

**\*Disclaimer:** This is a sample course outline and is subject to change. Official course outlines will vary depending on delivery format and instructor\*

## Territory Acknowledgement

We acknowledge and respect the lək'wəḡən peoples on whose traditional territory the university stands and the Songhees, Esquimalt and W SÁNEĆ peoples whose historical relationships with the land continue to this day.

# BMBA 180: International Marketing

## Course Description

In this course you will learn to recognize marketing issues and problems; analyze research information; apply diagnostic tools; perform research for international marketing plans; participate in the development, implementation, and management of an international marketing plan; and evaluate an organization's marketing efforts and strategies to enhance value and attract and retain customers.

This course examines the requirements for businesses activities in the planning and implementation of international marketing strategies. International marketing is more an art than a science and needs to be viewed as an integrated process that involves a variety of factors that impact the potential success or failure of any given international marketing strategy. These factors include economics, culture, geography, language, demographics, infrastructure, history, law, and government. The objective of the course is not to make you an expert in international marketing but rather to stimulate your intellectual curiosity and provide you with a framework for understanding the myriad issues that companies are faced with as they enter the international marketplace

## Learning Outcomes

Upon completion of this course, students should be able to:

- Apply the key terms, definitions, and concepts used in marketing with an international perspective.
- Compare the value of developing global awareness vs. a local perspective in marketing.
- Evaluate different cultural, political, and legal environments influencing international marketing.
- Explain the impact of global and regional influences on products and services for consumers and businesses.
- Understand the segmentation, targeting, and positioning process in international markets.
- Apply basic internationally oriented marketing strategies (total product concept, pricing, place, and promotion).
- Evaluate the most appropriate international market entry strategy for various country markets.
- Understand the importance of the Internet for global business.
- Understand the international differences in the 4P's from domestic ones.
- Develop an effective international marketing plan for use in a foreign market.

## Resources

This course uses Open Education Resource

OER: Manuel, L. (2022). *Global marketing in a digital world*. eCampusOntario Pressbooks.

<https://ecampusontario.pressbooks.pub/globalmarketing/>

The textbook is important in your learning. There are key concepts and examples that will provide you with foundational knowledge and examples to support your understanding of the course content.

## Weekly Schedule

DATE	TOPIC	READINGS and ACTIVITIES
<b>Unit 1</b> Week 1	Course Introduction Introduction to Global Marketing	Chapter 1 Short personal bio
<b>Unit 2</b> Week 2	The Economic and Political Environment	Chapter 2 Discussion Forum Post #1
<b>Unit 3</b> Week 3	Social and Cultural Environment	Chapter 3
<b>Unit 4</b> Week 4	Global Market Planning	Chapter 4 Discussion Forum Post #2 Quiz #1 – Chapters 1-4
<b>Unit 5</b> Week 5	Competing in a Global Marketplace	Chapter 5
<b>Unit 6</b> Week 6	Global Market Entry Modes	Chapter 6
<b>Unit 7</b> Week 7	Group Assignment Launch	Individual Assignment: Marketing Plan
<b>Unit 8</b> Week 8	Global Products	Chapter 7
<b>Unit 9</b> Week 9	Global Pricing	Chapter 8
<b>Unit 10</b> Week 10	Global Distribution	Chapter 9 Quiz #2 – Chapters 5-8
<b>Unit 11</b> Week 11	Global Promotion	Chapter 10
<b>Unit 12</b> Week 12	The Global Marketing Plan	Chapter 11
<b>Unit 13</b> Week 13	Group Presentations	Group Assignment: International Marketing Plan Presentation

## Evaluation

Component	Weight
Personal Bio	5%
Contribution (in class and forums)	10%
Quizzes	30%
Individual Assignment	20%
<u>Group Assignment and Presentation</u>	<u>35%</u>
<b>TOTAL</b>	<b>100%</b>

## Assignments

### Personal Bio

The purpose of this exercise I would like to learn more about you, your background, and your expectations for this course.

### Contribution – In class and forums

To strengthen your understanding of international marketing and develop awareness of real-time global business issues, you will participate in **two online discussion forums**. These forums help you connect the concepts learned in class (**Chapters 1–5**) to current global events, international companies, cultural trends, and marketing strategies.

