

School of Marketing and International Business

MARK 319 ST: MARKETING IN ASIA

Trimester 1, 2015

COURSE OUTLINE

Names and Contact Details

Course coordinator: Professor Kim Fam
Office: RH1106
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Office hours: Thursday 11-12pm (or by appointment)

Administrator: Katrina Walsh
Office: RH1121
Email: katrina.walsh@vuw.ac.nz
Office hours: Monday-Friday 9-4pm

Guest speakers may also contribute to this course. This information will be communicated to the class throughout the trimester.

Trimester Dates

Teaching Period: Monday 2nd March – Friday 5th June
Study Period: Monday 8th June – Thursday 11th June
Examination Period: Friday 12th June – Wednesday 1st July (inclusive)

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 13th March 2015.
2. The standard last date for withdrawal from this course is Friday 15th May. 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 or [online](#).

Class Times and Room Numbers

Thurs: 8:30 – 10:20 am GBLT3

Course Delivery

In addition to the two-hour lecture per week, there will be six tutorial sessions. The first tutorial will commence in week **THREE**. Lectures and tutorials will include discussion, in-class exercises, and group activities. Students should plan to attend all sessions and be prepared to participate in the class discussions and activities.

Tutorials

Six one-hour tutorials will be held as noted in the schedule. Times and places for the tutorials will be posted on Blackboard. Sign-up for tutorials will occur via S-cubed; instructions for this will be provided on the Blackboard site. The S-cubed site will be available on Blackboard from 11am Monday 2nd March. Final student allocation to tutorial groups and rooms will be posted on Blackboard at the start of Week 2. For all tutorial allocation enquiries, please contact the course administrator.

Although the Blackboard site will provide you the relevant information and general overview of the material covered, please do not use this to replace your attendance. If you are unable to attend a lecture or tutorial, make arrangements with another student in the class to review the notes.

Group Work

There is one group assignment worth 15% of your course grade. It is an essential component of this course. All students in the group will receive the same grade.

Expected Workload

MARK 319 is a 15-point course. In keeping with this, students should plan to allocate 10 hours of study per week, over the 15-week trimester for MARK 319. This time includes time preparing for and attending lectures and tutorials, working on the 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 from an individual perspective and also help promote an effective learning environment for the class as a whole.

Prescription

An examination of the Asian marketing environment, exploring the challenges of marketing in these multi-cultural societies, and focusing on the planning and implementation of successful marketing strategies.

Course Learning Objectives

By the end of this course students should be able to achieve the following objectives:

1. Analyse the multi-cultural environment of major Asian countries;
2. Identify and evaluate why and how culture influences the marketing process in Asia;
3. Critically evaluate the challenges international marketers face when doing business in Asia and identify ways of overcoming such challenges;
4. Design a marketing strategy and prepare a strategic marketing plan within an Asian context

Course Content

WEEK BEGINNING	LECTURE TOPIC	TUTORIAL	ASSESSMENT
2 March (Week 1)	Overview of course Demographics of selected Asian countries	<i>Sign up for tutorials via S-Cubed</i>	
9 March (Week 2)	Understanding the Concept of Culture		
16 March (Week 3)	Elements of Culture	Tutorial 1	
23 March (Week 4)	Cultural Influence on Consumer Behaviour	Tutorial 2	
30 March (Week 5)	Guest Lecture		
MID TRIMESTER BREAK (3-19 APRIL)			
20 April (Week 6)	Contemporary Developments in Asian Culture and Chopsticks Marketing in 21st Century Asia		Individual assignment due 23 April, 12pm
27 April (Week 7)	Case study 1: Marketing Research & Negotiation	Tutorial 3	
04 May (Week 8)	Case study 2: Product and Service	Tutorial 4	Oral presentation (in tutorials)
11 May (Week 9)	Case study 3: Pricing, Branding & Packaging	Tutorial 5	Oral presentation (in tutorials)
18 May (Week 10)	Case study 4: Distribution and Market Entry	Tutorial 6	
25 May (Week 11)	Case study 5: Communicating with Asian Consumers (Part A)		Group assignment due May 28, 12pm
1 June (Week 12)	Case study 6: Communicating with Asian Consumers (Part B)		
STUDY/EXAM PERIOD (8 JUNE – 1 JULY)			Exam date TBA

Readings

There is no prescribed textbook. However, students are expected to read widely and this includes:

1. Materials from academic journal
2. Magazines and newspapers
3. Videos and other sources

When appropriate, relevant reading materials will be posted on Blackboard.

Materials and Equipment

Students are required to have access to personal computers and the Internet in order to prepare for assignments, and tutorials.

Assessment

The Assessment Handbook will apply to all VUW courses: see <http://www.victoria.ac.nz/documents/policy/staff-policy/assessment-handbook.pdf>.

1. Individual assignment (2000 words)	25%
2. Oral presentation (10 minutes each)	10%
3. Group assignment (2000 words case study)	15%
4. Final examination (2 hours)	50%

Handing in Assignments

Written assignments must be submitted electronically on Turnitin and a hard copy handed in by the due date. Please attach a cover page to all hardcopies. Deliver your assignments to the MARK 319 box on the Mezzanine Floor of Rutherford House. **Late assignments** must be signed in by a staff member at the school office (11th floor Rutherford House). Do **NOT** slide them under doors or put them into the box after the due date.

Returning Assignments: Where possible, assignments will be returned to students by the tutor concerned at a pre-arranged time and place. In accordance with University policy, all uncollected assignments will be held by the SMIB office for three months following the end of term, and then disposed of.

Penalties

The following penalties will be imposed:

Word Limit: All assignments have stated word count limits. Failure to adhere to these limits will incur a penalty of 5% for every 10% words over the limit. In other words, if the word limit is 2000 words, a 5% penalty will be applied for every 200 words over the limit.

Late Assignment: Assignments received after the deadline 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. Assignments received 7 days after the due date will not be marked.

Extensions: This is not encouraged. However, in the event of an unusual circumstance, such as a serious illness (supported with medical documents) or family bereavement, you should discuss waiver of any penalties incurred for lateness with either the course-coordinator or the course administrator.

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 online 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 12th June – Wednesday 1st July (inclusive)

Mandatory Course Requirements

In addition to obtaining an overall course mark of 50% or better, students must obtain at least 40% in each piece of assessment.

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

Information specific to MARK 319 will be communicated in class or on Blackboard. Please check Blackboard regularly.

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.
