

School of Marketing and International Business

## **MARK 352 INTERNATIONAL MARKETING (DISTANCE)**

Trimester One 2010

### **COURSE OUTLINE**

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

The Course Coordinator & lecturer is Dr. Tim Beal email: [tim.beal@vuw.ac.nz](mailto:tim.beal@vuw.ac.nz).

In the first instance, as with on-campus lecture-based courses, the first point of contact should be the course tutors through the online Discussion board on Blackboard.

#### **Trimester Dates**

Teaching Period: Monday 1<sup>st</sup> March – Friday 4<sup>th</sup> June 2010

Study Period: Monday 7<sup>th</sup> June – Thursday 10<sup>th</sup> June 2010

Examination Period: Friday 11<sup>th</sup> June – Wednesday 30<sup>th</sup> June 2010 (inclusive)

#### **Withdrawal from Courses:**

Information available via

**Withdrawal dates: Late withdrawals with Associate Dean (Students) permission**  
(See Section 8: Withdrawals - from the Personal Courses of Study Statute)

<http://policy.vuw.ac.nz/Amphora!~policy.vuw.ac.nz~POLICY~000000001743.pdf>

**Withdrawal dates: refunds:**

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

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

As this is a distance course, there are no class times.

#### **Course Content**

As this is a distance course, all course content is located on the DVD/portal. All assessment and communication with classmates, tutors and the lecturer are accessed through Blackboard. As a quick reference, the course is broken down into 10 modules as follows:

The reading refers to chapters in the set textbook:

Czinkota, Michael R., Ilkka A. Ronkainen, Catherine Sutton-Brady, and Tim Beal. *International Marketing: Asia Pacific Edition*.

Melbourne: Thomson Learning/Cengage, 2008

Module no	Subject	Reading
	THE INTERNATIONAL ENVIRONMENT	
1	Introduction to International Marketing and course outline	Ch 1
2	Globalisation and the global economy	Ch 2
3	The political framework of Globalisation	Ch 3 & 4
4	Technology and international marketing	
5	Culture, society, and international marketing	Ch 5
	MARKETING FUNCTIONS AND STRATEGIES	
6	<ul style="list-style-type: none"> <li>• International services marketing</li> <li>• Environmental and market research</li> </ul>	Ch 11 Ch 6
7	<ul style="list-style-type: none"> <li>• Market Selection</li> <li>• Market entry and distribution</li> </ul>	Ch 7 & 8
8	<ul style="list-style-type: none"> <li>• Global Product Development</li> <li>• Branding</li> </ul>	Ch 9 & 10
9	<ul style="list-style-type: none"> <li>• Pricing</li> <li>• Communication in global markets</li> </ul>	Ch 12 & 13
10	Integrating marketing strategies; Social trends and the future of Marketing <i>Case study: The marketing of wine – Misha's Vineyard</i>	Ch 14 Ch 15

### Course Learning Objectives

The main objective of MARK 352 is to provide students with an introduction to international marketing and its practice, set within the context of the international business environment.

### Specific Objectives

By the end of this course, students should be able to:	
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.

### Course Delivery

As this is a distance course, all course content is located on the DVD/Portal. The assessment and communication with classmates, tutors and the lecturer are accessed through Blackboard.

### DVD

Instructions on how to run the DVD are provided in the front DVD insert and also in the appendix of this document.

## *Blackboard*

Once students are into the course, they can navigate around using the left hand panel (main menu).

Below is an outline of the main menu items in the flexible MARK 352 site.

<i>Assessment</i>	Details of internet exercises, discussion board postings and tests.
<i>Discussion</i>	Used to post queries, problems and feedback, as well as for participating in the mandatory online discussions.
<i>Staff</i>	Contact details of staff involved in the course.
<i>FAQ</i>	Provides some information regarding commonly encountered queries.
<i>Gradebook</i>	Will eventually contain your assessment grades.
<i>Tools</i>	Personal tools. Also where you'll find the online Blackboard manual.
<i>Feedback</i>	Where you give your anonymous feedback for the course.

### **Additional Blackboard Help**

For more information on using Blackboard, is available at the Blackboard Learning System *Student Manual*, available at [http://company.blackboard.com/docs/cp/learning\\_system/release6/student/](http://company.blackboard.com/docs/cp/learning_system/release6/student/)

### **Expected Workload**

It is expected that between video lectures, video cases studies, interactivities, assigned readings and discussion board postings you should spend at least 14-15 hours per week. It is vital that students meet all mandatory course assessments according to established dates and times.

