

School of Marketing and International Business

MARK 319 ST: MARKETING IN ASIA

Trimester 1, 2016

COURSE OUTLINE

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.

Trimester Dates

Teaching Period: Monday 29th February – Friday 3rd June

Study Period: Monday 6th June – Thursday 9th June

Examination Period: Friday 10th June – Wednesday 29th June (inclusive)

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 11th March 2016.
2. The standard last date for withdrawal from this course is Friday 13th May 2016. 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](#).

Names and Contact Details

Course coordinator: Professor Kim Fam
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Phone: 463 6459
Email: kim.fam@vuw.ac.nz
Office hours: Thursday 11-12pm (or by appointment)

Administrator: Mary Alexander
 Office: RH1121
 Phone: 463 5330
 Email: mary.alexander@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.

Class Times and Room Numbers

Thurs: 1:40 – 3:30 pm GBLT3

Course Delivery

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

Tutorials

Six one-hour tutorials will be held as noted in the schedule. Sign-up will be through My Allocator: <https://student-sa.victoria.ac.nz/>. MARK 319 will be available in My Allocator until 11th March. Instructions for sign-up will be provided on the *Blackboard* site. 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.

Course Schedule				
Week	Starting	Lecture topic	Tutorial	Assessment
1	29 Feb	Overview of course Demographics of selected Asian countries	<i>No tutorial</i>	
2	7 Mar	Class Discussion 1: Understanding the Concept of Culture	<i>No tutorial</i>	
3	14 Mar	Class Discussion 2: Elements of Culture	<i>No tutorial</i>	
4	21 Mar - 23 Mar (M,T,W)	No Class (short week)	Tutorial 1	
<i>Note: Weeks 4 and 5 are both short weeks due to the Easter break. If your allocated tutorial day is on a Monday, Tuesday or Wednesday you attend the tutorial in Week 4. If your allocated tutorial day is on a Thursday or Friday you attend this same tutorial (same content) but in Week 5.</i>				
<i>Easter Break, 24 March – 30 March</i>				
5	31 Mar - 1 Apr (Th,F)	Class Discussion 3: Cultural Influence on Consumer Behaviour	Tutorial 1 (cont)	

Week	Starting	Lecture topic	Tutorial	Assessment
6	4 April	Class Discussion 4: Contemporary Developments in Asian Culture	Tutorial 2	Individual assignment due 8th April, 12pm
7	11 April	Class Discussion 5: Chopsticks Marketing in 21st Century Asia	Tutorial 3	
8	18 April	Class Discussion 6: Marketing Research, Market Entry & Negotiation Styles	<i>No Tutorial</i>	
Mid Trimester Break, 25 April – 1 May				
9	2 May	Class Discussion 7: Product, Branding, Packaging & Service	Tutorial 4	Oral presentation (in tutorials)
10	9 May	Class Discussion 8: Pricing, Distribution & Channel Relationships	Tutorial 5	Oral presentation (in tutorials)
11	16 May	Class Discussion 9: Communicating with Asian Consumers (Part A)	Tutorial 6	Group assignment due May 20, 12pm
12	23 May	Class Discussion 10: Communicating with Asian Consumers (Part B)		
13	30 May	Course Feedback & Exam Preparation		

Readings

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

1. Material from academic journals
2. Magazines and newspapers
3. Videos and other sources

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

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 believe that exceptional circumstances may prevent you from meeting the mandatory course requirements, contact the Course Coordinator for advice 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

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 includes time preparing for and attending lectures and tutorials, working on the assignments, and studying for the exam. 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.

Assessment

The Assessment Handbook will apply to all VUW courses: see

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

Assessment	%	Due Date
Individual assignment (2000 words)	25%	8 th April, 12pm
Oral presentation (5 minutes each)	10%	Weeks 9/10 during tutorials
Group assignment (3000 words case study)	15%	20 th May, 12pm
Exam (2 hours)	50%	TBA

Learning Objectives for:

- Individual Assignment:
Understand the multi-cultural environment of major Asian countries.
Identify and understand why and how culture influences the marketing process in Asia.
- Group Assignment:
Be able to critically evaluate the challenges international marketers face when doing business in Asia and identify ways of overcoming such challenges.
Be able to apply marketing strategy and prepare a strategic marketing plan within an Asian context.

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.

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 10th June – Wednesday 29th June (inclusive)

Group Work

Group work is limited to 3 students per group. In certain circumstances maximum 4 students per group. The group assignment is worth 15%. You are expected to allocate an additional 2 hours per week to complete this assignment with your group members.

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.

Materials and Equipment

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

Student feedback

Based on students' feedback, class discussion/participation will be included in each lecture. Lecture notes will be provided in advance. Students are expected to contribute in each class discussion.

Student feedback on University courses may be found at www.cad.vuw.ac.nz/feedback/feedback_display.php.

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.

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.
