



School of Marketing and International Business

International Marketing

MARK 302

COURSE OUTLINE

Trimester 2 - 2005

GENERAL

This course applies the marketing concepts covered in the 200-level marketing courses to the international arena and examines some of the major issues and decisions faced by New Zealand companies and organisations in marketing their goods and services abroad. It explores the process of globalisation and the rapidly changing international business environment, and the implications for marketing. It examines environmental analysis, export market opportunity assessment, and the use of SWOT analysis for formulating an international marketing strategy. Special attention is paid to the Asian economies and markets and to the impact of the Internet. The course also examines the role of culture and the problems and challenges of cross-cultural communication. Because of Victoria's position in the national capital, particular emphasis is laid on the impact of the political environment.

MARK 302 also explores the use of the Internet for collecting and communicating marketing information and has its own coursepage and blackboard page where course information, lecture notes, links and extra readings will be posted.

On the Web <http://www.vuw.ac.nz/~caplabtb/m302w05/>
Please note this URL is case sensitive

Blackboard <http://blackboard.vuw.ac.nz>

COURSE INFORMATION

Notices will be displayed on the Marketing noticeboard, on the mezzanine floor of Rutherford House and also on the MARK 302 coursepage. Use will also be made of the Blackboard email system and it is your responsibility to check your email.

Aims and Objectives

- 1 To provide an introduction to the global economy, its structures and issues as relevant to international marketing
- 2 To develop the student's understanding of, interest in and awareness of the international business environment, the marketing process, and the current issues facing New Zealand businesses and organisations.
- 3 To develop the student's ability to analyse international marketing situations, to undertake opportunity analysis and to communicate the results.
- 4 To make students aware of the complexity of cultural factors in international markets and the necessity of paying attention to cultural and location-specific factors when formulating international marketing strategy and, in particular, when communicating with potential customers.
- 5 To expose students to varying, and sometimes conflicting, opinions about the global economy and about the theory and practice of international marketing, and to people actively involved in some of its practical aspects.
- 6 To introduce students to the emerging technologies exemplified by the Internet that are set to have a major impact on international marketing and to explore some of the potential and problems involved.
- 7 To make students aware of the challenges of the diverse markets of Asia.

Students passing this course should be able to:

- 1 Apply previously learnt marketing concepts to an international marketing situation.
- 2 Utilise the facilities available at Victoria University for obtaining information on international markets.
- 3 Have a basic understanding of the Internet and its implications for international marketing
- 4 Conduct an environmental analysis of a specific foreign market
- 5 Conduct an analysis of the Strengths, Opportunities, Weaknesses and Threats for a sample organisation engaged in international marketing.
- 6 Formulate a brief set of strategic recommendations for this sample organisation.

Lectures

Rutherford House, RH LT1, Wednesdays 15.40 – 17.30

Tutorials

One hour per week at times and places shown on the final page. Sign-up lists for registration will be displayed on the Marketing noticeboard on the mezzanine floor. Tutorials commence in the week beginning 18 July and finish in week beginning 26 September.

Students will be expected to have read any handouts and the designated case study in the textbook, and be able to discuss the issues raised. Students will also be expected to keep abreast of international marketing news and issues in the media, and to be able to apply this knowledge to the discussion (and in the exam).

The tutorial participation mark will be allocated by the tutor on the basis of your attendance at tutorial, you having done the required preliminary reading, and your constructive involvement in tutorial discussion.

Staff

The course supervisor is **Dr Tim Beal**

11.11 Rutherford House, email: Tim.Beal@vuw.ac.nz ; phone: 463 5080

I will be free to discuss matters after the lecture but if you want to discuss anything in private please phone or email to make arrangements.

