

School of Marketing & International Business

## **MARK 302 INTERNATIONAL MARKETING**

Trimester Two 2009

### **COURSE OUTLINE**

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#### **Names and Contact Details**

Course Co-ordinator: **Associate Professor Kim Fam**

Office: RH1116

Telephone: 463-6459

Email: [kim.fam@vuw.ac.nz](mailto:kim.fam@vuw.ac.nz)

Email is the preferred form of communication. The Course Co-ordinator will be free to discuss matters after the lecture or in the office. Please email or phone ahead to arrange for an appointment.

Course information and announcements are available via Blackboard.

#### **Trimester Dates**

**Teaching Period: Monday 13 July to Friday 16 October 2009**

**End of Year Study Period: Monday 19 October to Monday 26 October 2009**

**Examination Period: Tuesday, 27 October to Saturday 14 November 2009 (inclusive)**

**Note: Students who enrol in courses with examinations should be able to attend an examination at the University at any time during the formal examination period.**

**Withdrawal dates:** Information available via

<http://www.victoria.ac.nz/home/admisenrol/payments/withdrawlsrefunds.aspx>

#### **Class Times and Room Numbers**

Lectures

Government Buildings:                   LT1   Tuesday: 13:40-14:30

  LT1   Thursday: 13:40-15:30

#### **Tutorials**

Times and location for the tutorials will be posted on blackboard, and will be noted in class. This course has five (5) tutorials. 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 by reading local and international magazines and journal articles, 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 tutorial attendance (at least 4 of 5 tutorials), you having done the required preliminary reading, and your constructive involvement in tutorial discussion.**

### **Course Content**

This course has a practical orientation. It involves applying 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. 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.

### **Course Learning Objectives:**

1. Describe the global economy, its structures and issues, the relevance to international marketing and New Zealand businesses and organisations
2. Summarise the complexity of cultural factors in international markets, formulation of international marketing strategy and communication with potential customers
3. Explain the theory and practice of international marketing
4. Explain the impact, including opportunities and problems, of emerging technologies on international marketing
5. Identify and summarise the challenges of the diverse markets of Asia
6. Conduct an appropriate analysis and formulate a set of strategic recommendations for a particular company engaged in international marketing

**This is a student centred course. At the end of the course, students should be familiar with:**

1. Concepts and theories relating to international marketing.
2. Globalization in the year of dotcom.
3. Players in the global economy.
4. Asian marketing environment.
5. Marketing practices and techniques of doing business across international boundaries.

### **Course Delivery**

The course will incorporate lectures, class discussions, cases, text material, guest speakers, in-class exercises, assignments, and projects as required. Students are expected to attend all tutorials, classes and lectures. Lectures will consist of presented material and class discussion. Tutorials will focus on student discussion of the tutorial material.

### **Expected Workload**

Participants are expected to spend an average of 12 – 14 hours per week on the various activities associated with MARK 302.

### **Group Work**

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**. Your groups will be formed in the first tutorial. If there is disharmony within the group, and if you feel you are being disadvantaged by other members of the group, discuss this first with your tutor.

### **Required Text:**

International Marketing Asia Pacific edition by Czinkota, Michael R., Ilkka A. Ronkainen, Catherine Sutton-Brady, and Tim Beal, Melbourne: Thomson Learning/Cengage, 2008.

In addition, you will also find useful articles in journals such as the European Journal of Marketing, International Business Review, International Marketing Review, and Journal of International Marketing.

### **Materials and Equipment**

No additional materials or equipment are required.

### **Assessment Requirements**

MARK 302 is assessed on the basis of tutorial participation, in-term test, group project and a final examination as outlined below:

<b>Assessment</b>	<b>LOs</b>	<b>Due Date</b>
Tutorial participation	1-4	10% Ongoing
In-term Test	1-4	20% 18 August
Group Project	3-6	20% 30 September
Final Examination	1-6	50% 27 Oct – 14 Nov
<b>Total</b>		<b>100%</b>

The final examination for this course will be scheduled at some time during the period from Tuesday 27 October to Saturday 14 November 2009.

