



**I. COURSE DESCRIPTION:** This course explores the marketing of products and services around the world. It introduces the complete and constantly evolving realities of global marketing. Students will study global marketing issues such as finance, cultural issues, political and legal issues affecting the global marketing plan.

**II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:**

Upon successful completion of this course, the student will demonstrate the ability to:

1. Discuss the scope and challenge of international marketing.  
Potential Elements of the Performance:
  - define international marketing.
  - explain the international marketing task.
  - discuss the balance of payments in reference to the current account and the balance of trade.
  - define protectionism and explain various trade barriers.
  - explain the role of GATT, the International Monetary Fund and The World Bank.
  
2. Describe the cultural environment of global markets.  
Potential Elements of the Performance:
  - discuss geography, nature and economic growth.
  - explain the cultural dynamics in assessing global markets.
  - describe the role of business customs as they relate to global marketing.
  - discuss the role of the political and legal environments.
  
3. Outline the process of assessing global market opportunities  
Potential Elements of the Performance:
  - outline the process of developing a global vision through marketing research.
  - detail the stages of economic development.
  - discuss the elements of the assessment of emerging markets.
  - explain economic integration.
  
4. Develop global marketing strategies  
Potential Elements of the Performance:
  - identify and describe alternative market and entry strategies.
  - discuss international channels of distribution and factors affecting choice of channels.
  - define terms related to commercial payments.

- discuss the dynamics of promotional activities.
  - explain the challenges of pricing for international markets.
  - define countertrade
5. Implement global marketing strategies  
Potential Elements of the Performance:
- discuss the challenges of negotiating with international customers, partners and regulators.
  - explain the impact of culture on negotiation behaviour.

### III. TOPICS:

1. Dynamic environment of international trade.
2. The cultural environment of global markets.
3. Assessing global market opportunities.
4. Developing global marketing strategies.
5. Implementing global marketing strategies.

### IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

Global Marketing Management, Second Canadian Edition by Keegan and Seringhaus, Prentice Hall

### V. EVALUATION PROCESS/GRADING SYSTEM:

3 tests X 20%	= 60%
2 assignments X 20%	= 40%
Total	100%

Note: There will be no re-writes of individual tests. A supplemental test will be made available to those students who have missed or failed a test. The supplemental test will be based on the entire semester work and its value will be the same as that of the missed/failed test. The supplemental will be scheduled in the last week of the semester.

The following semester grades will be assigned to students in postsecondary courses:

<u>Grade</u>	<u>Definition</u>	<u>Grade Point Equivalent</u>
A+	90 - 100%	4.00
A	80 - 89%	3.75
B	70 - 79%	3.00
C	60 - 69%	2.00
R (Repeat)	59% or below	0.00
CR (Credit)	Credit for diploma requirements has been awarded.	
S	Satisfactory achievement in field placement or non-graded subject areas.	
U	Unsatisfactory achievement in field placement or non-graded subject areas.	
X	A temporary grade. This is used in limited situations with extenuating circumstances giving a student additional time to complete the requirements for a course (see <i>Policies &amp; Procedures Manual – Deferred Grades and Make-up</i> ).	
NR	Grade not reported to Registrar's office. This is used to facilitate transcript preparation when, for extenuating circumstances, it has not been possible for the faculty member to report grades.	

## VI. SPECIAL NOTES:

### Special Needs:

If you are a student with special needs (e.g. physical limitations, visual impairments, hearing impairments, or learning disabilities), you are encouraged to discuss required accommodations with your instructor and/or the Special Needs office. Visit Room E1204 or call Extension 493, 717, or 491 so that support services can be arranged for you.

### Retention of course outlines:

It is the responsibility of the student to retain all course outlines for possible future use in acquiring advanced standing at other postsecondary institutions.

Plagiarism:

Students should refer to the definition of “academic dishonesty” in *Student Rights and Responsibilities*. Students who engage in “academic dishonesty” will receive an automatic failure for that submission and/or such other penalty, up to and including expulsion from the course/program, as may be decided by the professor/dean. In order to protect students from inadvertent plagiarism, to protect the copyright of the material referenced, and to credit the author of the material, it is the policy of the department to employ a documentation format for referencing source material.

Course outline amendments:

The Professor reserves the right to change the information contained in this course outline depending on the needs of the learner and the availability of resources.

Substitute course information is available in the Registrar's office.

**VII. PRIOR LEARNING ASSESSMENT:**

Students who wish to apply for advanced credit in the course should consult the professor. Credit for prior learning will be given upon successful completion of a challenge exam or portfolio.

**VIII. DIRECT CREDIT TRANSFERS:**

Students who wish to apply for direct credit transfer (advanced standing) should obtain a direct credit transfer form from the Dean's secretary. Students will be required to provide a transcript and course outline related to the course in question.