Other lectures will be given by **Dr Janet Carruthers**, 11.19 Rutherford House, Janet.Carruthers@vuw.ac.nz; phone 463 6917

Course information and announcements are available via Blackboard and the coursepage

Administrative Assistant: Mrs Jessie Johnston
School of Marketing and International Business
SMIB Office 11th Floor, Rutherford House
Phone 471 5330; Fax: 495 5231
Email: Jessie.Johnston@vuw.ac.nz

Head of School: Associate Professor Val Lindsay

School of Marketing and International Business
 11th Floor, Rutherford House
 Phone 463 6915; Fax 495 5231
 Email Val.Lindsay@vuw.ac.nz

Our visiting speakers this year include:

Mr Tim Fowler, Director, Victoria International
 Ms Janet Keilar, Commerce Librarian

Class Representative

The class will be asked to select one or more Class Representatives. If you wish to stand please contact Tim Beal. Information about the responsibilities of Class reps, and the advantages of being one, can be obtained from the Students' Association, and from the VUWSA website at <http://www.vuw.ac.nz/vuwsa>

Terms

There is no terms requirement for this course.

International Students

If there is sufficient demand there will be a special pre-exam session for international students (and anyone else interested). Details will be arranged mid-course.

Textbook

Richard Fletcher and Linden Brown: *International Marketing, an Asia-Pacific Perspective*, Sydney, Pearson, 2002

Further readings will be posted on the coursepage/Blackboard

We will be making extensive use of multimedia material including videos shot in South Korea and Japan by Tim Beal and Dr Michel Rod in 2003 and 2004.

Case Studies

There will be one case study (on the wine industry) for which you will be required to hand in your written report as part of your course assessment. Other case studies will be used for discussion during tutorials and you will be required to display that you have read them. This will affect your final tutorial participation mark, but you will not be required to write anything.

Assessment and Due Dates

This course is assessed as follows:

<i>Date</i>		<i>Marks</i>
	ASSIGNMENTS	
12 August	Wine Industry Case Study	15
23 September	Research project: Environmental analysis	20
23 September	Research project: SWOT analysis	10
23 September	Research project: Strategic recommendations	10
	TUTORIALS AND EXAM	
na	Tutorial participation	10

5 October	Internal exam	35
	TOTAL	100

In accordance with university policy, students must obtain a minimum mark of 40% in the final examination in order to pass the course as a whole.

I have attempted to spread the assessment schedule as evenly as practicable throughout the course, but it is inevitable that there will be bunching towards the end of the semester and, to a lesser extent, before Easter. Students should remember that a deadline is the last formal date for submitting written work, but depending on the individual's course load, a personal deadline may well be set earlier.

Case Study

WINE INDUSTRY CASE STUDY

<i>Due date</i>	<i>Marks</i>
Friday 12 August	15

This is an individual exercise; you are free to discuss the case with fellow students but the written report must be your own work. Your tutor will give guidelines and discuss them with you. There will also be a note on the coursepage.

Research Project: International Marketing of Educational Services

<i>Due date</i>	<i>Marks</i>
Friday 23 September	40

Educational services is an industry of great significance to international marketing and to New Zealand. It is also one which was severely buffeted by the Asian financial crisis. It is in difficult times that an understanding of the market and its dynamics, and the development and implementation of appropriate strategies, becomes particularly important.

Explosive growth in East, Southeast and South Asia has resulted in a burgeoning middle class, which has embraced the traditional high regard given to education. New Zealand has in the last few years joined other countries, such as Australia, Britain and the United States, in attempting to tap into this market. The marketing and delivery of educational services is particularly interesting because it raises many political, social, ethical and cultural issues as well as the basic marketing and business ones. Students, whether they be from NZ or abroad, are also intimately involved as customers themselves.

Group research is a major part of this course because it is considered that students learn best through the practical application of conceptual and methodological tools to concrete problems. Students will be required to form into research groups, usually of 4 members. In order to provide the best forum for discussion of research problems during the course, these groups will be formed out of the tutorial groups. Each tutorial group will therefore be split into 3 or 4 research groups; this will be done during the second tutorial session.

Each group will act as 'a consultant' presenting a report to its client, Victoria International.

The Director of this 'client' organisation, Mr Tim Fowler, will give a presentation early in the course.

The research project has three components, which proceed in a logical order. Each

component is worth the same number of marks but the size varies as we move from the more general background information to specific strategic recommendations.