### **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.

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 or to the school office on the 11<sup>th</sup> 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:

1. Attend four (4) of the five scheduled tutorials.
2. Submit all of the assigned work as outlined in the assessment section
3. Attend the final examination and 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 has its own course page where course information, lecture notes, links and extra readings will be posted.

**For the following important information follow the links provided:**

### **Academic Integrity and Plagiarism**

<http://www.victoria.ac.nz/home/study/plagiarism.aspx>

### **General University Policies and Statutes**

<http://www.victoria.ac.nz/home/about/policy/academic.aspx>

### **Faculty of Commerce and Administration Offices**

<http://www.victoria.ac.nz/fca/studenthelp/Contactus.aspx>

### **Manaaki Pihipihinga Programme**

[http://www.victoria.ac.nz/st\\_services/mentoring/](http://www.victoria.ac.nz/st_services/mentoring/)

## **TUTORIAL SCHEDULE**

Week Beginning:	
Jul 27	Tutorial 1
Aug 10	Tutorial 2
Aug 17	Tutorial 3
Sept 14	Tutorial 4
Sept 28	Tutorial 5



## SCHEDULE (Subject to change)

Lecture no	Date	Speaker(s)	Subject	Reading
1	14 July	Kim Fam – Tues	Introduction to IM and course outline	Course outline
2	16 July	Kim Fam - Thur (2hrs)	International Environment - 1	Ch 1
3	21 July	Kim Fam – Tues	International Environment - 2	Ch 2
4	23 July	Kim Fam – Thur (2hrs)	International Environment - 3	Ch 3
5	28 July	Kim Fam – Tues	International Environment - 4	Ch 4
6	30 July	Kim Fam – Thur (2hrs)	International Environment - 5	Ch 5
7	4 Aug	Kim Fam – Tues	International Market Entry – Building the Knowledge Base	Ch 6
8	6 Aug	Kim Fam – Thur (2 hrs)	International Market Entry – Foreign Market Entry	Ch 7
9	11 Aug	Kim Fam – Tues	International Market Entry – Channels of Distribution and Logistics	Ch 8
10	13 Aug	Kim Fam – Thur (2 hrs)	International Marketing Mix – Product policy and Adaptation in International Markets	Ch 9
11	18 Aug	Kim Fam – Tues	Test (in GB LT1)	Chapter 1 to Chapter 9
12	20 Aug	Kim Fam - Thur (2hrs)	Product and Brand Management	Ch 10
13	8 Sept	Kim Fam – Tues	Services Marketing	Ch 11
14	10 Sept	Kim Fam – Thur (2hrs)	International Marketing Communications	Ch 13
15	15 Sept	Kim Fam – Tue	Pricing in International Markets	Ch 12
16	17 Sept	Kim Fam – Thur (2hrs)	Planning and Future Development – International Marketing Strategy: P + I + C	Ch 14
17	22 Sept	Guest Lecturer: Lin Yang – Tue	Marketing in China	
18	24 Sept	Guest Lecturer: Lin Yang – Thur (2hrs)	Marketing in China	
19	29 Sept	Guest Lecturer: Fahana – Tue	Marketing in Bangladesh	
20	1 Oct	Guest Lecturer: Fahana – Thur (2hrs)	Marketing in Bangladesh	

21	6 Oct	Guest Lecturer: Suzanna – Tue	Marketing in Malaysia	
22	8 Oct	Guest Lecturer: Suzanna – Thur (2hrs)	Marketing in Malaysia	
23	13 Oct	Kim Fam – Tue	Future of International Marketing, Feedback	Ch 15
24	15 Oct	Kim Fam – Thur (2hrs)	Course revision	
25	Study Break	Exam Period		

