

School of Marketing and International Business

MARK 302 INTERNATIONAL MARKETING

Trimester 2, 2015

COURSE OUTLINE

Names and Contact Details

Course Co-ordinator: Professor Kim Fam
Office: RH1106
Telephone: 463-6459
Email: kim.fam@vuw.ac.nz

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

Trimester Dates

Teaching Period: Monday 13th July – Friday 16th October

Study Period: Monday 19th October – Thursday 22nd October

Examination Period: Friday 23rd October – Saturday 14th November (inclusive)

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 24th July 2015.
2. The standard last date for withdrawal from this course is Friday 25th September 2015. 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*' form 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

Monday 15:40 - 17:30 Rutherford House RHLT1

Tutorial Registration

Tutorials begin in Week 3. Sign-up will be through My Allocator: <https://student-sa.victoria.ac.nz/>. MARK 302 will be available in My Allocator until 22 July.

Course Delivery

The course will incorporate lectures, class discussions, cases, text material, guest speakers, assignments, and projects as required. Students are expected to attend all tutorials, classes and lectures. Lectures will consist of presented material and class discussion. Tutorials will focus on student discussion of the tutorial material.

Group Work

Group research is a major part of this course because it is considered that students learn best through the practical application of conceptual and methodological tools to concrete problems. Students will be required to form into research groups, usually of 3-4 members (max. 4). In order to provide the best forum for discussion of research problems during the course, these groups will be formed out of the tutorial groups. Your groups will be formed in the first tutorial. If there is disharmony within the group, and if you feel you are being disadvantaged by other members of the group, discuss this first with your tutor.

Expected Workload

Participants are expected to spend an average of 12 – 15 hours per week (150 hours for a 15-pt course) on the various activities associated with MARK 302.

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

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 a particular company engaged in international marketing

Course Content

This is a student centred course. At the end of the course, students should be familiar with:

1. Concepts and theories relating to international marketing
2. Globalization in the year of dotcom
3. Players in the global economy
4. Asian marketing environment
5. Marketing practices and techniques of doing business across international boundaries

Course Schedule				
Week	Starting	Lecture topic	Tutorial	Tutorial Activity*/ Assessment
1	13 July	Introduction to International Marketing		
2	20 July	Economic, Political and Legal Environment		
3	27 July	Cultural Environment	Tutorial 1	Giordano in Taiwan
4	3 Aug	Building the Knowledge Base	Tutorial 2	Honda: a hero in India
5	10 Aug	Foreign Market entry	Tutorial 3	IKEA Individual assessment due 12 August, 12pm
6	17 Aug	Channels of Distribution and logistics		
MID-TRIMESTER BREAK: 24 August – 6 September				
7	7 Sep	Product Policy and Adaptation		
8	14 Sep	Product and Brand Management	Tutorial 4	Show me the money: the birth of Singapore's gaming industry
9	21 Sep	Services Marketing	Tutorial 5	Doc Martens makes strides around the world
10	28 Sep	Pricing in International Markets	Tutorial 6	Sound lounge looks to the future
11	5 Oct	International Marketing Communications		Group project due 7 October, 12pm
12	12 Oct	Planning, Implementation and Control Future of International Marketing		

***Tutorial Activity**

You can find the cases in the recommended textbook (International Marketing Second Asia Pacific edition by Czinkota, Michael R., Ilkka A. Ronkainen, Catherine Sutton-Brady, and Tim Beal).

Readings

There are two recommended text books for this course:

International Marketing Third Asia Pacific edition by Czinkota, Michael R., Ilkka A. Ronkainen, Catherine Sutton-Brady, and Tim Beal, Melbourne: Thomson Learning/Cengage, 2011.

International Marketing: an Asia-Pacific Perspective, 6th Edition by Fletcher, Richard and Crawford, Heather, Sydney: Pearson, 2014.

In addition, you will also find useful articles in journals such as the European Journal of Marketing, International Business Review, International Marketing Review, and Journal of International Marketing, Asian Journal of Business Research, Asia Pacific Journal of Marketing & Logistics, etc.

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>.

MARK 302 is assessed on the basis of tutorial participation, individual assignment, group project and a final examination as outlined below:

Assessment	LOs	%	Due date
Tutorial Participation	1-4	10%	Ongoing
Individual Assignment	1-4	20%	12 August, 12pm
Group Project	3-6	20%	07 October, 12pm
Final Examination	1-6	50%	TBA
Total		100%	

Individual Assignment

Due 12pm 12 August, 2500 words

You have been asked to develop a product for sale throughout ASEAN region. Explain and justify what factors decide whether the same product can be marketed in each country and whether modifications are necessary?

Group Project (maximum 4 students per group)

Due 12pm 7 October, 3500 words

Educational services is an industry of great significance to international marketing and to New Zealand. It is also one which was severely buffeted by the Asian financial crisis. It is in difficult times that an understanding of the market and its dynamics, and the development and implementation of appropriate strategies, becomes particularly important. Explosive growth in East,

Southeast and South Asia has resulted in a burgeoning middle class, which has embraced the traditional high regard given to education. New Zealand has in the last few years joined other countries, such as Australia, Britain and the United States, in attempting to tap into this market. The marketing and delivery of educational services is particularly interesting because it raises many political, social, ethical and cultural issues as well as the basic marketing and business ones. Students, whether they be from NZ or abroad, are also intimately involved as customers themselves. Each group will act as 'a consultant' presenting a report to its client, Victoria International on how to tap into the Asian market and increase the number of international students intake.

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 302 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 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 23rd October – Saturday 14th November (inclusive)

Mandatory Course Requirements

Students must obtain an overall course mark of 50% or better to pass this course.

Any student who is concerned that they have been (or might be) unable to meet any of the MCRs because of exceptional personal circumstances, should contact the course coordinator as soon as possible.

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 302 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.
