



School of Marketing & International Business

MARK 302 INTERNATIONAL MARKETING

Trimester Two 2007

COURSE OUTLINE

Contact Details

Course Co-ordinator is **Dr Tim Beal**

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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.

Lectures:

Rutherford House: RH LT1

Wednesday, 8.30am – 10.20am

Tutorials

Times and places for the tutorials will be posted on blackboard, and will be noted in class. Sign-up for tutorials will occur via S-cubed, instructions for which will be provided in class and on the blackboard site.

Tutorials commence in the week beginning 23 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 examination).

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 examination will take place during the examination period (15 October -11 November).

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 examinations. 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

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.

Assessment

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

| <i>Due date</i> | <i>Marks</i> |
|-------------------------|--------------|
| Friday 17 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 5 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 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.

Expected Workload

The university guideline for a 300 level course is at least 12-14 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 | 3-4 |
| 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 disadvantaged by other members of the group, discuss this first of all with your tutor.

Readings

The textbook for the course is:

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 | |
| 17 August | Wine Industry Case Study | 15 |
| 5 October | Research project: Environmental analysis | 15 |
| 5 October | Research project: SWOT analysis | 10 |
| 5 October | Research project: Strategic recommendations | 10 |
| | TUTORIALS AND EXAMINATION | |
| | Tutorial participation | 10 |
| 15 Oct -11 Nov | Final examination | 40 |
| | TOTAL | 100 |

Penalties

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 the course co-ordinator to the school office on the 11th floor of Rutherford House.

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 co-ordinator as appropriate.

Mandatory Course Requirements

In order to meet the mandatory course requirements in MARK 302, you must:

- Achieve 50% of total marks,
- Submit all assignments, as outlined in the assessment section and
- Score over 40% in the final examination.

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/m302w07/>
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.

Notice of Turnitin Use

Student work provided for assessment in this course may be checked for academic integrity by the electronic search engine <<http://www.turnitin.com>>. Turnitin is an on-line plagiarism prevention tool which identifies material that may have been copied from other sources including the Internet, books, journals, periodicals or the work of other students. Turnitin is used to assist academic staff in detecting misreferencing, misquotation, and the inclusion of unattributed material, which may be forms of cheating or plagiarism. At the discretion of the Head of School, handwritten work may be copy typed by the School and subject to checking by Turnitin. You are strongly advised to check with your tutor or the course coordinator if you are uncertain about how to use and cite material from other sources. Turnitin will retain a copy of submitted materials on behalf of the University for detection of future plagiarism, but access to the full text of submissions will not be made available to any other party.

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 or go to www.vuw.ac.nz/policy.

For information on the following topics, go to the Faculty's website www.vuw.ac.nz/fca under Important Information for Students:

- Academic Grievances
- Academic Integrity and Plagiarism
- Student and Staff Conduct
- Meeting the Needs of Students with Impairments
- Student Support

Manaaki Pihipihinga Programme

Manaaki Pihipihinga is an academic mentoring programme for undergraduate Māori and Pacific students in the Faculties of Commerce and Administration, and Humanities and Social

MARK 302 coursepage: <http://www.vuw.ac.nz/~caplabtb/m302w07/>
or via Blackboard

Sciences. Sessions are held at the Kelburn and Pipitea Campuses in the Mentoring Rooms, 14 Kelburn Parade (back courtyard), Room 109D, and Room 210, Level 2, Railway West Wing. There is also a Pacific Support Coordinator who assists Pacific students by linking them to the services and support they need while studying at Victoria. Another feature of the programme is a support network for Postgraduate students with links to Postgraduate workshops and activities around Campus.

For further information, or to register with the programme, email manaaki-pihipihinga-programme@vuw.ac.nz or phone (04) 463 5233 ext. 8977. To contact the Pacific Support Coordinator, email pacific-support-coord@vuw.ac.nz or phone (04) 463 5842.

SCHEDULE

| Lecture no | Date | Speaker(s) | Subject | Reading |
|--|------------|---|---|--|
| 1 | 11 July | Tim Beal | Introduction to IM and course outline | Course outline; F&B 1 |
| 2 | 18 July | Charlotte Clements, Assistant Commerce Librarian Tim Beal | Getting information for IM; the university library's online databases, using EndNote Globalisation and the global economy | F&B 2, 11 Beal: <i>Asian Titans</i> |
| Week beginning 23 July - tutorials begin | | | | |
| 3 | 25 July | Tim Beal | The political framework of Globalisation The changing social fabric: implications for IM | F&B 4, 18 |
| 4 | 1 August | Tim Beal | Culture <i>Country Study: India</i> | F&B 3 |
| 5 | 8 August | Tim Beal | Internet and international marketing <i>Country Study: Japan</i> | F&B 5, 19 Beal: <i>Internet in Asia</i> |
| 6 | 15 August | Roger Armstrong, Victoria International (tbc) Tim Beal | Marketing of educational services International services marketing | F&B 14 |
| Mid-semester break 20 August – 2 September; Wine assignment due 17 August | | | | |
| 7 | 5 Sept | Tim Beal | Entry Strategies in International Marketing; Distribution | F&B 7 |
| 8 | 12 Sept | Pat English (tbc) | The Chinese Market: Opportunities and Challenges Global Product Development and Branding | F&B 13 |
| 9 | 19 Sept | Dr Mustapha M. Farouk (tbc) Tim Beal | Marketing to the Islamic World Market and environmental research and analysis | F&B 6 |
| 10 | 26 Sept | Tim Beal | Pricing and Communication in global markets | F&B 15,16 |
| Friday 6 October , 5.00 Research report deadline | | | | |
| 11 | 3 Oct | Tim Beal | Integrating marketing strategies <i>DVD: Doing Business in Hong Kong</i> | F&B 8 |
| 12 | 10 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> and on the coursepage

| <i>Number</i> | <i>Week beginning</i> | <i>Topic</i> |
|---------------|-----------------------|--|
| 1 | 23 July | Malaysia: ASEAN's cultural gold mine |
| 2 | 30 July | Zespri case study (Handout) |
| 3 | 6 August | Designing A Relationships Approach To Participating In The Hong Kong Market. |
| 4 | 13 August | Globalisation of the higher education market: the case for Australia |
| | 20 & 27 August | No tutorials because of mid-semester break |
| 5 | 3 September | Wine Industry case study review and feedback |
| 6 | 10 September | Progress report on research project |
| 7 | 17 September | Exam preparation |

Tutorials

Details will be posted on coursepage when available

Registration via S-cubed on Blackboard. Registration period 11-18 July