

School of Marketing and International Business

MARK 302 (DISTANCE) INTERNATIONAL MARKETING

Trimester One 2012

COURSE OUTLINE

Names and Contact Details

The Course Coordinator & lecturer is Dr. Forrest Yang, email: forrest.yang@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 5 March – Friday 8 June

Study Period: Monday 11 June – Thursday 14 June

Examination Period: Friday 15 June – Wednesday 4 July (inclusive).

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 16 March 2012.
2. The standard last date for withdrawal from this course is 18 May 2012. After this date, students forced to withdraw by circumstances beyond their control must apply for permission on an '*Application for Associate Dean's Permission to Withdraw Late*' including supporting documentation

The application form is available from either of the Faculty's Student Customer Service Desks.

Class Times and Room Numbers

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

Course Content

This course applies marketing concepts 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.

As this is a distance course, all course content is located on the USB/Flashdrive 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 required textbook:

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"> • International services marketing • Environmental and market research 	Ch 11 Ch 6
7	<ul style="list-style-type: none"> • Market Selection • Market entry and distribution 	Ch 7 & 8
8	<ul style="list-style-type: none"> • Global Product Development • Branding 	Ch 9 & 10
9	<ul style="list-style-type: none"> • Pricing • Communication in global markets 	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 302 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

All course content is located on your USB/Flashdrive and the Blackboard portal. The USB/Flashdrive will be couriered to you before the course starts.

Your assessment and communication with classmates, tutors and the lecturer are accessed through Blackboard.

USB/Flashdrive: Instructions on how to run the USB are provided in the letter sent to you with your USB and also on Blackboard.

Please be aware that there is a \$20 fee for any replacement course USB/Flashdrive.

Expected Workload

MARK 302 (Distance) is a 15-point course. In keeping with this, students should plan to allocate roughly 10 hours of study per week, over the 15-week trimester for MARK 302 (Distance). This time includes, watching video lectures, watching video cases studies, interactivities, assigned readings, Discussion Board postings, preparing assignments and studying for the final examination.

Group Work

There is no group work in MARK 302.

Readings

Before your course starts, purchase the required text –

**Czinkota, Michael R., Ilkka A. Ronkainen, Catherine Sutton-Brady, and Tim Beal.
International Marketing: 2nd Asia Pacific Edition.
Melbourne: Thomson Learning/Cengage, 2010**

Please note that this is the 2nd edition, published last year and supersedes the first edition. It is recommended that you purchase this new edition rather than a second hand copy of the 1st edition which is now out of date.

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.

Materials and Equipment

Please refer to the letter which you received with your USB/Flashdrive for the instructions on operating the USB/Flashdrive. The Blackboard site is where you communicate with your fellow students, the tutors and the course co-ordinator.

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

Assessment Requirements

Assessment in MARK 302 is comprised of weekly compulsory Discussion Board postings, one International Marketing (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	8 pm Sunday 29 April	15%	1,2,3,5
Discussion Board	Throughout the course	10%	1,2,3,4,5
Research project	8 pm Thursday 31 May	25%	4,5,6
Final Examination	Friday 15 June – Wednesday 4 July	50%	1, 2, 3, 4, 5, 6
Total		100%	

The word limit for the exercise is 1000. And for the research project it is 2500.

This does not include maps, diagrams and illustrations which may be useful in conveying the points you are making.

Penalty for exceeding word limit: 10% of marks for assignment for each 200 words over the respective world limit.

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.

Quality Assurance 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 Friday 15 June – Wednesday 4 July (inclusive).

If you wish to apply for a sitting-out-of-place arrangement (this might include sitting on another date), please contact Faculty Examinations Co-ordinator, Robyn McNeil-McCallum (robyn.mcneil@vuw.ac.nz).

Penalties

There will be a 0.5 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.

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 technical help please make sure the computer meets the required specifications listed on the SMIB website. <http://www.victoria.ac.nz/smib/study/distance/MARK-352.aspx>

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

Find key dates, explanations of grades and other useful information at www.victoria.ac.nz/home/study

Find out about academic progress and restricted enrolment at <http://www.victoria.ac.nz/home/study/academic-progress.aspx>

The University's statutes and policies are available at www.victoria.ac.nz/home/about/policy, except qualification statutes, which are available via the Calendar webpage at <http://www.victoria.ac.nz/home/study/calendar.aspx> (See Section C).

Further information about the University's academic processes can be found on the website of the Assistant Vice-Chancellor (Academic) at www.victoria.ac.nz/home/about_victoria/avcacademic/default.aspx

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/>

**Te Putahi Atawhai
Maori and Pacific Mentoring Programme**

<http://www.victoria.ac.nz/tpa/>