

**DISCLAIMER:** This course outline is only a sample and is subject to change. Course materials, assignments, dates, and weighting will vary depending on delivery format and instructor.

### Territory Acknowledgement

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

## International Marketing

### BMBA 180

#### 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

The required textbook for this course is:

**International Marketing (2nd Ed.) by Baack, Czarnecka, and Baack** (Sage Publishing).

Materials will be searchable through UVic Bookstore 3-4 weeks prior to the course's start date. At that time, students can enter course code(s) at <https://www.uvicbookstore.ca/text/> in order to confirm and purchase course materials.

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
<b>Unit 1</b> Week 1	Course Introduction Introduction to International Marketing
<b>Unit 2</b> Week 2	Culture in International Marketing Global Trade and Integration
<b>Unit 3</b> Week 3	Country Selection and Entry Strategies International Marketing Planning, Organizing, and Control
<b>Unit 4</b> Week 4	Markets and Segmentation in an International Context International Positioning
<b>Unit 5</b> Week 5	Market Research in the International Environment
<b>Unit 6</b> Week 6	International Product and Brand Marketing
<b>Unit 7</b> Week 7	International Product Standardization and Adaptation
<b>Unit 8</b> Week 8	International Pricing
<b>Unit 9</b> Week 9	Group Assignment Launch
<b>Unit 10</b> Week 10	International Marketing Channel Management
<b>Unit 11</b> Week 11	International Distribution: Exporting and Retailing

<b>Unit 12</b> Week 12	Globally Integrated Marketing Communications
<b>Unit 13</b> Week 13	Group Presentations

## Evaluation

Component	Weight
Personal Bio	5%
Contribution (in class and forums)	20%
1. Individual Assignment 1	20%
2. Individual Assignment 2	20%
3. Group Assignment and Presentation	35%
<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

It is expected that students will actively participate in class discussions by attending each class, undertaking assigned readings, offering questions, insights and comments on the material presented and participating fully in class discussions and in weekly discussion forums.

### Discussion Forum Activity

To understand what is currently happening in the world related to marketing, each student will search online for a news article that focuses on a business internationally.

### Individual Assignments

The individual assignments will consist of an analysis of a country and focus on the cultural, economic and market potential.

#### 1. Individual Assignment: Cultural Analysis (20%)

Using the textbook, knowledge gained in prior courses and specific material related to the country in question, undertake a cultural analysis of the country of your choice.

## **2. Individual Assignment: Economic and Market Potential Analysis (20%)**

Using the textbook, knowledge gained in prior courses and specific material related to the country in question, undertake an economic and market potential analysis of the country of your choice. It would be best to choose the same country for both assignments #1 and #2.

### **Group Assignment and Presentation**

The group assignment will require you to select a company and the country it seeks to enter and develop an international marketing plan. Groups will prepare a presentation on the final class.

## **3. Group Assignment: International Marketing Plan and Presentation**

Based on the research you have undertaken in the first two assignments, develop an international marketing plan for your company to enter the country you select as a in your group.

### **Group Presentation**

Groups will prepare a presentation to promote their International Marketing plan to the instructor.