

School of Marketing & International Business

MARK403 ADVANCED INTERNATIONAL MARKETING

Trimester Two 2010

COURSE OUTLINE

Names and Contact Details

Course Co-ordinator: Professor Kim Fam

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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.

Trimester Dates:

Teaching Period: Monday 12th July to Friday 15th October 2010

Withdrawal from Course:

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

The last date for withdrawal from this course is the three-quarter point of the teaching period, i.e. **Friday 24th 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

Lecture: Railway Station West Wing RWW414 Wednesday: 9:30 am -12:20 pm

Course Content:

The East Asian economy grew from 5.4% of the world trade in the mid-1970s to almost 20% by the beginning of this century. At present, the total GDP of the 13 East Asian countries (10 ASEAN + China, Japan and Korea) is almost USD8 trillion. Asia's population of more than 3

billion inhabitants collectively speak several hundred languages and dialects, and the region is characterised by a cultural, political, economic and social diversity that exceeds other regions. Learning more about East Asian's values and behaviours would better prepare international marketers interested in a slice of the largely untapped East Asian market. *This course takes Asian business and Asian issues seriously, but with a strong global perspective.*

Course Learning Objectives:

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

1. Build frameworks that address strategic development/global competitiveness that reflect the environment NZ firms have to operate and compete in
2. Interpret both conventional and importantly, unconventional, (international) marketing and marketing management knowledge and advanced thinking in IM
3. Comprehend and critique contemporary IM issues and be able to competently assess their relevance and impact in local domestic markets
4. Critique IM in a managerial context and as a managerial function.

Course Delivery

The course will incorporate weekly workshop and lectures.

Expected Workload:

Participants are expected to spend an average of 12 – 14 hours per week on the various activities associated with MARK 403.

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 groups of 2 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 week. 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.

Timetable

Week	Date	Presentation	Venue	Time:
1	July 16	Introduction	RH 1113	1:30 – 4:30
2	July 21	Preparation & Group Assignment Discussion	RH1116	9:30 – 12:30
3	July 28	Presentation	RW 414	9:30 – 12:30
4	Aug 04	Preparation & Group Assignment Discussion	RH1116	9:30 – 12:30
5	Aug11	Presentation	RW 414	9:30 – 12:30
6	Aug 18	Group Assignment Preparation	RH1116	9:30 – 12:30
		Semester Break		
7	Sept 08	Preparation & Group Assignment Discussion	RH1116	9:30 – 12:30
8	Sept 15	Presentation	RW 414	9:30 – 12:30
9	Sept 22	Preparation & Group Assignment Discussion	RH1116	9:30 – 12:30
10	Sept 29	Presentation	RW 414	9:30 – 12:30
11	Oct 06	Group Assignment Due	RH 1116	12:00pm
12	Oct 13	Feedback on Course and Assignment	RW 414	9:30 – 12:30

Readings:

Journal of International Marketing
 International Marketing Review
 International Business Review
 Journal of Business Ethics
 Journal of Business Research
 European Journal of Marketing
 International Journal of Advertising
 Journal of Advertising
 Journal of Advertising Research
 Journal of International Business Studies

Material and Equipment:

No additional materials or equipment are required.

Assessment Requirements:

Assessment is in two formats:

Assessment	Learning objective	
Class presentations (4 questions) (as scheduled)	80%	1 - 4
Group assignment (approx 3,000 words due 6 Oct)	20%	1 - 4
Total	100%	

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.

Class presentations:

For individual presentation, each student will select four of the following questions. I do not mind if two students end up with similar questions, but it would be more interesting for all of us if we have variety in the oral presentations.

The duration for the presentation is 20 minutes plus 10 minutes of discussions.

Each presentation and accompanying report (not more than 1000 words) is worth 20%.

The key evaluation criteria for the Oral Presentation include:

- the thoroughness with which the case is researched and quality of presentation;
- clear and concise;
- designed to fit in time;
- logically structured;
- free of errors;
- evidence of independent thought; and evidence of leadership.

Generally, the oral presentation should address this overriding thought: *“What will be useful and interesting to my class colleagues?”*

Presentation questions – 20% per question

Question 1: One of the cultural dimensions singled out by Hofstede is the individualism/collectivism distinction. What would this categorisation imply in terms of setting up a sales force for international marketers? For instance, what incentive schemes might work in an individualistic culture and in collectivistic culture?

Question 2: How would marketing automobiles to a predominantly Islamic population differ from marketing to a predominantly Christian population?

