITLE: INTERNATIONAL MARKETING MANAGEMENT
CODE NO.: INT103-4 **SEMESTER:** ONE
PROGRAM: INTERNATIONAL BUSINESS MANAGEMENT
AUTHOR: LARRY LITTLE/PENNY O'HARE
DATE: JANUARY, 1995
**PREVIOUS OUTLINE
DATED:**

New: X Revision:

APPROVED: DEAN, SCHOOL OF BUSINESS & HOSPITALITY **DATE**

INTERNATIONAL MARKETING MGMT.

INT103-4

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I. PHILOSOPHY/GOALS

This course focuses on the process of marketing management and its application to the marketing of products within the global market place.

II. STUDENT OBJECTIVES:

Upon successful completion, the student will:

1. Discuss the basic issues of competitive strategy.
2. Explain the decision making process whereby an organization decides how much emphasis it will put on international sales.
3. Outline the decision making process that an organization undergoes in deciding what products it should sell in which markets.
4. Describe how financial and human resources should be allocated among products and markets.
5. Discuss the decision-making process whereby a company decides whether to establish foreign subsidiaries, license its products or trademarks to others and or form joint ventures or strategic alliances.
6. Describe the development of a marketing mix for individual countries.
7. Identify organization and control systems for multinational operations.
8. Discuss special problems in global marketing.

III. TOPICS TO BE COVERED:

1. Designing Strategies for Global Competition.
2. Global Marketing Programs.
3. Organizing and Controlling Global Marketing Operations.
4. Special Issues in Global Marketing.

IV. LEARNING ACTIVITIES:

(TO BE DETERMINED BY INSTRUCTOR)

METHOD OF EVALUATION:

(TO BE DETERMINED BY INSTRUCTOR)

VI. RESOURCE MATERIALS:

Required Text: Global Marketing Management - Cases & Readings,
Robert D. Buzzell, John A. Quelch & Christopher
Bartlett; 2nd edition; Addison-Wesley Publishing
1992

Supplemental International Marketing texts or resources guides
to be provided by instructor

|VII. SPECIAL NOTES:

The instructor reserves the right to modify the course as he/she
deems necessary to meet the needs of students.