

School of Marketing and International Business

MARK 302 INTERNATIONAL MARKETING (DISTANCE)

Trimester One 2013

COURSE OUTLINE

Names and Contact Details

The Course Coordinator, Dr. Daniel Laufer, can be contacted by email:

dan.laufer@vuw.ac.nz.

Your first point of contact should be the course tutors through the online discussion boards on Blackboard.

Trimester Dates

Teaching Period: Monday 4 March – Friday 7 June

Study Period: Monday 10 June – Thursday 13 June

Examination Period: Friday 14 June – Wednesday 3 July (inclusive)

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 15 March 2013.
2. The standard last date for withdrawal from this course is Friday, 17 May. 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.

Class Times and Room Numbers

As this is a distance course, there are no class times.

The final examination for MARK 302 will be held at Victoria University sometime between the dates listed above.

Course Delivery

As this is a distance course, all course content is located on the USB/Flashdrive. The assessment and communication with classmates, tutors and the lecturer are accessed through Blackboard.

USB/Flashdrive

Instructions on how to run the USB/Flashdrive are on the USB/Flashdrive for both Windows and Mac users.

Please be aware that there is a \$20 fee for any replacement course USB/Flashdrive.

Blackboard

Once students are enrolled onto the course, they can navigate around using the left hand panel (main menu).

Group Work

There is no group work in MARK 302 (Distance).

Expected Workload

MARK 302 (Distance) is a 15-point course. In keeping with this, the workload expectations for this course amount to approximately 10 hours of study per week, over the trimester. This will be divided up between video lectures, interactivities, assigned reading, discussion board posting and assignment preparation. It is vital that you meet all compulsory assessments according to established dates and times.

Course Learning Objectives

Upon completion of 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. Formulate recommendations for companies involved in international marketing.

Course Content

As a quick reference, the course is broken down into 10 modules as follows:

MODULE NO	SUBJECT	READING
PART 1:	THE INTERNATIONAL ENVIRONMENT	
1	Introduction to international marketing and course outline	Chap 1
2	Globalisation and the global economy	Chap 9-11
3	The political framework of globalisation	Chap 4
4	Technology and international marketing	Chap 5
5	Culture, society, and international marketing	Chap 3
PART 2:	MARKETING FUNCTIONS AND STRATEGIES	
6	International services marketing	Chap 13
	Environmental and market research	Chap 6
7	Market selection	Chap 2
	Market entry and distribution	Chap 7, Chap 16
8	Global product development	Chap 12
	Branding	
9	Pricing	Chap 14, Chap 15
	Communication in global markets	
10	Integrating marketing strategies; social trends and the future of marketing	Chap 8
	<i>Case study: The marketing of wine – Misha's Vineyard</i>	

Readings

The prescribed textbook for the course is:

Fletcher, R. and Crawford, H. (2011). *International Marketing-An Asia Pacific Perspective* (5th ed.). Pearson Education: Australia. **You must have the 5th edition.**

It is expected that reading of relevant chapters of the text, as on the course outline, will be done prior to commencement of the week's module.

[Victoria Book Centre](#) has copies of the textbook. For more information, you could contact Vic Books either on (04) 463 5515 or enquiries@vicbooks.co.nz.

Materials and Equipment

You will have received a USB/Flashdrive containing course lectures, notes and interactive exercises.

Assessment

Assessment in MARK 302 (Distance) is comprised of weekly compulsory discussion board postings, an essay on cultural differences, a research project, and a final examination. For more details, please refer to the "Assessment" folder in Blackboard

- **Discussion Board Postings** 10%

This is an essential part of the course. Students must contribute to the weekly Discussion Board within the time frames outlined in the assessment folder on Blackboard. Students will only receive credit if their postings fully address the issue/question raised in weekly discussion board.

- **Assignment 1: Essay on Cultural Differences** (2000 word limit)
Due Friday 19th April 8pm (NZ time)
(*Learning Objectives: 2,5*) 15%
- **Assignment 2: Research Project** (3000 word limit)
Due Friday 7th June 8pm (NZ time)
(*Learning Objectives: 2,4,5*) 25%
- **Final examination** TBA Two hours closed book.
(*Learning Objectives: 1-5*) 50%

Penalties

If assignments are submitted late, you will lose 10% per day for each day. In other words, if you score 75% on an assignment, but it is 2 days late, you would lose 20% of 75%, and your final score would be 60%. Assignments received 7 days after the due date will not be marked. Consequently this may jeopardise your ability to pass the course. Note that an extension will only be granted by the course coordinator in unusual circumstances, such as a serious illness or family bereavement.

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.

Finally, there will be penalties associated with late submission of discussion board postings, both through loss of a punctuality mark and potential failure to meet Mandatory Course Requirements, as described below. Postings received after the deadline will have 0.5 mark penalty per day. After 2 days late, a student will not receive a mark for a posting, however it may count towards meeting the mandatory course requirements.

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 subject to checking by Turnitin. Turnitin will retain a copy of submitted materials 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:

14 June – 3 July

To arrange to sit the exam outside of Wellington you need to contact the Commerce Examination Coordinator, Robyn McCallum (robyn.mccallum@vuw.ac.nz). There is a fee associated with this.

Mandatory Course Requirements

- Contribute to **all** 10 compulsory discussion boards, and you must not post late for more than 2 of these discussions;
- Complete both assignments;
- Achieve at least 40% in the final examination.

Communication of Additional Information

For any course content related questions or course administration queries or problems, please first go into the appropriate **Discussion Board**. For unresolved queries relating to the above issues, contact Daniel Laufer, the MARK 302 (Distance) Course Coordinator, email: dan.laufer@vuw.ac.nz.

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.
