

School of Marketing and International Business

MARK 302 International Marketing

Trimester Two 2012

COURSE OUTLINE

Names and Contact Details

Lecturer/Course Coordinator: Dr. Daniel Laufer

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Office hours: Tuesday 2:00 pm – 5:00 pm, or by appointment.

Course Administrator: Helen Hynes

Office: RH 1130, Telephone 463-5529; E-mail: helen.hynes@vuw.ac.nz

Trimester Dates

Please note the following dates for this Trimester:

Teaching Period: Monday 16 July – Friday 19 October

Study Period Monday 22 October – Thursday 25 October

(Monday 22 October is a public holiday, Labour Day)

Examination Period: Friday 26 October – Saturday 17 November (inclusive)

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 27 July 2012.
2. The standard last date for withdrawal from this course is Friday, 28 September. 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

Lectures: Tuesday and Friday 11.30 am – 12.20 pm, Rutherford House, RH LT1.

Tutorials

A tutorial schedule, along with instructions, will be posted on *Blackboard* at the beginning of the trimester. Tutorials will commence in week 4, the week beginning 7 Aug. Sign-up, using the s-cubed tutorial registration system will be open from the beginning of the trimester (Monday, 16 July).

If you are unable to attend your tutorial stream due to exceptional circumstances (e.g. illness with supporting medical documents). Please contact Helen Hynes helen.hynes@vuw.ac.nz to discuss the options with you.

Course Content:

This course applies marketing concepts to the international business environment, and examines some of the major issues and decisions faced by New Zealand companies and organisations in marketing their goods and services abroad.

MARK 302 COURSE OUTLINE (subject to minor changes)				
Week	Date	Topics	Readings	Tutorials
Week 1	17 July	Course overview		No Tutorial
	20 July	The rationale for international marketing	Ch 1	
Week 2	24 July	The international economic and financial environment	Ch 2	No Tutorial
	27 July	The international political and legal environment	Ch 4	
Week 3	31 July	The cultural and social environment of international marketing	Ch 3	No Tutorial
	3 Aug	The cultural and social environment of international marketing	Ch 3	
Week 4	7 Aug	The technology environment and contemporary environmental variables	Ch 5	Tutorial 1
	10 Aug	Researching international markets	Ch 6	
Week 5	14 Aug	International market selection and entry	Ch 7	Tutorial 2
	17 Aug	Planning for international marketing	Ch 8	
Week 6	21 Aug	International competitive strategy	Ch 9	No Tutorial
	24 Aug	Mid-trimester Test		
Mid-trimester Break				
Week 7	11 Sept	Globalisation	Ch 10	No Tutorial
	14 Sept	Internationalisation, relationships and networks	Ch 11	
Week 8	18 Sept	Modifying products for international markets	Ch 12	No Tutorial
	21 Sept	Modifying products for international markets	Ch 12	
Week 9	25 Sept	Marketing services internationally	Ch 13	No Tutorial
	28 Sept	Promotion in international marketing	Ch 14	
Week 10	2 Oct	Promotion in international marketing	Ch 14	Tutorial 3
	5 Oct	International pricing	Ch 15	
Week 11	9 Oct	International pricing	Ch 15	No Tutorial
	12 Oct	International distribution	Ch 16	
Week 12	16 Oct	International distribution	Ch 16	Tutorial 4
	19 Oct	Course Summary and Review		

Course Learning Objectives

Upon completion 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 an organization engaged in international marketing.

Course Delivery

This course is delivered using scheduled lectured sessions, in-class exercise, four tutorials, assigned readings, and Blackboard resources. Students will also work in groups to analyse a case on a topic related to international marketing, in addition to analysing an individual case.

Expected Workload

MARK 302 is a 15-point course. In keeping with this, on average, students are expected to spend 10 hours of study per week, over the 15 week trimester for MARK 302. This time includes time preparing for and attending lectures and tutorials, preparing assignments and studying for the final examination. To get the most out of the course, please come prepared for all course activities. This will enable you to achieve the objectives for the course on an individual level and also help promote an effective learning environment for the course group as a whole.

Group Work

Assignment: Students will be assigned to a group (maximum of five per group) by the tutor in tutorial 2. If there are any problems among group members, you should approach your tutor before contacting the course coordinator.

Readings:

Prescribed:

Fletcher, R. and Crawford, H. (2011). *International Marketing-An Asia Pacific Perspective* (5th ed.). Pearson Education: Australia.

Recommended:

Selected reading materials from academic journals, magazines, newspaper, and other sources.

Materials and Equipment

No additional materials or equipment are required.

Assessment Requirements

Assessment Requirement No.	Assessment	Learning Objectives	%	Due Date
1	Case Analysis Report	2,3,6	25%	Fri: 3 Aug, 2012, 2.00pm
2	Mid-trimester test	1-4	25%	Fri: 24 Aug, 2012, 11.30am
3	Group Presentation	3,6	10%	Tutorial 3 or 4
4	Final Examination	1-6	40%	Examination Period
Total			100%	

1. Case Analysis Report (25%)

Written report (25%) due at 2.00pm on Friday 3 Aug, 2012. Word length 2000 words:

Case Study 3.2 in Textbook: “Exporting Lamb to the Saudi Arabian Market – The Impact of Culture on the Production Process”. You are required to answer the following questions in your report:

1. How does Saudi Arabia differ from New Zealand based on the cultural dimensions described in chapter 3?; (20 marks)
2. If you were promoting Australian chilled lamb in Saudi Arabia, what aspects would you focus on in your advertising? Explain and justify your answer. (5 marks)

You must submit the assignment by putting it in the Assignment box for MARK 302 on the Mezzanine Floor by the set time on the due date.

2. Mid-trimester Test (25%)

Mid-trimester test will take place on Friday, 24 Aug, 2012 in RHLT1, during lecture time.

3. Group Presentation (10%)

During tutorial 2 students will be assigned to groups by the tutor. The groups will then be randomly assigned a case to analyse and present during tutorial 3 or 4 which will be scheduled after the mid-term break. The groups will be required to give a 20-minute presentation addressing the case questions, and submit a printout of their PowerPoint slides to the tutor on the day of their presentation. Case information will be distributed during tutorial 2.

4. Examination (40%)

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 (two-hour, closed-book) will be scheduled at some time during the period from Friday 26 October – Saturday 17 November (inclusive).

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.

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 10% for each day late. For example, if you receive 60% as the final mark for your assignment, it will be reduced to 50%. If you are not able to submit your work on time, in the MARK 302 box on the mezzanine floor, you must hand it in 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. Extensions are not encouraged. However, in the event of an unusual circumstance, such as a serious illness or family bereavement, you should discuss waiver of any penalties incurred for lateness with either the course administrator or course co-ordinator.

Mandatory Course Requirements

In addition to obtaining 50% in the course overall, in order to meet the mandatory course requirements in MARK 302, you must:

- Complete the mid-trimester test,
- Attend and participate in all 4 tutorials,
- Submit all of the assigned work as outlined in the assessment section, and
- Obtain a minimum mark of 40% in the final examination.

Class Representative

A class representative will be elected in the first class, and that person's name and contact details made 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 students.

Communication of Additional Information

MARK 302 has its own course page on Blackboard 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

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 Office

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

Te Putahi Atawhai

Maori and Pacific Mentoring Programme

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