



**MARK 403**

# **Advanced International Marketing**

**Course Outline**

**2005**

school of  
**marketing &  
international business**  
Te Kura Hokohoko, Pahihi ki te Ao

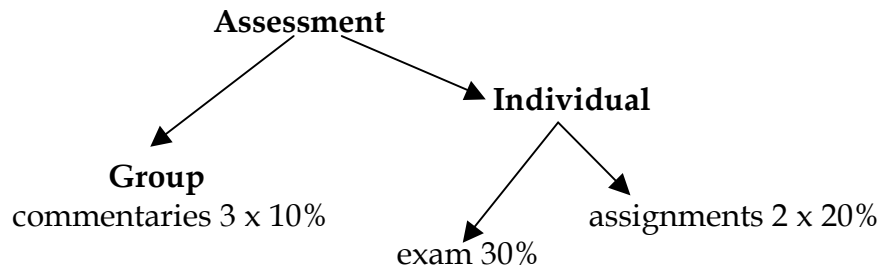
<b>Course Co-ordinator:</b>	Greg Walton, Room 1117, Rutherford House, ext 5529 <a href="mailto:greg.walton@vuw.ac.nz">greg.walton@vuw.ac.nz</a>
<b>Time:</b>	Tuesdays 1.40 – 4.30 pm
<b>Venue:</b>	<b>GO 1</b>
<b>Recommended Text:</b>	<b>‘Global Marketing: a decision-oriented approach,’</b> by Svend Hollensen, 3rd ed, published by Prentice Hall Prentice Education 2004. About \$110. A supplementary readings book will be advanced as well.
<b>Purpose of Course:</b>	The BCA Hons. programme serves to produce professional managers capable of fulfilling strategic roles within corporate and government enterprises. Integral to this capability is an understanding of the dynamics of marketing, marketing management and strategy development concepts of internationally focused companies. The thinking is designed to build global competitiveness. The course will examine the dynamic global environment NZ companies and entities must compete in and study strategy development and appropriate (marketing) responses companies need to make. Contemporary issues that are faced by NZ exporters will also be discussed.
<b>Expectations:</b>	Advanced preparation, class participation, desk and field research and your critical thought and contribution are expected.
<b>Learning Objectives:</b>	By the end of the course you should be able to ...

- build frameworks that address strategic development/global competitiveness that reflect the environment NZ firms have to operate and compete in
- understand both conventional and importantly, unconventional (international) marketing and marketing management knowledge and advanced thinking in IM
- comprehend and critique contemporary IM issues and be able to competently assess their relevance and impact
- consider IM in a managerial context/as a managerial function

**Suggested readings:** Trade Mark, major dailies, Asia Week, The Economist, Far Eastern Economic Review, Asian Wall Street Journal, NBR, Ministerial Announcements, old copies of Export News, relevant academic journals on IM and IB. Significant website research for the contemporary issues work will be necessary.

**Learning methodology:** Various methods of learning technique including lectures, facilitating debate, presentation and discussion, workshop technique and problem based case studies will be employed in what is essentially an 'experiential learning' environment. Each student will be appointed to lead discussion on weekly lecture themes.

**Assessment:** Assessment will involve individual & group mechanisms and an exam.



Complete 2 individual **assignments** on salient IM topics. Not at all compulsory but you may feel better able to address the themes of the assignments by applying them to a practitioner. Otherwise, create your own framework of discussion. Your choice.

You're asked to complete 3 short and concise pieces of work in small groups. The work seeks your '**commentary**' on a topic of contemporary relevance and requires critical thought and discussion of the implications. Web site based research will be useful.

A final exam will be essay style and encompass major IM themes with the focus on the final 3 weeks themes.

Mechanism	Weight	Due	Word limit
Assignment 1	20%	2/8'	2780
Assignment 2	20%	27/9'	2780
Exam	30%	17/10 - 6/11 tba	

Commentaries	10% x 3	monthly	1450
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**Assignment 1:** Discuss the process of becoming or improving global competitiveness. You'll probably want to address the sequential themes of exposure, motivations, competencies, readiness to internationalise, competitiveness and strategy development.

**Assignment 2:** Two themes. Develop a 'market attractiveness framework' and assess the opportunities for a product or service of your choice (or a client) in a selected overseas market. This conceivably leads to a market/country profile report (which is not required). Emphasis should be placed on commercial objectives. I'm seeking clear rationale for approach and methodology. I am also seeking evidence of the application of decision models to your outcomes.

The second theme is the corollary of an IMS process. Construct an International Market Entry (IME) strategy for a/client's product/service in your selected overseas market.

**Exam theme:** A final closed-book examination (2 hours) will be held during which students will be expected to apply their knowledge to organisational problem situations described by means of a case vignette. The exam will be about the themes of the last 3 classes (global marketing management, marketing strategy and operational aspects of assignments 1 and 2). I'm seeking your insightful thought about this topic in light of the frameworks and contemporary global environment NZ exporters must compete in. Discuss the business decision areas managers must address.

**Late assignments:** In fairness to all students and to me, I am reluctant to accept late submissions. However, I am not an unreasonable person and always receptive to mitigating circumstances such as your death.