### **Group Work**

There is no group work in MARK 352.

### **Readings**

Before your course starts, purchase the required text –  
Czinkota, Michael R., Ilkka A. Ronkainen, Catherine Sutton-Brady, and Tim Beal.  
*International Marketing: Asia Pacific Edition*.  
Melbourne: Thomson Learning/Cengage, 2008

Victoria Book Centre manages the sale of the textbook.

For more information, contact Vic Books either on (04) 463 5515 or [enquiries@vicbooks.co.nz](mailto:enquiries@vicbooks.co.nz)

### **Materials and Equipment**

Please refer to the appendix at the back of this outline for reference to issues related to the use of the DVD and website associated with MARK 352.

Silent non-programmable calculators are permitted in the final examination.

## Assessment Requirements

Assessment in MARK 352 is comprised of weekly compulsory discussion board postings, 2 IM exercises, and a research project prior to a final examination. For details, please refer to the 'Terms Requirements and Assessment' section of the 'Assessment' folder in Blackboard.

### Assessment Breakdown

Assessment	Date	Value	Objectives Assessed
IM Exercise 1	8 pm Wednesday 31 March	10%	1,2,3,5
IM Exercise 2	8 pm Thursday 29 April	10%	1,2,3,5
Discussion Board	Throughout the course	10%	1,2,3,4,5
Research project	8 pm Thursday 3 June	20%	4,5,6
Final Examination	11 - 30 June 2010	50%	1, 2, 3, 4, 5, 6
Total		100%	

Please see assessment section on Blackboard for more details.

## Discussion Board

This is an essential part of the course. Students are expected to contribute to the weekly Discussion Board within the time frames outlined in the assessment folder in Blackboard.

*Note: Your assessed work may also be used for quality assurance purposes, such as to assess the level of achievement of learning objectives as required for accreditation and audit purposes. The findings may be used to inform changes aimed at improving the quality of FCA programmes. All material used for such processes will be treated as confidential, and the outcome will not affect your grade for the course.*

## Examinations

Students who enrol in courses with examinations are obliged to attend an examination at the University at any time during the formal examination period.

The final examination for this course will be scheduled at some time during the period from **Examination Period: Friday 11<sup>th</sup> June – Wednesday 30<sup>th</sup> June 2010**

It is possible to sit the examination away from Wellington but students will have to pay the cost in doing so and must **contact the Commerce Examination Coordinator within the first week of starting the course:** Robyn McNeill-McCallum - [robyn.mcneill@vuw.ac.nz](mailto:robyn.mcneill@vuw.ac.nz)

## Penalties

There will be a 1 mark (out of 10) deduction for each day that exercises are submitted late. If students post late for more than 2 weekly discussions, one mark for every day, or part thereof, up to a maximum of 10 marks will be deducted.

## Mandatory Course Requirements

Students are required to achieve a mark of 40% or better in the examination. In addition, students should note the penalties for not participating in the Discussion Board.

## CLASS REPRESENTATIVE

The class representative provides a communication channel to liaise with the Course Coordinator on behalf of students. Nominations, including self-nominations, will be accepted until 5pm Wednesday 10<sup>th</sup> March. If the position is contested students will be able to vote up to 5pm on

Friday 12<sup>th</sup> March. The class representative's name and contact details will be available to VUWSA, the Course Coordinator and the class.

### **Communication of Additional Information**

For any course content related questions or course administration queries or problems, please first go into the appropriate *Discussion board*. For unresolved queries, contact Dr Tim Beal, the MARK 352 Course Coordinator, email: [tim.beal@vuw.ac.nz](mailto:tim.beal@vuw.ac.nz)

For technical help please make sure the computer meets the required specifications listed on the back of your DVD and read the instructions covered in the front insert of the DVD and in the appendix of this document. For help with Blackboard please refer to the appendix of this document.

### **Use of Turnitin (if applicable)**

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 compares submitted work with a very large database of existing material. At the discretion of the Head of School, handwritten work may be copy-typed by the School and subject to checking by Turnitin. 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.

