

School of Marketing and International Business

**MARK 403**  
**ADVANCED INTERNATIONAL MARKETING**

Trimester Two 2007

**COURSE OUTLINE**

**Contact Details**

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**Class Times and Room Numbers**

Tuesdays 9.30 - 12.20pm, Rutherford House, G01

An examination will be held during the examination period 15 October - 11 November 2007

**Course Objectives**

The BCA Honours 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. MARK 403 applies these disciplines to internationally focused companies. The thinking is designed to build international competitiveness. The course will examine the dynamic global environment NZ firms are obliged to compete in and apply these disciplines to internationalisation decision making. The course 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 and pre-export 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 examination 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.

### **Commentaries:**

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, management and operational 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.

### **Expected Workload**

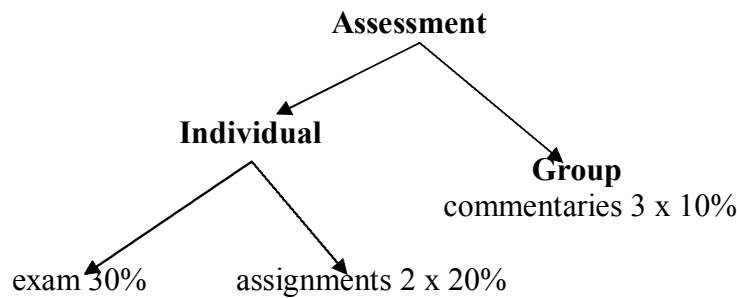
MARK 403 is a 15pt paper and you're expected to study 12-14 hours per week in addition to class time. Advanced preparation, class participation, desk and field research and your critical thought and contribution are expected.

### **Readings**

The required text for the paper is '**Global Marketing**' by Svend Hollensen, 4th ed, published by Prentice Hall Prentice Education 2007. About \$110. A supplementary readings book will also be provided.

## Assessment Requirements

Assessment will involve individual & group mechanisms and an exam.



Mechanism	Weight	Due	Word limit
Assignment 1	20%	7 August	3000 maximum
Assignment 2	20%	18 September	3000 maximum
Examination	30%	11 Oct – 11 Nov	
Commentaries	10% x 3	monthly	1500 maximum

## 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

You need to submit 2 individual assignments, 3 commentaries and sit the examination. You are required to obtain an overall mark of at least 50%, and a mark of 50% on the final examination to pass this course.

## Communication of Additional Information

I will generate an email list such that any/all information that needs to be communicated outside of lecture/class time can be done via email.

## Proposed Course Timetable (subject to change):

### Weeks 1 (10 July) & 2 (17 July)

- 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
- Examine 'readiness to internationalise'

**Readings:** Hollensen chapters 1 & 2  
'Viewpoint: The Myth of Global Strategy,' (2001), Rugman, A.  
'Small Business Participation in the Global Economy,' (1999), Graham, P.  
'Barriers to Internationalisation: A Study of Entrepreneurial New Ventures in New Zealand,' (2004), Shaw, V. and Darroch, J.  
'Export Performance: success determinants for NZ manufacturing exporters,' (1998), Thirkell, P. and Dau, R.  
'42 Below' – The excitement of 'start-up,' new products, new markets, innovation & creative promotion... case study in readings  
'Titan Industries Ltd' case study in readings

### **Weeks 3 (24 July) & 4 (31 July)**

- Development of a firm's competitive strategy, competitiveness
- Assignment 1 due 7/8'

**Readings:** Hollensen chapter 4  
'The Characteristics of Successful International Services Providers: A Study of New Zealand Firms' (2002), Shaw, V. and Hassan, V.  
'Bridgestone Tyres' case study p128  
'Opus International Consultants' case study in readings

### **Weeks 5 (7 August) & 6 (14 August)**

- 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

**Readings:** Hollensen chapter 8 **then** chapter 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,' (2007), Walton, G., Ashill, N. and Ng, A. Under JIE journal review.  
'Automobile Citroen' case study case study in supplementary readings  
'Tipperary Mineral Water Company' in supplementary readings  
'Know thy Competitor' in supplementary readings

### **Weeks 7 (4 September), 8 (11 September) & 9 (18 September)**

- Developing market entry strategy

**Readings:** Hollensen read introductory pages beginning p 291 & chapters 9, 10, 11, & 12  
'Selecting Overseas Markets and Entry Modes: Two Decision Processes or One?', (2001), Koch A J.  
'Hong Guan Technologies' case study in supplementary readings  
'Pulse Data' case study in supplementary readings

### **Week 10 (25 September)**

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

**Readings:** Hollensen re-read from page 252 to end and chapters 14  
'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.  
'Global Forces Influence and International Marketing Decision Support Framework,' (2005), Walton, G. 9<sup>th</sup> International Conference on Global Business and Economic Development, Seoul, Korea, CD Rom ISBN 978-0-9747415-4-3

### **Week 11 (2 October)**

- Challenges in contemporary IM
- Esoteric thinking!?
- Global e-marketing

**Readings:** Hollensen chapters 14, page 372  
'Born Globals: Old Wine in New Bottles,' (2001) Knight, J; Bell, J and McNaughton, R. ANZMAC 2000 CD-Rom proceedings.  
'An Inquiry into Born-Global Firms in Europe and the USA,' Knight, G. et al.  
'Market Expansion Strategies in Multinational Marketing,' (1979), Ayal, I and Zif, J.

### **Week 12 (9 October)**

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

**Reading:** 'Bathrooms Ltd' case study

## **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](http://www.vuw.ac.nz/policy).

For information on the following topics, go to the Faculty's website [www.vuw.ac.nz/fca](http://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 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](mailto: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](mailto:pacific-support-coord@vuw.ac.nz) or phone (04) 463 5842.