Question 3: Distinguish between P-time (polychromic time) and m-time (monochromic time). Discuss how a P-time person reacts differently from an m-time person in keeping an appointment.

Question 4: Choose two countries that appear to be culturally diverse. Compare the culture of those countries and then indicate how cultural differences influence (a) the costs of doing business in each country; (b) the likely future economic development of that country, and (c) business practices.

Question 5: China has a large population, and its economy is booming. However, in 2005 cola consumption in the country were only 10 servings (8 oz. per serving) per capita. For comparison, the consumption in the US in the same year was 360 servings per capita. Apparently, there is a huge potential for soft drinks in China. Are there any cultural barriers that may become hurdles in realising this potential? Discuss the nature of these barriers, and explain how they could affect cola consumption.

Question 6: The term ‘bribery’ sounds bad. How about kickbacks, tips, contingency fees, consultation fees, etc? Terms vary, objectives for such payment vary, and to whom such payments are made varies. Personal income levels vary from country to country, and thus the levels of financial incentive provided by such payments vary. Cultural value systems vary, thus the degree of legality, or social acceptability, varies for such payments. In general, ‘facilitating’ payments whether legal or illegal aside, tend to be used more often in countries characterized by high levels of power distance, uncertainty avoidance, and collectivism than in other countries. Could there be some things that are moral and ethical when it comes to payment of money to some third party to influence and/or facilitate business transactions in your favour?

Question 7: Certain Muslim countries like Saudi Arabia do not allow advertisers to show a frontal picture of a woman with her hair. This creates a challenge for companies like Unilever that want to advertise hair-care products (eg. shampoo). How would you tackle this challenge?

Question 8: Piazza Hut is interested in surveying consumers in France, Malaysia, and Pakistan. A consultant suggests conducting a telephone survey using the same questionnaire (initially written in English but duly translated into local languages). Evaluate the consultant’s recommendation. Do you have any alternative recommendation for conducting the survey?

Question 9: Illustrate how an international marketer can use Hall’s map of culture.

Question 10: What are some particularly troublesome problems caused by language in foreign marketing? Discuss.

Question 11: How can resistance to cultural change influence product introduction? Are there any similarities in domestic marketing? Explain, giving examples.

Question 12: Do you think the business practices in an Islamic country are likely to differ from business practices in your country, and if so how?

Question 13: In addition to teenagers as a global segment, are there possibly other such groups with similar traits and behaviours that have emerged worldwide?

Question 14: Discuss when qualitative research may be more effective than quantitative research; and also the problems of gathering secondary data in foreign markets.

Question 15: Discuss the effects of cultural sensitivity on international services.

Question 16: Why is it so difficult to conduct marketing research in multi-country settings?

Question 17: What factors may influence McDonald's to price its Big Mac differently throughout the countries of Asia?

Question 18: Discuss problems associated with measuring advertising effectiveness in foreign markets.

Question 19: Products can be adapted physically and culturally for foreign markets. Discuss.

Group Assignment (not more than 3000 words)

Explain why and how religion (select ONE religion only - Buddhism; Islam; Taoism/Confucianism; Hinduism; or Christianity) can influence the marketing of these products (select THREE products only).

- Insurance (ie. life insurance, travel insurance, household/content insurance, etc)
- Financial/Banking products (ie. interest bearing deposits, mutual funds, bonds, etc)
- Food (ie. halal, fresh, frozen, readymade, canned, etc)
- Custom jewellery (ie. gold, diamond, etc)
- Fashion marketing (ie. swim suit, outdoors clothing, office clothing-hijab)
- Funeral services (ie. plan, product, etc)
- Controversial products (ie. condom, underwear, alcohol, cigarette, gambling products etc)

Notes for Written Assignments: there is no right or wrong answer. As fourth year students, you are expected to be able to write sufficient material to adequately answer any question. Thus, the key marking criteria is 'clear, concise, show evidence of independent thought and leadership, and understandable written communication'. Many academic frivolities are unnecessary, such as title pages, extra spacing between headings, bulleted lists, etc.

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

No final examination.

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. Please submit your work directly to your Course Co-ordinator or 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 403, you must:

1. Attend **ALL** the four scheduled presentations.
2. Submit all of the assigned work as outlined in the assessment section.

Class Representative

A class representative has been elected for the Honours class. The class representative provides a communication channel to liaise with the Course Coordinator on behalf of the students.

Communication of Additional Information

MARK 403 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>

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

http://www.victoria.ac.nz/home/about_victoria/avcacademic/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/