

School of Marketing and International Business

MARK 408 ST: ADVANCED GLOBAL MARKETING

Trimester 2, 2015

COURSE OUTLINE

Names and Contact Details

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| Lecturer/Course Coordinator: | Professor Kim Fam |
| Office: | RH 1106, Rutherford House |
| Phone: | 04-463-6459 |
| Email: | kim.fam@vuw.ac.nz |
| Office Hours: | By Appointment |
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| Course Administrator: | Mary Alexander |
| Office: | RH 1121, Rutherford House |
| Phone: | 04-463 5330 |
| E-mail: | mary.alexander@vuw.ac.nz |
| Office Hours: | Monday to Friday 9.00am – 4.00pm |

Trimester Dates

From Monday 13th July to Friday 16th October

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

Wednesday 12:40pm – 3:30pm Railway West Wing RWW126

Course Delivery

The course will incorporate weekly workshop and lectures.

Expected Workload

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

Prescription

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

Course Learning Objectives

By the end of this course, students should be able to:

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| 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 Content

| Week | Date | Presentation Topics |
|---------------------------------------|---------|--|
| 1 | Jul 15 | Introduction and Discussion Practice Topic: Discuss the main elements of culture and list the major approaches to the study of culture and show their relevance in international marketing citing examples. Illustrate how an international marketer can use Hall's map of culture. |
| 2 | Jul 22 | Practice Topic: How can resistance to cultural change influence product introduction? Are there any similarities in domestic marketing? Explain, giving examples. Discuss the effects of cultural sensitivity on international services. |
| 3 | Jul 29 | Topic 1: Discuss: How does adopting Hofstede's or Trompenaars' approach to cultural differences aid the international marketer? Do you think this approach is reasonable and valid? |
| 4 | Aug 5 | Seminar and Presentation for Topic 1 |
| 5 | Aug 12 | Topic 2: What are the cultural pitfalls that international marketers must avoid when penetrating the Asian markets? Assuming that you a marketing director of 'Giant' Bicycle Manufacturer, (Taiwan) and is interested in the Central and Eastern European market. What cultural pitfalls are there that you must be aware of? |
| 6 | Aug 19 | Seminar and Presentation for Topic 2 |
| Semester Break (Aug 24-Sept 6) | | |
| 7 | Sept 9 | Topic 3: Value and faith based marketing is widely practise in Asia. Please explain the meaning of this approach to a marketer based in Latin America. Do you think the same approach can be applied in Latin America? Please provide your opinions with examples. |
| 8 | Sept 16 | Seminar and Presentation for Topic 3 |
| 9 | Sept 23 | Topic 4: Discuss the difficulties of branding and promotion in South East |

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|----|---------|--|
| | | Asia. Identify and explain the underpinning theories that you can use to support your answers. |
| 10 | Sept 30 | Seminar and Presentation for Topic 4 |
| 11 | Oct 7 | Topic 5: Discuss the 'Chopsticks Marketing' concept as you are aware of? How relevant is this concept when marketing in East Asia versus marketing in New Zealand? |
| 12 | Oct 14 | Seminar and Presentation for Topic 5 |

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.

Materials 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.

Assessment

The Assessment Handbook will apply to all VUW courses: see

<http://www.victoria.ac.nz/documents/policy/staff-policy/assessment-handbook.pdf>.

| Assessment Details | % | Learning Objectives | Due |
|--|----------|----------------------------|------------------|
| Class Participation | 10% | 1-4 | ongoing |
| Presentation 1 | 20% | 1-4 | TBC |
| Presentation 2 | 20% | 1-4 | TBC |
| Meta-analysis essay (3500-4500 words) | 50% | 1-4 | 12pm, 14 October |

Class presentations:

Select two topics from the list shown in the timetable. The duration for each presentation is 40 minutes plus 10 minutes of discussions. A 3-page single line summary of your chosen topic must be handed in on the day of the presentation. Each presentation, with accompanying power points and summary, is worth 20%. Presentations are held in weeks 4, 6, 8, 10 & 12.

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?”*

Class participation

Class participation is worth 10%.

Meta-Analysis Essay

Information on this essay will be provided in week 2. This essay requires each student to undertake the last 10-year analysis of the literature relating to Asian marketing. This piece of assignment is worth 50%. The last day to hand in this piece of assignment is at **12.00pm on October 14, 2015**

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.

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%), two 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.

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.

Mandatory Course Requirements

In addition to obtaining an overall course mark of 50 or better, students must:

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

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

Additional information will be posted on the MARK 408 blackboard page.

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.
