

School of Marketing and International Business

MARK 302 INTERNATIONAL MARKETING

Trimester Two 2006

COURSE OUTLINE

Contact Details

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.

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

Visiting speakers this year are:

- Ms Charlotte, Clements, Assistant Commerce Librarian
- Mr Roger Armstrong, Director, Victoria International
- Mr Pat English, China Market Manager, NZ Trade and Enterprise
- Mr Ken Muramatsu, NZ Translation Centre

Class Times and Room Numbers

Lectures

Rutherford House, GB LT2, Fridays 14.40-16.30

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 24 July and finish in week beginning 2 October.

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.

The exam will take place during the exam period, at a date to be notified.

Course 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.

All these objectives are assessed in the exam. In addition, the research projects focus on objective 3.

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.

Course Content

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.

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.

PROJECTS

Case Study

WINE INDUSTRY CASE STUDY

<i>Due date</i>	<i>Marks</i>
Friday 18 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 6 October	35

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 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 students 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.

Expected Workload

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.

Group Work

Group work is an important component of this course. Your groups will be formed in tutorials in the 4th or 5th week and you should be working together on the group research project (Educational Services) from the week beginning 18 August until the final submission date, 6 October. During that period you might expect to spend 3-4 hours a week on the project as a whole, in line with the workload table above. Not much of that time will necessarily be spent physically together as a group- a lot of communication will be electronic, and half of the marks are for the individual component of the project (country-market analysis). However, it is good practice to have a physical group meeting at least once a week. Your tutor will attempt to get an ethnic balance within each group, and a balance between domestic and international students. Given the subject area this combination should be extremely valuable and you are urged to make best use of it.

If there is disharmony within the group, and if you feel you are being disdantaged by other members of the group, discuss this first of all with your tutor.

Readings

Textbook

Richard Fletcher and Linden Brown: *International Marketing, an Asia-Pacific Perspective*, Sydney, Pearson, 3rd edition 2005

There is a companion website for this text at http://wps.pearsoned.com.au/au_be_fletcher_intermark_3

Further readings will be posted on the coursepage/Blackboard

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

Materials and Equipment

No additional materials or equipment required

Assessment Requirements

This course is assessed as follows:

<i>Date</i>		<i>Marks</i>
	ASSIGNMENTS	
18 August	Wine Industry Case Study	15
6 October	Research project: Environmental analysis	15
6 October	Research project: SWOT analysis	10
6 October	Research project: Strategic recommendations	10
	TUTORIALS AND EXAM	
na	Tutorial participation	10
tba	Registry exam	40
	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.

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.

Mandatory Course Requirements

There is no terms requirement for this course.

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.

Communication of Additional Information

Mark 302 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/m302w06/>
Please note this URL is case sensitive

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

Faculty of Commerce and Administration Offices

Railway West Wing (RWW) - FCA Student and Academic Services Office

The Faculty's Student and Academic Services 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. To check for opening hours call the Student and Academic Services Office on (04) 463 5376.

Easterfield (EA) - FCA/Education/Law Kelburn Office

The Kelburn Campus Office for the Faculties of Commerce and Administration, Education 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 is available for the following:

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

To check for opening hours call the Student and Academic Services Office on (04) 463 5376.

General University Policies and Statutes

Students should familiarise themselves with the University's policies and statutes, particularly the Assessment Statute, the Personal Courses of Study Statute, the Statute on Student Conduct and any statutes relating to the particular qualifications being studied; see the Victoria University Calendar available in hard copy or under 'About Victoria' on the VUW home page at www.vuw.ac.nz.

Student 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 are to be taken if there is a complaint. For information about complaint procedures under the Statute on Student Conduct, contact the Facilitator and Disputes Advisor or refer to the statute on the VUW policy 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; class representatives may be able to help you in this. If you are not satisfied with the result of that meeting, see the Head of School or the relevant Associate Dean; VUWSA Education Coordinators are available to assist in 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 at 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. The University defines plagiarism as follows:

The presentation of the work of another person or other persons as if it were one's own, whether intended or not. This includes published or unpublished work, material on the Internet and the work of other student or staff.

It is still plagiarism even if you re-structure the material or present it in your own style or words.

Note: It is however, perfectly acceptable to include the work of others as long as that is acknowledged by appropriate referencing.