**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>

### **AVC (Academic) Website: information including: Conduct, Academic Grievances, Students with Impairments, Student Support**

[http://www.victoria.ac.nz/home/about\\_victoria/avcademic/Publications.aspx](http://www.victoria.ac.nz/home/about_victoria/avcademic/Publications.aspx)

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

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

### **Manaaki Pihipihinga Programme**

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

These guidelines have been prepared for distance students enrolled in MARK 352. **It is important that you read them thoroughly as they contain crucial information.**

1. Please put the DVD into your Drive and open up the DVD. *If 'What do you want Windows to do' pops up – just click cancel.*
2. Install Quicktime and revWeb – if you don't already have them - from the folder.

**Windows users:**

3. Drag both the application **VicDistance.exe** and the Folder **VicDistance Libs** onto the desktop or into your programs folder. Both must be put into the same place.
4. Double click on the VicDistance.exe icon to start it – please be patient.
5. Click on the 'Getting Started' button, which is near the image of the lecturer.
6. Once you have completed the 'Getting Started' section and clicked on the 'Announcements' and 'Key Dates' buttons, begin the course by clicking on the Module 1 button.

**Mac users:**

3. Drag **VicDistance\_mac.html** onto the desktop or into your programs folder.
4. Double click on VicDistance\_mac.html to start it – please be patient.
5. Go through the links on the page starting with 'Getting Started/Introduction.'
6. Once you have completed the 'Getting Started' section and checked out 'Announcements' and 'Key Dates' begin the course by clicking on the Module 1 link.

**Logging into Blackboard:**

Log on using your SCS username and password.

a. **SCS username**

The *username* is constructed from the first 6 characters of your last name (less if you have a short surname) and the first 4 characters of your first name (less if you have a short first name). If the username already exists a number is added.

eg Darren Hay - haydarr, or haydarr1 etc. **Your username is printed on your confirmation of study form**

b. **SCS password**

Your initial password is your student ID number.

**When you log-on for the first time you must change your password for all the services to work.** This is necessary for the security of your account. More information on changing your password is available via the password link at the top of any SCS webpage.

Once you have logged into Blackboard, select your course from under *My Courses*.

c. If you are experiencing problems with logging onto Blackboard, contact SCS (ITS Helpdesk) normally by phone first (as this will tend to be the quicker option):

**via Phone** - available 8.00am-5.30pm weekdays (except during a staff meeting 3.00pm-4.00pm on Thursdays).

(04) 463 5050 - off campus

5050 - on campus

You can access all this information online at <http://www.vuw.ac.nz/scs>

**via Email**- emails will be answered between 10.00am-4.00pm weekdays

[scs-help@vuw.ac.nz](mailto:scs-help@vuw.ac.nz)

## Library Services

Look at the library website to see what the library offers for distance students  
<http://www.vuw.ac.nz/library/services/distance/>.

There is online instruction available at <http://www.vuw.ac.nz/library/instruction>

### Lending Services

- You may borrow books from the VUW Library collection
- You may request photocopies of journal articles and book chapters (charged at 10 cents per page)
- You may request books from other libraries through VUW Library's Interloan service (some charges apply)

To make a request for books or journal articles, complete the electronic form at:  
<http://www.vuw.ac.nz/library/services/distance/request.shtml>

or

Contact the Distance Lending Services:

Email: [lending-distance@vuw.ac.nz](mailto:lending-distance@vuw.ac.nz)  
Telephone: 0800 700002  
Fax: (04) 4636663  
Post: Lending Services (Distance)  
Victoria University of Wellington Library  
PO Box 3438  
Wellington

### Access to Online Databases

You can search for journal articles using the online databases at <http://distance.scs.vuw.ac.nz/sites/>.

Select the database you require and when prompted, enter your SCS username and password (sometimes you may have to enter this more than once).

For help accessing the online databases, contact the Central Library Reference and Research Office between 9am and 5pm, Monday to Friday on +64 4 463 6176, or ask a librarian at <http://www.vuw.ac.nz/library/services/ask>

### Accessing Electronic Journals

1. To access electronic journals which the University subscribes to, follow these steps: Search for the journal on the Online Library Catalogue (<http://victoria.conzulsys.ac.nz/>)
2. If the university has an electronic subscription to the journal, the link to the database through which it can be accessed will be displayed under the *electronic access* field. Make a note of the database.
3. Go to the online databases page for off-campus students (<http://distance.scs.vuw.ac.nz/sites/>) and select the database that you need.
4. You will then be prompted for your SCS username and password. Sometimes you may have to enter these more than once.
5. You should then be logged into the database as a Victoria University user. You may then search for the journal article that you require.