

School of Marketing & International Business

MARK408 Special Topic: Advanced Global Marketing

Trimester Two 2012

COURSE OUTLINE

Name and Contact Details

Course Co-ordinator: Professor Kim Fam
Office: RH 1106 – Rutherford
Telephone: 463-6459
Email: 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.

Trimester Dates

Teaching Period: Monday 16th July to Friday 19th October 2012
Study Period: Monday 22 October – Thursday 25 Oct (Monday 22 October is a public holiday, Labour Day)
Examination Period: Friday 26 October – Saturday 17 November (inclusive)
Internal Test: October 15th 2012

Withdrawal from Course:

Your fees will be refunded if you withdraw from this course on or before Friday 27 July 2012.

The standard last date for withdrawal from this course is Friday 28 September 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

Lectures: Monday: 9:30 – 12:20pm - RH G01

Course Content:

An advanced study of global marketing, with particular emphasis on cultural, economic, political and social factors in selected international markets of New Zealand exporters.

Asia is a continent of paradoxes. It has some of the fastest growing economies of the world, the largest populace, and some of the wealthiest as well as the poorest societies in the world. It also possesses rich web of cultural complexities. Since the days of the Silk Route, Asia has always fascinated historians, merchants, philosophers and rulers from other parts of the world. Recently however, increasing household income, higher education and an expanding mid-to-high income class with smaller families, globalization, westernization influences and plus the loosening of regulations on foreign direct and indirect investments by most Asian governments have spurred the influx of global businesses into the Asian market. This creates an interesting situation in Asia in the realm of business. However, the Asian market is not homogeneous. It has over 3 billion inhabitants collectively speak several hundred languages and dialects, have multiple religions and cultural values. Hence, learning more about Asian's values and behaviours would better prepare international marketers interested in a slice of the largely untapped 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. Critically examine recent developments in globalised world
2. Build frameworks that address the global competitiveness of NZ firms
3. Comprehend and critique current Global Marketing issues and be able to competently assess their relevance and impact in NZ markets
4. Critique Global Marketing in a managerial context.

Course Delivery

The course will incorporate weekly workshop, lectures and student presentations.

Expected Workload:

Participants are expected to spend an average of 12 – 14 hours per week on the various activities associated with MARK 408.

Group Work:

In a group of three students (maximum 4), each group selects two questions from the Presentation List and present your views during the class on two different days.

Readings:

The following journals are a recommended source of information:

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
Journal of World Business, etc

Material and Equipment:

Students are required to have access to personal computers and the Internet in order to prepare material for assignments, presentations, and class participation.

Timetable

Week	Date	Presentation	Venue	Time:
1	July 16	Introduction, Lecture 1	RH G01	9:30 – 12:20
2	July 23	Lecture 2, in class discussion – Fast Food	RH G01	9:30 – 12:20
3	July 30	Lecture 3 (tentative), In class discussion - Bollywood	RH G01	9:30 – 12:20
4	August 6	Group Presentation and Discussion – G1, 2, 3	RH G01	9:30 – 12:20
5	August 13	Group Presentation and Discussion – G4, 5, 6	RH G01	9:30 – 12:20
6	August 20	Group Presentation and Discussion – G7, 8, 9 Essay 1 Due	RH G01	9:30 – 12:20
August 27 Trimester Break				
7	September 10	Group Presentation & Discussion – G10, 11, 12	RH G01	9:30 – 12:20
8	September 17	Global Product Harm Crisis by A/P Dan Laufer	RH G01	9:30 – 12:20
9	September 24	Use of Digital Technology - by Dr Jim Richard	RH G01	9:30 – 12:20
10	October 1	B2B Supply Chain – by Dr Annie Liu Essay 2 Due	RH G01	9:30 – 12:20
11	October 8	B2B Relationships – by Dr Annie Liu	RH G01	9:30 – 12:20
12	October 15	Internal Test – 2 hours	RH G01	9:30 – 12:20

Assessment Requirements:

Assessment Details	Learning Objectives		
Group Presentation:	2 x 10%	20%	1-4
Essay 1 (approx 2,500 words each):	1 x 20%	20%	1-4
Essay 2 (approx 2,500 words each):	1 x 20%	20%	1-4
Internal Test (on Oct 15, 2 hours):	1 x 40%	40%	1-4

The key evaluation criteria for the Oral Presentation include:

- the thoroughness with which the case is researched and the 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 – 10% per question

Relevant questions will be provided during the first lecture.

Individual Essay 1 (not more than 2500 words)

The essay topic will be provided during the first lecture.

Individual Essay 2 (not more than 2500 words)

The essay topic will be provided during the first lecture.

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.

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

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, assignments received after the deadline (including electronic submissions) will have **10% deducted from the available grade, per day**. For example, an assignment that is one day late will lose 10% of the available grade (i.e. a 78% becomes a 68%), 2 days late 20% (i.e. a 78% becomes 58%), etc. 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 the Course Co-ordinator as appropriate.

Mandatory Course Requirements

In order to meet the mandatory course requirements in MARK 408, you must:

1. Attend **ALL** the lectures, presentations and case studies discussions.
2. Submit all of the assigned work as outlined in the assessment section.

Communication of Additional Information

MARK 408 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

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/>