1 COUNTRY-MARKET ENVIRONMENTAL ANALYSIS AND MARKET OPPORTUNITY ASSESSMENT
(20 Marks)

Each student in the research group will select a different country market. You should make your selection from countries which are currently or potentially of most importance to your client, although you also need to bear in mind the availability of information. You will be required to prepare a report covering the following factors:

- Cultural
- Demographic
- Social
- Economic
- Political
- Technological
- Competitive
- Foreign exchange
- Legal

You should remember that the purpose of the report is to provide information for marketing decision making by a NZ provider of education services so the report should be both relevant and comprehensive. Reproduction of generalised information is unlikely to be satisfactory and will not earn many marks.

You will write an individual report, and be individually assessed, but you should co-ordinate your research with other members of the group because the combined reports will form the basis for the next component of the research.

The report should be referenced and should make use of statistical data as appropriate. It may be supplemented by a documentary appendix. The word limit (excluding documentation) is 1500.

2. SWOT ANALYSIS
(10 Marks)

The group will prepare a SWOT analysis for their client divided into the customary four parts - Strengths, Weaknesses, Opportunities and Threats. The environmental reports can be used as the basis for the sections on opportunities and threats although your analysis need not be confined to the countries chosen for the first component. The University requires students in general to be marked individually, so while the research should be conducted as a group, the written report should be divided equally among members, and the individual authors of each section identified. The aim of this project is to produce a clear and concise analysis and there will be a strict limit of 1000 words per person. Bullet points are acceptable.

3. STRATEGIC MARKETING RECOMMENDATIONS
(10 Marks)

The group will prepare a brief set of strategic recommendations for the client. These

recommendations should flow naturally from the two previous components. Issues to be covered include, but are not confined to:

- Country/market priorities
- Entry strategies
- Product development strategies
- Product delivery strategies
- Communication strategies

The word limit for this component is 500 words. This component is a group assessment but if any student feels that she or he is being disadvantaged by other members of the group this should be discussed with the tutor and remedial action will be taken.

Penalties

EXCEEDING THE WORD LIMIT

A word limit is set so that staff can give equal attention to everybody's work. It is also important to remember that more does not equal better, and that concise communication is highly valued in business. You will be penalised by a loss of 10% of marks for every 100 words over the limit.

LATE WORK

In fairness to other students, work submitted after the deadline will incur a penalty of 5% of the marks for the assignment for each weekday late. If you are not able to submit your work on time, in the MARK302 box on the mezzanine floor, you must hand it in either to me personally (RH 11.11) or to Mrs Johnston (SMIB office) so we know the submission date.

You are expected to plan your work to make sufficient allowance for the requirements of other courses, work commitments, etc. In the event of serious illness or bereavement please talk to your tutor or the course supervisor as appropriate.

Work Load

The university guideline for a 300 level course is at least 10 hours per week for an 'average student' aiming to gain an 'average grade'. The exact amount of time will vary depending on student capabilities and backgrounds, but an indicative balance is as follows:

<i>Activity</i>	<i>Hours</i>
Class time	2
Tutorial	1
Reading and study	2-3
Assignment preparation	1-2
Course projects	3-4

Any student deviating significantly from these norms (apart from normal pressure points associated with the major assignment deadlines) should reassess the balance of their workload and, if necessary, discuss it with the tutor.

SMIB Guidelines for Written Material and Referencing

The official guidelines of the School of marketing and International Business are on the web at <http://www.vuw.ac.nz/ibproject/referencing.htm>

You will find them useful and you should bear in mind that you must comply with them and you may lose marks if you do not.

General University Policies and Statutes

Students should familiarise themselves with the University's policies and statutes, particularly those regarding assessment and course of study requirements, and formal academic grievance procedures.

