

School of Marketing & International Business

## **MARK302 INTERNATIONAL MARKETING**

Trimester Two 2010

### **COURSE OUTLINE**

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

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

**Office:** RH1107

**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 12<sup>th</sup> July to Friday 15<sup>th</sup> October 2010

**Study Period:** Monday 18<sup>th</sup> October to Friday 21<sup>st</sup> November 2010.

**Examination Period:** Friday 22<sup>nd</sup> October to Saturday 13<sup>th</sup> November 2010 (inclusive).

#### **Withdrawal from Course:**

Your fees will be refunded if you withdraw from this course on or before **23 July 2010**.

The last date for withdrawal from this course is the three-quarter point of the teaching period, i.e. **Friday 24 September**. After that date, permission to withdraw requires the permission of the Associate Dean (Students) as set out in section 8 of the Personal Courses of Study Statute <http://policy.vuw.ac.nz/Amphora!~~policy.vuw.ac.nz~POLICY~000000001743.pdf>

To apply for permission, fill in the Late Withdrawal form available from either of our Student Customer Service Desks.

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

##### **Lectures:**

Pipitea Campus: RHLT2 Thursday: 10:30-12:20

Pipitea Campus: RHLT2 Friday: 10:30-11:20

**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, 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. 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 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 group 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.

### **TUTORIAL SCHEDULE**

Tutorials will be held on Fridays only and will commence in week 4 of the trimester. Times and rooms for tutorials as well as a link to the s-cubed tutorial sign-up system, will be announced on Blackboard during the first week of the course.

Wk 4	Friday, Aug 06	Tutorial 1
Wk 6	Friday, Aug 20	Tutorial 2
Wk 8	Friday, Sept 17	Tutorial 3
Wk 9	Friday, Sept 24	Tutorial 4
Wk 11	Friday, Oct 08	Tutorial 5

### **Recommended Texts:**

International Marketing-An Asia Pacific Perspective, 4<sup>th</sup> Edition by Richard Fletcher and Linden Brown, Pearson Education Australia, 2008.

Global Marketing by Warren J Keegan and Mark C. Green, 6<sup>th</sup> Edition, Pearson, 2011.

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, Journal of International Marketing, Journal of Advertising, and Journal of Advertising Research.

### **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:

Assessment	LOs	Due Date	
Class Participation	1-4	10%	Ongoing
Tutorial participation	1-4	10%	Ongoing
In-term Test	1-4	25%	10 September
Group Project	3-6	15%	8 October
Final Examination (duration 2 hours)	1-6	40%	Examination period
<b>Total</b>		<b>100%</b>	

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 **Friday 22<sup>nd</sup> October – Saturday 13<sup>th</sup> November 2010 (inclusive)**.

## 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 **ALL** 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%.

## Class Representative

A class representative will be elected in the first class, and the name and contact details of the person elected will be available to VUWSA, the Course Coordinator and the class. The class

representative provides a communication channel to liaise with the Course Coordinator on behalf of the students.

### **Communication of Additional Information**

MARK 302 has its own course page where course information, lecture notes, links and extra readings will be posted.

### **Use of Turnitin**

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/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/)

**SCHEDULE (Subject to change)****MARK 302**

Lecture No:	Date	Day/Hours	Speaker(s)	Topics	Reading
1	15 July	Thursday – 2 hrs	Kim Fam	Overview, Scope and Challenges, and Dynamic Environment	Ch 1
2	16 July	Friday – 1 hr	Kim Fam	International Marketing Environment – Political, Legal, Economics and Financial Environment.	Ch 2; Ch 4
3	22 July	Thursday – 2 hrs	Kim Fam	Class Participation: Political, Legal, Economics and Financial Environment.	
4	23 July	Friday – 1 hr	Kim Fam	International Marketing Environment – Culture and Social Environment	Ch 3
5	28 July	Thursday – 2 hrs	Kim Fam	Class Participation: Culture and Social Environment	
6	30 July	Friday – 1 hr	Kim Fam	International Marketing Environment – Technology, Regional Markets and Preferential Trade Agreements	Ch 5, Keegan & Green Ch 3
7	05 Aug	Thursday – 2 hrs	Guest Lecture		
8	06 Aug	Friday – 1 hr	Kim Fam	International Opportunities and Planning – Marketing Research, Market Selection and Entry	Ch 6, Ch 7
9	12 Aug	Thursday – 2 hrs	Kim Fam	Class Participation: Topics: Marketing Research, Market Selection and Entry	
10	13 Aug	Friday – 1 hr	Kim Fam	International Opportunities and Planning – Gaining Competitive Advantage, and International Marketing Strategies	Ch 8, Ch 9, Ch 10
11	19 Aug	Thursday – 2 hrs	Guest Lecture		
12	20 Aug	Friday – 1 hr	Kim Fam	International Opportunities and Planning – Globalisation, Strategic Alliances	Ch 11 - 12
			Semester Break		
13	09 Sept	Thursday – 2 hrs	Guest Lecture		
14	10 Sept	Friday – 1 hr	In-Class Test		
15	16 Sept	Thursday – 2 hrs	Kim Fam	Implementing the Marketing Mix: Modifying Products for overseas markets, and Marketing of Services	Ch 13-14
16	17 Sept	Friday – 1 hr	Kim Fam	Implementing the Marketing Mix: Promotion in International Markets	Ch 15

17	23 Sept	Thursday – 2 hrs	Kim Fam	Class Participation: Products, Services, and Promotion	
18	24 Sept	Friday – 1 hr	Kim Fam	Implementing the Marketing Mix: International Pricing	Ch 16
19	30 Sept	Thursday – 2 hrs	Guest Lecture		
20	01 Oct	Friday – 1 hr	Kim Fam	Implementing the Marketing Mix: Effective Distribution Overseas	Ch 17
21	07 Oct	Thursday – 2 hrs	Kim Fam	Class Participation: Pricing and Distribution	
22	08 Oct	Friday – 1 hr	Kim Fam	Strategy and Leadership in 21 <sup>st</sup> Century <u>Group Assignment Due</u>	Keegan & Green Ch 16-17
23	14 Oct	Thursday – 2 hrs	Kim Fam	Class Participation: Strategy and Leadership in 21 <sup>st</sup> Century	
24	15 Oct	Friday – 1 hr	Kim Fam	Course Feedback and Exam	
			Exam Period		