



COURSE OUTLINE: GBM306 - INTL SALES/MARKETING

Prepared: Gabriel Araba

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

Course Code: Title	GBM306: INTERNATIONAL SALES AND MARKETING
Program Number: Name	2106: GLOBAL BUSINESS MGMT
Department:	BUSINESS/ACCOUNTING PROGRAMS
Semesters/Terms:	20F, 21S
Course Description:	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 your 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
Total Credits:	3
Hours/Week:	3
Total Hours:	45
Prerequisites:	There are no pre-requisites for this course.
Corequisites:	There are no co-requisites for this course.
Vocational Learning Outcomes (VLO's) addressed in this course:	2106 - GLOBAL BUSINESS MGMT
Please refer to program web page for a complete listing of program outcomes where applicable.	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
Essential Employability Skills (EES) addressed in this course:	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.

In response to public health requirements pertaining to the COVID19 pandemic, course delivery and assessment traditionally delivered in-class, may occur remotely either in whole or in part in the 2020-2021 academic year.



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	<p>EES 7 Analyze, evaluate, and apply relevant information from a variety of sources.</p> <p>EES 8 Show respect for the diverse opinions, values, belief systems, and contributions of others.</p> <p>EES 9 Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals.</p>												
Course Evaluation:	<p>Passing Grade: 50%, D</p> <p>A minimum program GPA of 2.0 or higher where program specific standards exist is required for graduation.</p>												
Other Course Evaluation & Assessment Requirements:	<p>The acquired knowledge in this course and sale and marketing report contribute to the final Applied Project report in this Program. This report is collated with other reports to form the Final Applied Project Report in Semester 4.</p>												
Books and Required Resources:	<p>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</p>												
Course Outcomes and Learning Objectives:	<table border="1"> <thead> <tr> <th>Course Outcome 1</th> <th>Learning Objectives for Course Outcome 1</th> </tr> </thead> <tbody> <tr> <td>1. Marketing Products and Services: Attracting International Customers</td> <td> 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 </td> </tr> <tr> <th>Course Outcome 2</th> <th>Learning Objectives for Course Outcome 2</th> </tr> <tr> <td>2. Selling to International Markets, set up Sales Channels, Negotiation and Follow-Up</td> <td> 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 </td> </tr> <tr> <th>Course Outcome 3</th> <th>Learning Objectives for Course Outcome 3</th> </tr> <tr> <td>3. Using Digital Technology to Access International Markets-E-Commerce:</td> <td> 3.1 Understanding the Context of E-Commerce 3.2 Marketing with Digital Technology 3.3 Establishing and developing E-Commerce Operations </td> </tr> </tbody> </table>	Course Outcome 1	Learning Objectives for Course Outcome 1	1. 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	Course Outcome 2	Learning Objectives for Course Outcome 2	2. 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	Course Outcome 3	Learning Objectives for Course Outcome 3	3. Using Digital Technology to Access International Markets-E-Commerce:	3.1 Understanding the Context of E-Commerce 3.2 Marketing with Digital Technology 3.3 Establishing and developing E-Commerce Operations
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	Report-International Marketing Plan	20%
Date:	June 17, 2020	
Addendum:	Please refer to the course outline addendum on the Learning Management System for further information.	

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