

**SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY**

**SAULT STE. MARIE, ONTARIO**



Sault College

**COURSE OUTLINE**

**COURSE TITLE:** International Marketing

**CODE NO. :** BUS 2290                      **SEMESTER:** 4

**PROGRAM:** Business

**AUTHOR:** Penny Perrier

**DATE:** Jan. 2003      **PREVIOUS OUTLINE DATED:** Jan. 2002

**APPROVED:**

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**DEAN**    **DATE**

**TOTAL CREDITS:** 4

**PREREQUISITE(S):** None

**HOURS/WEEK:** 4

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*For additional information, please contact the Dean  
School of Business.*

**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 meaning and significance of globalization

Potential Elements of the Performance:

- discuss the globalization of markets
- identify the drivers of globalization
- describe the changing demographics of the global economy
- describe the changing world output and world trade picture
- describe the changing foreign direct investment picture
- discuss the changing world order
- describe the global economy of the 21st century.

2. Describe country differences in the areas of political systems, economic systems and culture

Potential Elements of the Performance:

- discuss the elements that differentiate political systems.
- describe the contemporary economic systems in terms of the distinguishing elements.
- explain the common legal systems found worldwide.
- .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.

3. Outline the process of assessing global market opportunities

Potential Elements of the Performance:

- discuss the benefits of trade.
- summarize and evaluate international trade theories.
- identify and define the instruments of trade policy.
- detail the political and economic arguments for government intervention
- detail the development of the global trading system.
- discuss foreign direct investment with reference to the costs and benefits to both the home and host countries.

- explain the levels of economic integration.
  - prepare arguments for and against economic integration.
4. Develop global marketing strategies  
Potential Elements of the Performance:
- describe the potential opportunities for profiting from global expansion.
  - identify the strategic choices and explain the transition.
  - discuss the advantages and disadvantages of strategic alliances.
  - identify and describe alternative market and entry strategies.
  - define terms related to commercial payments.
5. Implement global marketing strategies  
Potential Elements of the Performance:
- discuss product attributes in reference to cultural differences, economic differences and product/technical standards.
  - discuss international channels of distribution and factors affecting choice of channels.
  - explain the dynamics of promotional activities.
  - describe the challenges of pricing for international markets.
  - define countertrade

### III. TOPICS:

1. The meaning and significance of globalization
2. Country differences in political systems, economic systems and culture.
3. Assessing global market opportunities.
4. Developing global marketing strategies.
5. Implementing global marketing strategies.

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

*Global Business by Charles Hill*

*Cases and Exercises in International Business by Rarick*

**V. EVALUATION PROCESS/GRADING SYSTEM:**

3 tests X 20%	= 60%
Assignments	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.