

School of Marketing and International Business

## MARK 408 ST: ADVANCED GLOBAL MARKETING

Trimester 2, 2016

### COURSE OUTLINE

#### 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:

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

Course Schedule			
Week	Starting	Lecture topic	Key Activity / Assessment
1	11 July	Introduction and Discussion Examine the economy, political, social and cultural aspects of doing business. To what extent do you agree with the view that the open global market no longer exists but simply consists of closed trading regions within which trade now moves freely? How can resistance to cultural change influence product introduction? Are there any similarities in domestic marketing? Explain, giving examples.	
2	18 July	Practice Topic: Given the cultural sensitivities to ethical dilemmas, can there ever be a global harmonization of ethical business practices in international marketing? Explain how hierarchical societies would instigate corruption among workers? To what extent do the New Zealand exporters adapt to the business practices of their counterparts, bearing in mind these practices might conflict with their home country cultural norms?	
3	25 July	<b>Topic 1:</b> Identify and compare the business ethics of a society of your choice in Asia, Africa, Middle East, Central & Eastern Europe and South America. Why and how do you think understanding the ethical issue of a particular society is	

		important for cross-cultural marketing management?	
4	1 Aug	Seminar and Presentation for Topic 1	45 minutes per speaker (3 speakers per presentation week)
5	8 Aug	<b>Topic 2:</b> Provide at least five reasons why understanding the political environment of the host country is so important. Assume that you have a role as an export adviser and have a client considering exporting consumer products to a country in South America and a country in Central and Eastern Europe. What political and legal factors would you need to consider prior to entering the market, and in designing a marketing plan to operate there?	
6	15 Aug	Seminar and Presentation for Topic 2	45 minutes per speaker (3 speakers per presentation week)
<i>Mid Trimester Break, 22 August – 4 September</i>			
7	5 Sep	<b>Topic 3:</b> Select an economic region. Identify the advantages and disadvantages of pan-regional advertising. How would you manage a pan-regional campaign for a product or service of your choice? A key element of communications for a global company of your choice is maintaining relationships with all its stakeholders. Identify the various stakeholders and prepare an international communications plan to promote the company's values, reputation, and increase its profile.	
8	12 Sep	Seminar and Presentation for Topic 3	45 minutes per speaker (3 speakers per presentation week)
9	19 Sep	<b>Topic 4:</b> How might companies use the internet to increase the competitiveness of their international distribution strategy? Explain why cooperative relationships are so important in this aspect of international marketing operations. Please evaluate the statement: 'Distribution and logistics are increasingly becoming the battleground in international markets as companies see to gain global competitive advantage'. Do you agree/disagree? Give examples.	
10	26 Sep	Seminar and Presentation for Topic 4	45 minutes per speaker (3 speakers per presentation week)
11	3 Oct	<b>Additional Question for class discussion:</b> What are the arguments for and against using price and non-price factors when competing in international markets? What pricing problems might a multinational company face in marketing to less developed countries (select one in Asia, Africa and South America), and how might they be overcome?	Deadline for Last piece of Assignment: 12pm, Oct 3
12	10 Oct	Course Feedback	

### **Trimester Dates**

From Monday 11<sup>th</sup> July to Friday 14<sup>th</sup> October

### **Withdrawal from Course**

1. Your fees will be refunded if you withdraw from this course on or before Friday 22<sup>nd</sup> July 2016.
2. The standard last date for withdrawal from this course is Friday 23<sup>rd</sup> 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**

**Lecturer/Course Coordinator:** Professor Kim Fam  
Office: RH 1106, Rutherford House  
Phone: 04-463-6459  
Email: [kim.fam@vuw.ac.nz](mailto:kim.fam@vuw.ac.nz)  
Office Hours: By Appointment

**Course Administrator:** Katrina Walsh  
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Office Hours: Monday to Friday 9.00am – 4.00pm

### **Class Times and Room Numbers**

Thursday 9:30 – 12:20pm RWW 311

### **Course Delivery**

The course will incorporate weekly workshop and mini case studies, lectures, and student presentation.

### **Readings**

The following journals are a recommended source of information:

Journal of International Marketing	International Journal of Advertising
International Marketing Review	Journal of Advertising
International Business Review	Journal of Advertising Research
Journal of Business Ethics	Journal of International Business Studies
Journal of Business Research	Journal of World Business,
European Journal of Marketing	Asian Journal of Business Research, etc.

### **Mandatory course requirements**

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

1. Attend ALL the lectures, presentations and weekly workshop.
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 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](http://www.victoria.ac.nz/home/study/exams-and-assessments/aegrotat)

### **Expected Workload**

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

### **Assessment**

The Assessment Handbook will apply to all VUW courses: see

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

<b>Assessment Details</b>	<b>%</b>	<b>Learning Objectives</b>	<b>Due</b>
Class Participation	10%	1-4	ongoing
Presentation 1	20%	1-4	weekly
Presentation 2	20%	1-4	weekly
Essay (3500 words)	50%	1-4	12pm, 3 October

### **Class presentations:**

Select two topics from the list shown in the timetable. The duration for each presentation is 30 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.

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%.

### **Essay Question (3500 words)**

Business ethics are moral principles and behaviours of individuals, including the way in which an organisation conducts its business affairs. Business etiquette is a set of manners often upheld by custom and enforced by members of a society in order to provide an environment where members feel comfortable and secure in their social and business interactions. It is often said that success in international business (marketing) is the result of successful relationship.

With reference to your selected country, please identify and describe the characteristics of five business ethics OR five business etiquettes that you believe are central to business relationship building. Explain why and how do gender and age group (Boomers & Generation X or Boomers &

Generation Y) affect the importance of these attributes in a successful business relationship building ie. at the introduction stage?

### **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.

### **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.

### **Student feedback**

Based on students' course feedback, the course should look beyond the Asian markets, hence this year's course will include mini case studies involving Asian, African, South American and European markets.

Student feedback on University courses may be found at [www.cad.vuw.ac.nz/feedback/feedback\\_display.php](http://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 will be posted on the MARK 408 blackboard page.

### **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.

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