

School of Marketing and International Business

MARK 302 International Marketing

Trimester Two 2014

COURSE OUTLINE

Names and Contact Details

Course Coordinator/Lecturer: Dr Daniel Laufer
Contact: E-mail: dan.laufer@vuw.ac.nz
Office Hours/Location: Mondays 9am – 10am
RH1126

Lecturer: Lin Yang
Contact: E-mail: lin.yang@vuw.ac.nz
Office Hours/Location: Thursdays 10.30am-12.20pm
RH1116

Course Administrator: Helen Hynes
Contact: E-mail: helen.hynes@vuw.ac.nz
Office Hours/Location: RH 1130
Contact Helen for questions regarding tutorial sign-up, assignment submission, extensions and penalties, plus any course administration inquiries.

Senior Tutor: Aidan Forrest
Contact: E-mail: aidan.forrest@vuw.ac.nz
Office Hours/Location: Fridays 9.30am-11.30am or by appointment
RH 1114
Contact Aidan for questions related to tutorial content and assessment requirements.

Trimester Dates

Please note the following dates for this Trimester:

Teaching Period: Monday 14th July – Friday 17th October

Study Period: Monday 20th October – Thursday 23rd October

Examination Period: Friday 24th October – Saturday 15th November (inclusive)

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 25th July 2014.
2. The standard last date for withdrawal from this course is Friday 26th 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: MARK 302 lectures will be conducted in two 50 minute sessions each week:

Wednesdays: 4.40pm-5.30pm, Rutherford House, RHLT1

Fridays: 4.40pm-5.30pm, Rutherford House, RHLT1

Course Delivery

This course is delivered using scheduled lectured sessions, six tutorials, assigned readings, and Blackboard resources. There is no group work involved.

Tutorials:

A tutorial schedule, along with instructions, will be posted on *Blackboard* at the beginning of the trimester. Tutorials will commence in week 2, the week beginning 21 July. Sign-up, using the scheduled tutorial registration system will be open from the beginning of the trimester (Monday, 14 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 Helen Hynes helen.hynes@vuw.ac.nz who will discuss your options with you.

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.

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 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	16 July	Course overview		No Tutorial
	18 July	Guest Lecture: The Concept of Guanxi in China	Ch 1	
Week 2	23 July	The international economic and financial environment	Ch 2	Tutorial 1
	25 July	The international political and legal environment	Ch 4	
Week 3	30 July	The technology environment and contemporary environmental variables	Ch 5	No Tutorial
	1 Aug	The cultural and social environment of international marketing	Ch 3	
Week 4	6 Aug	The cultural and social environment of international marketing	Ch 3	Tutorial 2
	8 Aug	Researching international markets	Ch 6	
Week 5	13 Aug	International market selection and entry Essay on Cultural Differences: Electronic and hard copy due Wednesday 13 August by 4.30pm or beginning of lecture on that date	Ch 7	Tutorial 3
	15 Aug	Planning for international marketing	Ch 8	
Week 6	20 Aug	Mid-trimester Test in class: Wednesday 20 August		No Tutorial
	22 Aug	Global Product Harm Crises		
Mid-term Break				
Week 7	10 Sept	Globalisation	Ch 10	No Tutorial
	12 Sept	Internationalisation, relationships and networks	Ch 11	
Week 8	17 Sept	Modifying products for international markets	Ch 12	Tutorial 4
	19 Sept	Modifying products for international markets	Ch 12	
Week 9	24 Sept	Promotion in international marketing	Ch 14	No Tutorial
	26 Sept	Promotion in international marketing	Ch 14	
Week 10	1 Oct	International pricing	Ch 15	Tutorial 5
	3 Oct	International pricing	Ch 15	
Week 11	8 Oct	Marketing services internationally	Ch 13	Tutorial 6
	10 Oct	International distribution	Ch 16	
Week 12	15 Oct	International distribution	Ch 16	No Tutorial
	17 Oct	Course Summary and Review		

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

From Trimester 1, 2014, a revised Assessment Handbook will apply to all VUW courses: see <http://www.victoria.ac.nz/documents/policy/staff-policy/assessment-handbook.pdf>.

In particular, there will be a new grade scheme, in which the A+ range will be 90-100% and 50-54% will be a C-.

The final grade will be determined 50% on internal assessment and 50% on the final examination. The three items of assessment are listed below.

Assessment Requirements

Assessment Requirement No.	Assessment	Learning Objectives	%	Due Date
1	Essay on Cultural Differences	2,3,5	25%	Wed: 13 Aug, 2014 due by 4.30pm or beginning of lecture on that day
2	Mid-trimester test	1-5	25%	Wed: 20 Aug, 2014
3	Final Examination	1-5	50%	Examination Period
Total			100%	

1. Essay on Cultural Differences (25%)

Written report (25%) due by 4.30pm on Wednesday 13 Aug, 2014. Word length 2,500 words:

Imagine that you work for a Wellington-based microbrewery considering exporting beer to Japan. Describe how Japan differs from New Zealand on four cultural dimensions that could influence your company's advertising and product strategies in Japan. Please note that for this assignment you can only use two dimensions from Hofstede, and the other two will have to come from other cultural frameworks described in chapter 3.

In addition to submitting the assignment through turnitin on blackboard by the due time and date, you must also submit a hardcopy of the assignment in the Assignment box for MARK 302 on the Mezzanine Floor by Wednesday 4.30pm on 13 August 2014 or at the beginning of the lecture on that date. Assignment submission is not complete until both electronic and hard copies are filed.

2. Mid-trimester Test (25%)

Mid-trimester test will take place on Wednesday, 20 Aug, 2014 in RHLT1, during lecture time.

3. Examination (50%)

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 24th October – Saturday 15th November (inclusive)

Penalties

The following penalties will be imposed:

Word limit: 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.

Late assignment submission: 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.

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.

Mandatory Course Requirements

In addition to obtaining an overall course mark of 50 or better, in order to meet mandatory course requirements in MARK 302, students must:

- Attend and participate in 4 out of 6 tutorials; and
- Score over 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

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

Course information, lecture slides and additional readings will be posted on the MARK 302 Blackboard website – <http://blackboard.scs.vuw.ac.nz>. Lecture slides available will provide a framework only of the main points presented in the lectures. Additional information and/or announcements which may need to be made from time to time will be posted on the Blackboard site, and made in class when possible. Distribution of course material and handing back of assignments will occur during class or tutorial time unless otherwise noted.

Students are expected to regularly consult Blackboard to check for announcements, and also to regularly check their student e-mail account for individual messages which may become necessary.

Student feedback

Student feedback on University courses may be found at 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.