Student Conduct and Staff Conduct

The Statute on Student Conduct together with the Policy on Staff Conduct ensure that members of the University community are able to work, learn, study and participate in the academic and social aspects of the University's life in an atmosphere of safety and respect. The Statute on Student Conduct contains information on what conduct is prohibited and what steps can be taken if there is a complaint. For queries about complaint procedures under the Statute on Student Conduct, contact the Facilitator and Disputes Advisor. This Statute is available in the Faculty Student Administration Office or on the website at: www.vuw.ac.nz/policy/StudentConduct.

The policy on Staff Conduct can be found on the VUW website at: www.vuw.ac.nz/policy/StaffConduct.

Academic Grievances

If you have any academic problems with your course you should talk to the tutor or lecturer concerned or, if you are not satisfied with the result of that meeting, see the Head of School or the Associate Dean (Students) of your Faculty. Class representatives are available to assist you with this process. If, after trying the above channels, you are still unsatisfied, formal grievance procedures can be invoked. These are set out in the Academic Grievances Policy which is published on the VUW website: www.vuw.ac.nz/policy/AcademicGrievances.

ACADEMIC INTEGRITY AND PLAGIARISM

Academic integrity is about honesty – put simply it means **no cheating**. All members of the University community are responsible for upholding academic integrity, which means staff and students are expected to behave honestly, fairly and with respect for others at all times.

Plagiarism is a form of cheating which undermines academic integrity. Plagiarism is **prohibited** at Victoria.

The University defines plagiarism as follows:

Plagiarism is presenting someone else's work as if it were your own, whether you mean to or not.

'Someone else's work' means anything that is not your own idea, even if it is presented in your own style. It includes material from books, journals or any other printed source, the work of other students or staff, information from the Internet, software programmes and other electronic material, designs and ideas. It also includes the organization or structuring of any such material.

Plagiarism is not worth the risk.

Any enrolled student found guilty of plagiarism will be subject to disciplinary procedures under the Statute on Student Conduct (www.vuw.ac.nz/policy/studentconduct) and may be penalized severely. Consequences of being found guilty of plagiarism can include:

- an oral or written warning
- suspension from class or university
- cancellation of your mark for an assessment or a fail grade for the course.

*Find out more about plagiarism and how to avoid it, on the University's website at:
<http://www.vuw.ac.nz/home/studying/plagiarism.html>*

STUDENTS WITH DISABILITIES

The University has a policy of reasonable accommodation of the needs of students with disabilities. The policy aims to give students with disabilities an equal opportunity with all other students to demonstrate their abilities. If you have a disability, impairment or chronic medical condition (temporary, permanent or recurring) that may impact on your ability to participate, learn and/or achieve in lectures and tutorials or in meeting the course requirements, then please contact the Course Coordinator as early in the course as possible. Alternatively you may wish to approach a Student Adviser from Disability Support Services to confidentially discuss your individual needs and the options and support that are available. Disability Support Services are located on Level 1, Robert Stout Building, or phoning 463-6070, email: disability@vuw.ac.nz. The name of your School's Disability Liaison Person can be obtained from the Administrative Assistant or the School Prospectus.

Student Support

Staff at Victoria want students' learning experiences at the University to be positive. If your academic progress is causing you concern, please contact the relevant Course Co-ordinator, or Associate Dean who will either help you directly or put you in contact with someone who can.

The Student Services Group is also available to provide a variety of support and services. Find out more at www.vuw.ac.nz/st_services/ or email student-services@vuw.ac.nz.

VUWSA employs two Education Coordinators who deal with academic problems and provide support, advice and advocacy services, as well as organising class representatives and faculty delegates. The Education Office is located on the ground floor, Student Union Building, phone 463 6983 or 463 6984, email education@vuwsa.org.nz.

Faculty of Commerce and Administration Offices

Railway West Wing (RWW) - FCA Student Administration Office

The Student Administration Office is located on the ground and first floors of the Railway West Wing. The ground floor counter is the first point of contact for general enquiries and FCA forms. Student Administration Advisers are available to discuss course status and give further advice about FCA qualifications.

