



School of Marketing and International Business

Mark 403

ADVANCED INTERNATIONAL MARKETING

Trimester 2 2006

COURSE OUTLINE

Contact Details

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Class Times and Room Numbers

Mondays 2.40 – 5.30pm RLWY 128

An examination will be held during the examination period 16 October - 12 November 2006

Course Objectives

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 for 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. Students will study strategy development and consider how to develop appropriate (marketing) responses. Students will also examine 'contemporary issues' faced by NZ exporters.

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

Course Content

Assignment 1: Discuss the process of becoming and/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.

Examination 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.

Expected Workload

Mark 403 is a 22pt paper and you're expected to study 15 hours per week in addition to class time. Advanced preparation, class participation, desk and field research and your critical thought and contribution are expected.

Group Work

Decisions at management level, in the 'real world' are often made in collaboration. Unless the decision maker is an owner/operator, she needs to work with fellow marketing, financial and management colleagues, thus decisions are made collectively. You'll be working in small groups for the 'commentaries' component of

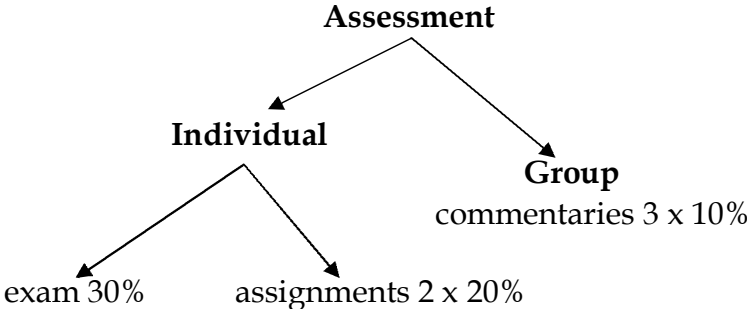
the paper. Three commentaries are due during the paper attracting a total of 30% of the marks for the course.

Readings

The required text for the paper is ‘**Global Marketing: a decision-oriented approach,**’ by Svend Hollensen, 3rd ed, published by Prentice Hall Prentice Education 2004. About \$110. A supplementary readings book will be advanced as well.

Assessment Requirements

Assessment will involve individual & group mechanisms and an exam.



Mechanism	Weight	Due	Word limit
Assignment 1	20%	7/8'	2783
Assignment 2	20%	18/9'	2788
Exam	30%	16/10 - 31/10	As much as you want!
Commentaries	10% x 3	monthly	1452

Penalties

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.

Mandatory Course Requirements

There is no participation assessment in this paper but you are still expected to actively engage with the class and lead discussion eg literature assigned to you. The difference between a B and an A will be your ability to synthesize thinking and create innovative and insightful discussion and answers.

Communication of Additional Information

Email and phone

Proposed Course Timetable (subject to change):

Week 1 (10/7'), 2 (17/7')

- Course introduction (themes, briefing for 1st 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

'One World Ready or Not,' (1999), Ohmae, K.

'Viewpoint: The Myth of Global Strategy,' (2001), Rugman, A.

'Small Business Participation in the Global Economy,' (1999), Graham, P.

'Export Performance: success determinants for NZ manufacturing exporters,' (1998), Thirkell, P. and Dau, R.

'Strategies for Internationalisation within SMEs: the key role of the owner-manager,' (2002), Lloyd-Reason, L. and Mughan, T.

'Barriers to Internationalisation: an investigation of the craft microenterprise,' (2002), Fillis, I.

'Growing Pains: NZ qualitative evidence on hurdles to export growth,' (2002), Simmons, G.

Week 3 (24/7') & 4 (31/7')

- 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 7/8'

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

'The Characteristics of Successful International Services Providers: A Study of New Zealand Firms' (2002), Shaw, V and Hassan, V

Week 5 (7/8') & 6 (14/8')

- 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
- 'Tipperary Mineral Water Company' case study p 251
- 'Know thy Competitor' in supplementary readings
- 'Orca' case study

Readings: Hollensen chp 7 then chps 5 & 6
'Evaluating International Markets,' (1999), Wood V R and Robertson K R.
'The Influence of the Global Marketing Environment on International Market Selection Behaviour: a study of NZ exporters,' (2006), Walton, G., Ashill, N. and Ng, A. Under JAPM journal review.
4 case studies

Week 7 (4/9'), 8 (11/9') & 9 (18/9')

- 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 (25/9')

- Global marketing management
- Business decision areas, strategy and response development
- 2nd assignment due 18/9'

Readings: Hollensen read introductory pages beginning p 390 and chp 14 only
'The Globalisation of Markets,' Levitt, T.

'Viewpoint: Limits of Internationalization Theories in an Unlimited World,' (2002), Axinn, C. and Matthyssens, P.

'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.

'Global Forces Influence and International Marketing Decision Support Framework,' (2005), Walton, G. 9th International Conference on Global Business and Economic Development, Seoul, Korea, CD Rom ISBN 978-0-9747415-4-3

Week 11 (2/10')

- 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.

'The Born Globals: a new generation of small European exporters,' (2002), Oystein, M.

'A Typology of Channel Systems.'

Week 12 (9/10')

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

Readings: 'Bathrooms Ltd' case study

Please include the following sections unchanged in all course outlines

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: 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.