**General guidelines:** You are free to excite my senses with original and reasoned thought. In fact, it is your reasoned and innovative thought that pushes my buttons and determines reward! Please demonstrate the impact of your thinking on the issues you're defining. I expect to see relevant application the models and conceptual frameworks we discuss in class to marketing problems. Be critical and objective. Debate the relevant theory. For the commentaries, don't just tell me about them. Step off the fence and take a position. Persuade me to your point of view. Do you agree or disagree with the content/position of the author?

### **Proposed Course Timetable (subject to change):**

**Week 1 (5/7'), 2 (12/7')**

- Course introduction (themes, briefing for 1<sup>st</sup> assignment and commentaries).
- Introduction. What does internationalism mean?

- Summary of stats, NZ, world trade, trends in NZ's export statistics (balance of payments, etc).
- Why market internationally? Why export? The decision whether to internationalise.
- Examine export motivations and misconceptions
- Examine the forces and drivers likely to shape future market opportunities and importantly, the business and marketing implications of these
- Examine barriers to export

**Readings:** Hollensen chps 1 & 2  
 'Competing in the New Millennium', Future bytes 1 & 2, (1997), Trade NZ  
 'One World Ready or Not,' (1999), Ohmae Kenichi  
 'Globalisation Is Not Inevitable,' (2001), Kelly James  
 'Viewpoint: The Myth of Global Strategy,' (2001), Rugman A, IMR, vol 18 no 6, p 583-588

### Week 3 (19/7') & 4 (26/7')

- Development of a firm's competitive strategy, competitiveness
- 'Titan Industries Ltd' case study p127
- 'Bridgestone Tyres' case study p112
- 'CWF Hamilton' case study in supplementary readings
- Assignment 1 due 2/8'

**Readings:** Hollensen pages 64-71 (SME internationalisation & 'born globals') and chp 4  
 'Titan Industries Ltd' case study p127  
 Hollensen p132-139 only  
 'Bridgestone Tyres' case study p112  
 'CWF Hamilton' case study in supplementary readings  
 Shaw, V and Hassan, V (2002), 'The Characteristics of Successful International Services Providers: A Study of New Zealand Firms.'

### Week 5 (2/8') & 6 (9/8')

- Strategic direction options
- Validating the decision to enter new markets
- Deciding which markets to enter and the market selection process
- Customer selection challenges, market segmentation, customer profiles. Models and innovative views in market selection
- 'Automobile Citroen' case study p220
- Risk transfer and economic, political, legal, and cultural considerations in IM
- 'Tipperary Mineral Water Company' case study p 251
- 'Know thy Competitor' (p565 Fletcher) to be handed out

} case study choices

**Readings:** Hollensen chp 7 then chps 5 & 6  
 CNM, Future bytes 5 & 6  
 'Evaluating International Markets,' (1999), Wood V R and Robertson K R.

'Challenging Conventional Notions of IMS,' (2002) Walton G (currently under review with IMR)  
3 case studies

### Week 7 (30/8'), 8 (6/9') & 9 (13/9')

- Developing market entry strategy
- 'Hong Guan Technologies' case study p 370
- 'Pulse Data' case study in supplementary readings

**Readings:** Hollensen read introductory pages beginning p 271 and chps 8, 9, 10, 11, & 13  
'Selecting Overseas Markets and Entry Modes: Two Decision Processes or One?', (2001), Koch A J.  
'Factors Influencing Market and Entry Mode Selection: Developing the MEM Model,' (2001), Koch A J.

### Week 10 (20/9')

- Global marketing management
- Business decision areas, strategy and response development
- 2<sup>nd</sup> assignment due 27/9'

**Readings:** Hollensen read introductory pages beginning p 390 and chp 14 only  
'The Globalisation of Markets,' Levitt  
An Evaluation after Two Decades of 'TGOM' by Levitt, Research Paper – Harvard NOM Research Paper no. 03-20, Abdelal, Rawi & Tedlow, Richard.  
'Viewpoint: A Dynamic Behavioural Approach to Internationalisation', (2004), Walton G, under review by IMR.  
'Viewpoint: Limits of Internationalization Theories in an Unlimited World,' (2002), Axinn C and Matthyssens P.  
'Globalisation Is Not Inevitable,' (2001), Kelly James  
'Viewpoint: Competing in the Next Millennium: Challenges facing international marketers.' (1999), Douglas S. and Craig S C.  
'Viewpoint: Marketing in the Information Age – Can we plan for an unpredictable future?' (1998), Schlegemilch, B. and Sinkovics, R.  
'Executive Insights: Global Marketing Management: At the Dawn of the New Millennium,' (2000), Lazer W and Shaw E.  
'The Influences of Global Forces and Trends on IMS,' Walton, Ashill and Ng.

### Week 11 (27/9')

- Challenges in contemporary IM
- Global e-marketing

**Readings:** Hollensen chp 14, page 372  
'Reed Publishing' case study in supplementary readings

'Born Globals: Old Wine in New Bottles,' (2001) Knight J, Bell J and McNaughton R. ANZMAC 2000 CD-Rom proceedings.  
'A Typology of Channel Systems.'

**Week 12 (4/10')**

- Implementation
- International marketing planning
- 'Bathrooms Ltd' case study
- Course review and summing up

**Readings:** 'Bathrooms Ltd' case study

**Exam sometime during exam period 24/10' - 6/11.'** TBC