

## **ON-LINE STUDIES (INTERNATIONAL MARKETING COURSE BY CANADIAN COLLEGE OF ENGLISH LANGUAGE, VANCOUVER)**

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International Marketing introduces an essential component of international trade: effectively marketing products and services in the global market. Advances in technology, such as the Internet and telecommunications, now allow small-to medium-sized businesses to successfully pursue international marketing. How do these companies achieve a sustainable competitive advantage in the global market? Profitable companies have researched their target audience – they know who they are, what they need, what they believe and what they are prepared to buy.

If a company attempts to sell its products or services internationally without knowing its target audience and competitors, the company's chances of making a profit are slim. Research is integral to success in the international market. By the end of this course, the students will know what to research and where to begin. If they have already started their international marketing research, this course will ensure they are going in the right direction. If the company is already participating in international trade, but with little profit, this course will help determine where you need to focus your time and money to achieve success in international trade.

It is important to know how your domestic and international markets differ. The marketing principles remain the same, but how you approach your international customer is dependent on cultural, political, legal and regulatory factors. Profitable international marketing is all about using the right promotional strategies for your target audience. These can range from traditional print-based advertising to the latest web-based advertising tools. You will need to learn which pricing strategies will work best for your company and how you can use personal selling to win and keep your global customers.

This course will guide you through the steps you need to take to prepare for selling your products or services to the international customer. One of the most important tools for achieving international success is a well-researched and evolving international marketing plan. The goal of this course is to enable you to prepare an effective international marketing plan for your company.

It will undoubtedly lead to more effective strategic decision making and will enable you to consider all of the potential challenges of investing in international markets.

### **International Marketing Course Objectives**

- Identify the main principles of marketing
- Describe international marketing
- Explain how to use market intelligence, promotional strategies and e-marketing for global success

- Recognize the influence of cultural, political, legal and regulatory considerations on the international market environment
- Explain why companies would adapt their product or service for the international market
- Identify how to use marketing, pricing and personal selling strategies to achieve international marketing goals
- Prepare the international marketing plan

International Marketing. Course outline.

Chapter 1: Principles of Marketing—Customer comes first

Chapter 2: Home and Abroad—What’s the difference?

Chapter 3: Target Market Research —Improve your aim

Chapter 4: Promotional Strategies—Get the message out

Chapter 5: E-Marketing—Using the Internet to sell, sell, sell

Chapter 6: Cultural Considerations—Don’t chew gum in Singapore

Chapter 7: Political, Legal and Regulatory Considerations—Read the fine print

Chapter 8: Adapting Your Products or Services—Does the shoe fit?

Chapter 9: Reaching the Market—Get from here to there

Chapter 10: Pricing —Ka-ching!

Chapter 11: Penetrating the Market—Seal the deal

Chapter 12: The International Marketing Plan—Know where you’re going

Students are taking exam at the end of the course or submitting course project to get finale marks. Requirements for course project is given bellow.

Course project. The International Marketing Plan.

The evaluation of your competency in International Marketing is done through your submission for this course, i.e. an International Marketing Plan. The plan must be for either the company you work for or a fictitious company of your choice. It must take an existing or new product or service from the country of your choice into an international market which is new to the company.

Submission Format

1. Please submit your project (International Marketing Plan) electronically (.doc or .pdf). Paper-based submissions are no longer accepted. Include all parts in a single document or zip-folder.

2. The title page must contain the name of the company, the product or service, the course title (International Marketing) and the student’s name who prepared the international marketing plan. Please include the training institute.

3. The acceptable fonts are Times New Roman (no smaller than 11pt) and Arial (no smaller than 10pt). Line spacing must be 1.5.

NOTE: The International Marketing Plan must not exceed 25 pages (excluding title page, table of contents and appendices). Points will be deducted for additional pages according to the following scale:

- 1 – 5 additional pages: 2 points
- 6 – 10 additional pages: 4 points
- 11 – 15 additional pages : 8 points

- Over 16 additional pages : 10 points

#### Evaluation Criteria

##### Executive Summary—5 marks

Summarize the content of your plan and the important aspects. No more than one page is sufficient.

##### Description of Product or Service—10 marks

Describe the nature and use of your product or service; features, benefits, proprietary issues, required modifications (if applicable), etc.

##### Rationale for Selection of Country and/or Market—10 marks

Describe the target market you have selected. Explain why it is an appropriate market for both the company and the product or service you are offering.

##### Market Entry Rationale—10 marks

Describe your strategy to enter the chosen market.

##### Legal/Political/Cultural Impact —10 marks

Describe the legal, political and cultural factors that could impact your international marketing plan such as political stability and business climate, religion and culture, tax system, effects of tariffs, exchange regulations, packaging/labelling, etc.

##### Rationale for Pricing and Promotional Mechanisms—10 marks

Describe the targeted clientele and the marketing strategy to enter the chosen market. Describe the opportunity in terms of product, price, place, promotion, people, and after-sales service.

##### Rationale for Logistics Mechanisms—10 marks

Place: in terms of shipping method and terms; outside resources, warehousing, distribution systems, methods used by competition, etc.

##### Conclusion and Action Plan—5 marks

Tie the information together in a logical manner. Draw on the information contained in the plan to support a decision that this is the best country to move forward with. You should use both quantitative and qualitative information to support the decision taken.

##### Overall Format of the International Marketing Plan—15 marks

- Pay attention to spelling and grammar. The plan must be clear and not lead to confusion.

- When using statistics or information from outside sources, footnote the information on the page where the information is used.

- The occasional use of pictures, tables or graphs is recommended (for illustration purposes) and helps with the visual appeal.

- Remember that you are being tested on your knowledge of the principles of international marketing and your ability to demonstrate your understanding through the marketing plan.

##### Bibliography

Demonstrate the time and effort spent on research by providing a sound bibliography. List all the sources used in the preparation of your marketing plan.

## Appendices

Provide outside justification for the information contained in the body of the report. Include Appendix titles in the Table of Contents. Avoid direct downloads of data from the Internet.

### MOST IMPORTANT

Plagiarism is NOT tolerated. Evidence of plagiarism will result in a failed examination.

### References

1. <http://canadiancollege.ru/en/programs>

## DRILLS AND DIALOGUES

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Drills and dialogues are among the most traditional materials used by language teachers. The content of drills and dialogues and how much we use them has changed considerably over the years. This is because teachers and materials developers have been paying more and more attention to ways of providing students with meaningful materials and content that allow them to engage in “real” communication. Role plays and plays, which are often forms of extended dialogues, are part of the repertoire of practice activities and materials.

A drill is “A type of highly controlled oral practice in which the students respond to a given cue. The response varies according to the type of drill.” [3] Drills are used usually at the controlled practice stage of language learning so that students have the opportunity to accurately try out what they have learned. Drills help students to develop quick, automatic responses using a specific formulaic expression or structure, such as a tag ending, verb form, or transformation. Drills have been much maligned for their behavioristic, stimulus-response nature and for the mechanical, repetitive practice they provide. In classrooms that use the audiolingual method, which became popular in the 1950s, drills are basic to language teaching.

Many of us know that drill-based lessons are not always particularly stimulating. In fact, you may remember language drills in which you could accurately respond in the drill without knowing what you were saying. There’s a joke among language teachers: “Dictionary definition: Drill—a device for boring”. However, drills do respond to the learning style of those who learn well through memorization and repetition.

Drills can be useful teaching-learning material because they provide practice of small, manageable chunks of language. This helps to build confidence and automatic use of structures and expressions that have been drilled. Also, they can