

School of Marketing & International Business

MARK 302: INTERNATIONAL MARKETING

Trimester 2, 2016

COURSE OUTLINE

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 completing 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.	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 digital world.
3. Players in the global economy.
4. Asia, Central and Eastern Europe, Africa, and Australia & NZ marketing environment.
5. Marketing practices and techniques of doing business across international boundaries.

Course Schedule				
Week	Start	Lecture Topic	Required readings: chapter	Tutorial (Key Activity) / Assessment
1	11 July	Introduction to International Marketing		No Tutorial
2	18 July	Economic, Financial, Political and Legal Environment Class Discussion		No Tutorial
3	25 July	Cultural Environment Class Discussion	The Potential of Global Mango Exports p. 567	Tutorial one
4	1 August	Understanding International Consumers, International Marketing Research Class Discussion	Market Research and Communications p. 585	Tutorial two
5	8 August	Segmentation & Positioning Class Discussion	Marketing Halal meat products to Indonesian consumers p. 589	Tutorial three
6	15 August	Market Selection & Entry Strategies Class Discussion		Individual Assessment Due: 19 August, 12 pm
SEMESTER BREAK: 22 nd August – 4 th September				
7	5 Sept	Developing New Goods and Services for International Markets Class Discussion		No Tutorial
8	12 Sept	Marketing Goods and Services Class Discussion	Exporting Australian avocados p. 599	Tutorial four
9	19 Sept	Logistics, Export and Import Management Class Discussion	Distribution woes hobble start-ups in India p. 609	Tutorial five
10	26 Sept	International Marketing Communications Class Discussion	Reverse exports: cheese to France? p. 614	Tutorial six
11	03 Oct	International Pricing & Trends in International Marketing Class Discussion		Group Project Due: 07 October, 12 pm
12	10 Oct	Course Feedback		No Tutorial

Trimester Dates

Teaching Period: Monday 11th July – Friday 14th October

Study Period: Monday 17th October – Thursday 20th October

Examination Period: Friday 21st October – Saturday 12th November (inclusive)

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 22nd July 2016.
2. The standard last date for withdrawal from this course is Friday 23rd September 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 Co-ordinator: Professor Kim Fam
Office: RH1106
Phone: 463 - 6459
Office Hours: Tuesday 9-10 am; 2-3pm
Email: kim.fam@vuw.ac.nz

Administrator: Hannah Donmez
Office: RH1121
Telephone: 463 -7454
Email: hannah.donmez@vuw.ac.nz
Office hours: Monday-Friday 9-3pm

Class Times and Room Numbers

Tuesday 10:30-12:20 RH LT1

Tutorial Registration:

Tutorials begin in Week 3. Sign-up will be through MyAllocator: <https://student-sa.victoria.ac.nz/>. Open and close dates for MyAllocator will be posted on Blackboard.

Course Delivery

The course will incorporate lectures, class discussions, cases, text material, 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.

Readings

International Marketing, 4th Asia Pacific Edition by Kotabe, Marshall, Ang, Griffiths, Voola, Roberts, and Helsen, Milton, Queensland: John Wiley & Sons, 2014 (**Recommended as the cases will be sourced from this text**)

International Marketing Second 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.

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

Participants are expected to spend an average of 10 hours per week (100 hours for a 15-pt course) on the various activities associated with MARK 302.

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 and class participation, individual assignment, group project and a final examination as outlined below:

No.	Assessment	Value	Due date
1	Tutorial participation (Objectives 1-4)	10%	Ongoing
2	Individual Assignment (Objectives 1-4)	25%	19 August, 12pm
3	Group Project (Objectives 3-6)	15%	07 October, 12pm
4	Final examination (Objectives 1-6)	50%	TBC

Assessment Topics

Tutorial Activity: You can find these cases in the recommended textbook (*International Marketing*, 4th Asia Pacific Edition by Kotabe, Marshall, Ang, Griffiths, Voola, Roberts, and Helsen, Milton, Queensland: John Wiley & Sons, 2014).

Individual Assessment (2500 words)

Due 19 August

You have been asked to develop a product (can be a service) for sale in India and Poland. Explain and justify what factors decide whether the same product can be marketed in both countries and whether modifications are necessary?

Group Project (3000 words) Maximum 4 students per group

Due 7 October

New Zealand beef exports to Indonesia have fluctuated in recent years, reaching a high in 2010 of 48,823 tonnes. By September 2014, exports to Indonesia had dropped to about 20,000 tonnes of beef. As an expert in Asian culture, your task is to draw up a three-year PRODUCT strategy plan on how to increase beef exports to Indonesia. In addition, your group wanted to look beyond the Indonesian market. Your group is now thinking of the growing middle class consumers in Central and Eastern Europe (Hungary and Poland) or Africa (South Africa and Nigeria). Outline the various strategic entry modes for the Central and Eastern

Europe or Africa market. What are the cultural impediments of marketing beef in Central and Eastern Europe or Africa?

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 21st October – Saturday 12th November (inclusive)

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 Level 1 of Railway West Wing. Late assignments must be date stamped 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 assignments: Assignments received after the deadline (including electronic submissions) will have **10% deducted from the total 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. In addition, files that cannot be opened will be deemed late and incur the same penalties.

Extensions: This is not encouraged. However, in the event of an exceptional 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.

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.

Use of Turnitin

Student work provided for assessment in this course will 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. The lectures will include examples of markets such as Africa, North/South America, Europe and Asia.

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

Additional information or information on changes will be conveyed to via Blackboard.

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.