Easterfield (EA) - FCA/Law Kelburn Office

The Kelburn Campus Office for the Faculties of Commerce & Administration and Law is situated in the Easterfield Building - it includes the ground floor reception desk (EA005) and offices 125a to 131 (Level 1). The office, will be open from 9:00 am to 5:00 pm during Trimester 2, offers the following:

- Duty tutors for student contact and advice.
- Information concerning administrative and academic matters.
- FCA Student Administration forms (e.g. application for academic transcripts, requests for degree audit, COP requests).
- Examinations-related information during the examination period.

Please note:

There will be a Student Administration Adviser, from the RWW office, based in EA005 from Monday 27 June to Friday 1 July (9:00 am to 5:00 pm) and from Monday 4 July to Friday 22 July (11:00 am to 1:00 pm).

SCHEDULE

Lecture no	Date	Speaker(s)	Subject	Reading
1	6 July	Tim Beal	Introduction to IM and course outline	Course outline; F&B 1
2	13 July	Tim Beal Janet Keilar, Commerce Librarian	Globalisation and the global economy Getting information for IM; the university libraries online databases	F&B 2, 16 Beal: <i>Looking back to the Future</i>
Week beginning 18 July - tutorials begin				
3	20 July	Tim Beal	The political framework of Globalisation The changing social fabric: implications for IM Wine industry: DVD: <i>Freixenet case study</i>	F&B 4, 18
4	27 July	Tim Fowler, Victoria International Tim Beal	Marketing of educational services International services marketing	F&B 9
5	3 August	Tim Beal	Internet and international marketing DVD: <i>Changing Face of Japan</i>	F&B 5, 20 Beal: <i>Internet in Asia</i>
6	10 August	Janet Carruthers	Culture	F&B 3
Mid-semester break 15-28 August; Wine assignment due 12 August				
7	31 August	Janet Carruthers	Entry Strategies in International Marketing; Distribution	F&B 7
8	7 Sept	Janet Carruthers	Global Product Development and Branding	F&B 8
9	14 Sept	Tim Beal	Market and environmental research and analysis DVD: <i>Zespri in Korea</i>	F&B 6
10	21 Sept	Tim Beal	Pricing and Communication in global markets DVD: <i>Greg Crump and Les Edwards: Communicating with Asia</i>	F&B 10, 11
Friday 23 September , 5.00 Research report deadline				
11	28 Sept	Tim Beal	Integrating marketing strategies DVD: <i>Sealord in Japan</i> Recapitulation of the course	F&B 13
12	5 October		Internal exam	

TUTORIAL SCHEDULE

<i>Number</i>	<i>Week beginning</i>	<i>Topic</i>
1	18 July	Case study 4: Enron in India
2	25 July	Case Study 12: Aunt Betty's
3	1 August	Case study 16: Globalisation of the higher education market
4	8 August	Case study 3: Malaysia
	15 & 22 August	No tutorials because of mid-semester break
5	29 August	Wine Industry case study review and feedback
6	5 September	Case study 8: Kastamak
7	12 September	Progress report on research project
8	19 September	Zespri case study (Handout)
9	26 September	Exam preparation

Tutorial slots

<i>Tutorial</i>	<i>Day</i>	<i>Time</i>	<i>Tutor</i>	<i>Place</i>
1	Mon	12.40 pm	Miss YU Ge	RH G01
2	Tues	1.40 pm	Miss YU Ge	RLWY 414
3	Tues	2.40 pm	Mr David St George	RLWY 222
4	Wed	9.30 am	Mr David St George	RLWY 129
5	Wed	10.30 am	Mr David St George	RLWY 129
6	Wed	11.30 am	Mr David St George	RLWY 126
7	Wed	12.40 pm	Miss YU Ge	RLWY 414
8	Wed	1.40 pm	Miss YU Ge	RLWY 125
9	Thurs	12.40 pm	Miss YU Ge	RLWY 501
10	Thurs	1.40 pm	Miss YU Ge	RLWY 502
11	Thurs	2.40 pm	Miss YU Ge	RH G03
12	Fri	2.40 pm	Mr David St George	RLWY 125

Sign-up lists for registration will be displayed on the Marketing noticeboard on the mezzanine floor.