

## OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

**Note:** The University reserves the right to amend course outlines as needed without notice.

<b>Course Code and Number:</b> BUS 421		<b>Number of Credits:</b> 3 <a href="#">Course credit policy (105)</a>													
<b>Course Full Title:</b> International Marketing <b>Course Short Title:</b>															
<b>Faculty:</b> Faculty of Professional Studies		<b>Department (or program if no department):</b> School of Business													
<b>Calendar Description:</b> Students explore the challenges of navigating and integrating foreign countries' ethnic diversity, customs, values, policies, and institutions when implementing the marketing mix principles in a global marketplace. Student teams develop an international marketing plan that addresses the strategic implications and applications of different political, cultural, legal, economic, and environmental factors on global marketing management, and on a firm's ability to allocate resources to meet its international marketing objectives.															
<b>Prerequisites (or NONE):</b>		60 university-level credits including BUS 120.													
<b>Corequisites (if applicable, or NONE):</b>		NONE													
<b>Pre/corequisites (if applicable, or NONE):</b>		NONE													
<b>Antirequisite Courses</b> <i>(Cannot be taken for additional credit.)</i> Former course code/number: Cross-listed with: Equivalent course(s): <i>(If offered in the previous five years, antirequisite course(s) will be included in the calendar description as a note that students with credit for the antirequisite course(s) cannot take this course for further credit.)</i>		<b>Course Details</b> Special Topics course: <b>No</b> <i>(If yes, the course will be offered under different letter designations representing different topics.)</i> Directed Study course: <b>No</b> <i>(See <a href="#">policy 207</a> for more information.)</i> Grading System: <b>Letter grades</b> Delivery Mode: <b>May be offered in multiple delivery modes</b> Expected frequency: <b>Annually</b> Maximum enrolment (for information only): <b>25</b>													
<b>Typical Structure of Instructional Hours</b> <table border="1" style="width: 100%;"> <tr> <td>Lecture/seminar</td> <td>45</td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td><b>Total hours</b></td> <td><b>45</b></td> </tr> </table>		Lecture/seminar	45									<b>Total hours</b>	<b>45</b>	<b>Prior Learning Assessment and Recognition (PLAR)</b> PLAR is available for this course.	
Lecture/seminar	45														
<b>Total hours</b>	<b>45</b>														
<b>Scheduled Laboratory Hours</b> Labs to be scheduled independent of lecture hours: <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes		<b>Transfer Credit</b> <i>(See <a href="#">bctransferguide.ca</a>.)</i> Transfer credit already exists: <b>No</b> Submit outline for (re)articulation: <b>No</b> <i>(If yes, fill in <a href="#">transfer credit form</a>.)</i>													
<b>Department approval</b>		<b>Date of meeting:</b> December 7, 2021													
<b>Faculty Council approval</b>		<b>Date of meeting:</b> January 14, 2022													
<b>Undergraduate Education Committee (UEC) approval</b>		<b>Date of meeting:</b> February 25, 2022													

**Learning Outcomes** *(These should contribute to students' ability to meet program outcomes and thus Institutional Learning Outcomes.)*

Upon successful completion of this course, students will be able to:

- LO 1. Integrate a variety of strategic marketing management concepts and frameworks to create and execute highly effective marketing programs within an international context.
- LO 2. Assess the strategic implications and applications of different political, cultural, legal, economic, and environmental factors on global marketing management when identifying and targeting foreign buyer groups (B2B and B2C).
- LO 3. Evaluate the challenges companies face when setting up international supply chain networks.
- LO 4. Assess marketing strategies related to market entry, pricing, distribution, brand management and corporate social responsibility for a variety of products and their fit in international market settings.
- LO 5. Apply the concepts to real business cases and produce an International Marketing Plan.

**Recommended Evaluation Methods and Weighting** *(Evaluation should align to learning outcomes.)*

Final exam:	25%	Cases	20%	%
Midterm exam:	25%	Project:	30%	%

**Details:**

**NOTE:** The following sections may vary by instructor. Please see course syllabus available from the instructor.

**Texts and Resource Materials** *(Include online resources and Indigenous knowledge sources. [Open Educational Resources](#) (OER) should be included whenever possible. If more space is required, use the [Supplemental Texts and Resource Materials form](#).)*

Type	Author or description	Title and publication/access details	Year
1. Textbook	Cateroa, et al.	International Marketing	Current
2.			
3.			
4.			
5.			

**Required Additional Supplies and Materials** *(Software, hardware, tools, specialized clothing, etc.)*

n/a

**Course Content and Topics**

Module One: Application of the marketing mix for multi-country marketplace firms (LO 1)

Module Two: Brand Management for multi-country marketplace firms (LO 4)

Module Three: Strategic planning for marketing when competing in multi-country marketplaces (LO 2)

Mid-term exam: (LO 1, 2, 4)

Module Four: Managing marketing effectiveness for multi-country marketplace firms (LO 3,4)

Module Five: International Business case analysis and International Marketing Plans (LO 1–5)

Cases (LO 1–5)

Project (LO 1–5)

Final exam (LO 1–5)