### Individual Assignment

This assignment allows you to apply Chapters 1–5 of the textbook to a real-world situation. You will select a **Canadian company** and examine how it would compete in a **foreign market** where it currently has little to no presence. Using early-course frameworks (*globalization drivers, culture, consumer analysis, competition, entry strategies*), you will conduct a structured competitive analysis to determine opportunities and barriers.

This assignment becomes the **foundation** for your final group project.

### Group Assignment

This group assignment allows you to apply **Chapters 6–11** of the textbook to create a complete **International Marketing Plan** for a Canadian company entering a foreign market. Building on the company and country selected by one member's Assignment 1, your group will now design a strategic marketing plan **without repeating the analysis completed in Assignment 1**.

This assignment represents the strategic “action plan” portion of an international market entry initiative.

### Group Presentation

Groups will prepare a presentation to present their International Marketing plan (members will play the role of business consultants) to the instructor (who plays the role of the business owner who hired you to evaluate this opportunity).

This project aims to provide you with as much exposure to a real-life situation as possible within a classroom setting. Students are encouraged to be creative with their presentations.

## Usage of GenAI

Please be advised that in this course you are **not authorized** to use any form of generative AI. In order to successfully complete course activities, **generative AI is not required nor welcomed**. Students should not make any use of generative AI tools such as ChatGPT, Grammarly, among others that use AI for content generation and editing. As the University of Victoria states in its Academic Integrity Policy “Academic integrity requires commitment to the values of honesty, trust, fairness, respect, and responsibility.” Therefore, I expect you to comply with the course syllabus and I encourage you to enhance your academic experience in this course by refraining from using generative AI.

## Attendance Requirements

The course emphasizes **active engagement, collaborative teamwork, and hands-on learning**. Attendance is crucial and considered mandatory for all participants for all sessions (full 3 hours) of the course. Please inform your instructor in advance if you’re unable to attend any class sessions. Please note that missing more than one session (3 hours) requires a valid and sufficient reason for absence with verifiable circumstances that substantially prevent your attendance. Your commitment to active participation significantly contributes to your learning experience in this course.

## Participation Expectations

- Instructors will track attendance and participation throughout the term. Students who do not attend class may be assigned an “N” grade for the course. Attendance will be taken within the first 15 minutes of class and may be taken later as a second check.
- **If you arrive later than 15 minutes, the door will be closed. Please wait until breaktime to enter the class.**
- Instructors can assign a **final grade of N or refuse** a student to **write a final exam, final assignment, or any assignment that follows multiple absences** or misconduct **if a learner has failed to meet the course's minimum attendance requirements** as identified above. They may also refuse admission to a lecture, learning activity, assignment, or exam because of lateness, misconduct, inattention, or failure to meet the responsibilities of the course noted in this outline.
- The instructor reserves the right to not grade assignments submitted by students who have not maintained regular attendance and participation, and a zero grade being assessed for non-submission.
- Missing **more than one session (3 hours)** requires a valid and sufficient reason for absence.
- Arrive on time and remain for the full session; leaving without permission will be marked **absent**. Please note that work schedule conflicts as well as car, bus, carpooling, or ferry delays are generally not accepted as sufficient reasons for absence beyond the one-session limit.
- Students are expected to actively interact with **course materials, peers, and instructors**, including contributing to discussions and teamwork.
- Students are expected to complete assignments and assessments on time and submit work by the due date.
- **Technology use** (cell phones, tablets, laptops, smart glasses/ watches) must be limited to course-related activities only.
- Participation includes respectful active listening, not just talking.

- This course is delivered in a collaborative, discussion-based learning environment. Students are expected to demonstrate respectful and attentive behaviour at all times.
- University policy allows an instructor to refuse a student admission to class because of lateness, misconduct, disruptive behaviour, inattention, or failure to meet the responsibilities of the course.
- It is students' responsibility to be familiar with the criteria in which they are being assessed for this course. Please refer to the specific information under each assessment.

### **Group Participation Expectations**

- Active participation in group work and meetings is required. Students who fail to attend or contribute to group work may be removed from their group, at the instructor's discretion, and deemed ineligible to participate in or receive marks for the group project, including the group presentation.

SAMPLE