

School of Marketing and International Business

## **MARK 302 International Marketing**

Trimester Two 2013

### **COURSE OUTLINE**

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

Lecturer/Course Coordinator: Dr. Daniel Laufer  
Office: RH 1126, Telephone 463-5152  
Email: [dan.laufer@vuw.ac.nz](mailto:dan.laufer@vuw.ac.nz)  
**Office hours:** **Monday 2:00 pm – 3:00 pm**, or by appointment.

Course Administrator: Helen Hynes  
Office: RH 1130, Telephone 463-5529, or by appointment.  
E-mail: [helen.hynes@vuw.ac.nz](mailto:helen.hynes@vuw.ac.nz)

#### **Tutor Contact Details**

Tutor Contact details, tutorial timetable and overview will be available on Blackboard under the tutorials tab.

#### **Trimester Dates**

Please note the following dates for this Trimester:

Teaching Period: Monday 15 July – Friday 18 October

Study Period: Monday 21st October – Thursday 24 October

Examination Period: Friday 25 October – Saturday 16 November (inclusive)

#### **Withdrawal from Course**

1. Your fees will be refunded if you withdraw from this course on or before Friday 26 July 2013.
2. The standard last date for withdrawal from this course is Friday 27 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:** Monday and Friday 3:40 pm – 4:30 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 3, the week beginning 29 July. Sign-up, using the s-cubed tutorial registration system will be open from the beginning of the trimester (Monday, 15 July).

If you are unable to attend your tutorial stream due to exceptional circumstances (e.g. illness with supporting medical documents), you will need to contact the course administrator, Helen Hynes [helen.hynes@vuw.ac.nz](mailto:helen.hynes@vuw.ac.nz) who will discuss your 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.

<b>MARK 302 COURSE OUTLINE</b> (subject to minor changes)				
Week	Date	Topics	Readings	Tutorials
Week 1	15 July	Course overview		No Tutorial
	19 July	Guest Lecture: The Concept of Guanxi in China	Ch 1	
Week 2	22 July	The international economic and financial environment	Ch 2	No Tutorial
	26 July	The international political and legal environment	Ch 4	
Week 3	29 July	The cultural and social environment of international marketing	Ch 3	Tutorial 1
	2 Aug	The cultural and social environment of international marketing	Ch 3	
Week 4	5 Aug	The technology environment and contemporary environmental variables	Ch 5	Tutorial 2
	9 Aug	Researching international markets	Ch 6	
Week 5	12 Aug	International market selection and entry	Ch 7	Tutorial 3
	16 Aug	Planning for international marketing	Ch 8	
Week 6	19 Aug	International competitive strategy	Ch 9	Tutorial 4
	23 Aug	Mid-trimester Test		
Mid-trimester Break				
Week 7	9 Sept	Globalisation	Ch 10	No Tutorial
	13 Sept	Internationalisation, relationships and networks	Ch 11	
Week 8	16 Sept	Modifying products for international markets	Ch 12	No Tutorial
	20 Sept	Modifying products for international markets	Ch 12	
Week 9	23 Sept	Marketing services internationally	Ch 13	No Tutorial
	27 Sept	Promotion in international marketing	Ch 14	
Week 10	30 Sept	Promotion in international marketing	Ch 14	Tutorial 5
	4 Oct	International pricing	Ch 15	
Week 11	7 Oct	International pricing	Ch 15	No Tutorial
	11 Oct	International distribution	Ch 16	
Week 12	14 Oct	International distribution	Ch 16	Tutorial 6
	18 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. Formulate recommendations for companies involved in international marketing.

## Course Delivery

This course is delivered using scheduled lectured sessions, six tutorials, assigned readings, and Blackboard resources.

## 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.

## Prescription

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.

## Group Work

There will be no group work in this course.

## Readings

**Prescribed:** Fletcher, R. and Crawford, H. (2011). *International Marketing-An Asia Pacific Perspective* (5<sup>th</sup> 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	Assessment	Learning Objectives	%	Due Date
1.	Essay on Cultural Differences	2,3,5	25%	Fri: 9 Aug, 2013
2.	Mid-term test	1-5	25%	Fri: 23 Aug, 2013
3.	Final Examination	1-5	50%	Examination Period
Total			<b>100%</b>	

## **Assessment**

### **1. Essay on Cultural Differences (25%)**

Written report (25%) due at the end of class on Friday 9 Aug, 2013. Word length 3000 words:

Imagine that you work for a New Zealand company considering exporting lamb to Brazil. How does Brazil differ from New Zealand on cultural dimensions that could impact your company's success in exporting lamb to Brazil? How would these cultural differences influence your company's promotion strategy in Brazil?

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%)**

The mid-trimester test will take place on Friday, 23 Aug, 2013 in RHLT1, during lecture time.

### **3. Examination (50%)**

#### **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 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. 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.

#### **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 submitted to Turnitin. A copy of submitted materials will be retained 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.

#### **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 following period:

Friday 25 October – Saturday 16 November (inclusive)

## **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,
- Submit all of the assigned work as outlined in the assessment section, and
- Obtain a minimum mark of 40% in the final examination.

If you cannot complete an assignment or sit a test or examination, refer to [www.victoria.ac.nz/home/study/exams-and-assessments/aegrotat](http://www.victoria.ac.nz/home/study/exams-and-assessments/aegrotat)

## **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.

## **Student feedback**

Student feedback on University courses may be found at [www.cad.vuw.ac.nz/feedback/feedback\\_display.php](http://www.cad.vuw.ac.nz/feedback/feedback_display.php)

## **Link to general information**

For general information about course-related matters, go to <http://www.victoria.ac.nz/vbs/studenthelp/general-course-information>

## **Note to Students:**

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 academic audit. The findings may be used to inform changes aimed at improving the quality of VBS programmes. All material used for such processes will be treated as confidential, and the outcome will not affect your grade for the course.

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