Plagiarism is prohibited at Victoria and is not worth the risk. Any enrolled student found guilty of plagiarism will be subject to disciplinary procedures under the Statute on Student Conduct and may be penalised severely. Consequences of being found guilty of plagiarism can include:

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

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

Students with Impairments

The University has a policy of reasonable accommodation of the needs of students with disabilities. The policy aims to give students with disabilities the same opportunity as 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, 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 (DSS) to discuss your individual needs and the available options and support on a confidential basis. DSS are located on Level 1, Robert Stout Building, telephone (04) 463 6070, email disability@vuw.ac.nz. The name of your School's Disability Liaison Person is in the relevant prospectus or can be obtained from the School Office or DSS.

Student Support

Staff at Victoria want students to have positive learning experiences at the University. Each Faculty has a designated staff member who can either help you directly if your academic progress is causing you concern, or quickly put you in contact with someone who can. Assistance for specific groups is also available from the Kaiwawao Māori, Manaaki Pihipihinga or Victoria International.

In addition, the Student Services Group (email student-services@vuw.ac.nz) is available to provide a variety of support and services. Find out more at www.vuw.ac.nz/st_services/.

VUWSA employs 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 (tel. 04 463 6983 or 04 463 6984, email education@vuwsa.org.nz) is located on the ground floor, Student Union Building.

Manaaki Pihipihinga - Maori and Pacific Mentoring Programme (Faculty of Commerce and Administration)

This is a mentoring service for Maori and Pacific students studying at all levels. Weekly one hour sessions are held at the Kelburn and Pipitea Campuses in the Mentoring Rooms, 14 Kelburn Parade, and Room 210 and 211, Level 2, Railway West Wing. Sessions cover drafting and discussing assignments, essay writing, and any questions that may arise from tutorials and/or lectures. A computer suite networked to Cyber Commons is available for student use.

To register with Manaaki Pihipihinga, please contact one of the following:

Puawai Wereta

Room 210, Level 2

Railway West Wing

Tel. (04) 463 8997

Email: Puawai.Wereta@vuw.ac.nz

Fa'afoi Seiuli

Room 109 B

14 Kelburn Parade

Tel. (04) 463 5842

Email: Faafoi.Seiuli@vuw.ac.nz

SCHEDULE

Lecture no	Date	Speaker(s)	Subject	Reading
1	14 July	Tim Beal	Introduction to IM and course outline	Course outline; F&B 1
2	21 July	Charlotte Clements, Assistant Commerce Librarian Tim Beal	Getting information for IM; the university libraries online databases, using EndNote Globalisation and the global economy	F&B 2, 11 Beal: <i>Asian Titans</i>
Week beginning 18 July - tutorials begin				
3	28 July	Tim Beal	The political framework of Globalisation The changing social fabric: implications for IM	F&B 4, 18
4	4 August	Roger Armstrong, Victoria International (tbc) Tim Beal	Marketing of educational services International services marketing	F&B 14
5	11 August	Tim Beal	Internet and international marketing <i>Country Study: Japan</i>	F&B 5, 19 Beal: <i>Internet in Asia</i>
6	18 August	Tim Beal	Culture <i>Country Study: India</i>	F&B 3
Mid-semester break 21 August – 3 September; Wine assignment due 18 August				
7	8 Sept	Tim Beal	Entry Strategies in International Marketing; Distribution	F&B 7
8	15 Sept	Pat English	The Chinese Market: Opportunities and Challenges Global Product Development and Branding	F&B 13
9	22 Sept	Dr Mustapha M. Farouk (tbc) Tim Beal	Marketing to the Islamic World Market and environmental research and analysis	F&B 6
10	29 Sept	Ken Muramatsu Tim Beal	Cross-cultural Communication; NZ through Japanese eyes Pricing and Communication in global markets	F&B 15,16
Friday 6 October , 5.00 Research report deadline				
11	6 Oct	Tim Beal	Integrating marketing strategies <i>DVD: Doing Business in Hong Kong</i>	F&B 8
12	13 October		Recapitulation of the course	

TUTORIAL SCHEDULE

The case studies (except for Zespri) will be found on the textbook companion website
<http://wps.pearsoned.com.au/wps/media/objects/2248/2302669/CaseStudies/casestudies.htm>

<i>Number</i>	<i>Week beginning</i>	<i>Topic</i>
1	24 July	Conflict and Resolution - Avoiding political and legal pitfalls: the case of ENRON in India
2	31 July	What's cooking at Aunt Betty's
3	7 August	Globalisation of the higher education market: the case for Australia
4	14 August	Malaysia: ASEAN's cultural gold mine
	21 & 28 August	No tutorials because of mid-semester break
5	4 September	Wine Industry case study review and feedback
6	11 September	Modifying a product for international markets: Kastamak goes international
7	18 September	Progress report on research project
8	25 September	Zespri case study (Handout)
9	2 October	Exam preparation

Tutorials

Details will be posted on coursepage when available

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