

**BMA282/382**  
**International Marketing**  
*Semester 2, 2008*

This unit will be offered in:

**Hobart & Launceston**

The lecturing team responsible will be:

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**<http://www.utas.edu.au/mgmt/student.htm>**

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## Introduction to the Unit

International Marketing focuses on the challenges as well as opportunities of marketing new and existing products in the global marketplace. Marketing techniques employed in the home country may also be applied internationally, but they need to be modified in order to fit the specific needs of international business. Accordingly, allowance has to be made for the different cultural, economic, technological, political and legal environments in each country, and the impact these factors will have on the marketing process, ranging from marketing research to promotional campaigns. The understanding of cross-cultural diversity is important in this respect.

This unit has been structured to follow the marketing activities of a business from the original decision to internationalise through to the planning and implementation stages of marketing internationally. In this unit, the various marketing concepts, such as product development, distribution networks, pricing and promotional methods, are taken into consideration from a cross-cultural perspective. Key variations from home-country marketing are highlighted, and strategies that an international marketer can adopt are examined.

The primary objective of this unit is to enable you to face successfully the challenges and exploit the opportunities of marketing in the increasingly complex global marketplace.

### Enrolment in the Unit

Unless there are exceptional circumstances, students should not enrol in BMA units after the end of week two of semester, as the School cannot guarantee:

- that any extra assistance will be provided by the teaching team in respect of work covered in the period before enrolment; and
- that penalties will not be applied for the late submission of any piece or pieces of assessment that were due during that period.

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## Learning Outcomes

On completion of this unit, you should be able to:

1. Explain the environmental conditions of host markets that impact upon the development of effective international marketing strategies.
2. Analyse international marketing opportunities to identify appropriate market segments and entry strategies.
3. Discuss how the marketing mix needs to be strategically managed in the global marketplace.
4. Reflect on and analyse international marketing problems and apply knowledge of international marketing to suggest feasible solutions.

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## Generic Graduate Attributes

The University has defined a set of generic graduate attributes (GGAs) that can be expected of all graduates (see <http://www.utas.edu.au/tl/policies/index.htm>). By undertaking this unit you should make progress in attaining the following attributes:

- **Knowledge** - being able to research, synthesise and discuss appropriate concepts and strategies associated with the international marketing of goods and services. This is directly linked to all learning outcomes.
- **Communication skills** – clearly articulate in both written and oral form a well researched understanding of specific international marketing issues. This is directly linked to all learning outcomes.

- **Problem-solving skills** – be able to confidently analyse and evaluate international marketing problems and suggest feasible solutions. This is directly linked to all learning outcomes.
- **Global perspective** - through acquiring and reporting information concerning the environmental conditions of international host markets that impact upon the development of effective international marketing strategies. This is directly linked to all learning outcomes.

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## Prerequisites

BMA101 and appropriate base-level for relevant major (e.g. BMA151 or BMA181).

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## Texts

### Prescribed Texts

Kotabe, M., Riege, A., Griffiths, K., Noble, G., Ang, S.H., Pecotich, A., & Helsen, K. 2008. *International Marketing: Second Asia-Pacific Edition*. Australia: Wiley.

### School Publications

Students must obtain the following electronic publications which are available from the School of Management website:

<http://www.utas.edu.au/mgmt/student.htm>

*Writing Assignments: A Guide*

*School of Management Referencing Style*

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## Recommended Reading

The publications listed below are highly recommended for further reading on the topics covered in the unit.

### Books

Albaum, G., Duerr, E., & Strandskov, J. 2005. *International marketing and export management* (5<sup>th</sup> ed.). U.K.: Prentice Hall.

Bradley, F. 2005. *International marketing strategy* (5<sup>th</sup> ed.). U.K.: Prentice Hall.

Cateora, P.R., & Graham, J.L. 2007. *International marketing* (13<sup>th</sup> ed.). N.Y., U.S.A.: McGraw-Hill Irwin.

Czinkota, M.R., & Ronkainen, I.A. 2007. *International marketing* (8<sup>th</sup> ed.). U.S.A.: Thomson, South-Western.

Czinkota, M., Ronkainen, I., & Moffett, M. H. 2005. *International business*. Australia: Thomson-South Western.

Czinkota, M., Ronkainen, I., Sutton-Brady, C., & Beal, T. 2008. *International marketing: Asia-Pacific edition*. Melbourne, Australia: Thomson.

Fletcher, R., & Brown, L. 2008. *International marketing: An Asia-Pacific perspective* (4<sup>th</sup> ed.). Frenchs Forest, NSW: Pearson Education.

Ghuri, P. & Cateora, P. 2006. *International marketing* (2<sup>nd</sup> ed.). Berkshire, U.K.: McGraw-Hill.

Hollensen, S. 2004. *Global marketing: A decision-oriented approach*. Harlow, England: Prentice Hall.

Johansson, J.K. 2003. *Global marketing: Foreign entry, local marketing, & global management* (2<sup>nd</sup> ed.). Boston: Irwin McGraw-Hill.

Keegan, W.J. & Green, M.A. 2005. *Global marketing* (4<sup>th</sup> ed.). U.S.A.: Pearson.

Muhlbacher, H., Leihs, H. & Dahringer, L. 2006. *International marketing: A global perspective* (3<sup>rd</sup> ed.). London, U.K.: Thomson.

Usunier, J. & Lee, J.A. 2005. *Marketing across cultures* (4<sup>th</sup> ed.). U.K.: Prentice Hall.

## **Journals and Periodicals**

Apart from books, you will find it valuable to get into the practice of reading relevant articles from journals and periodicals (including newspapers and magazines).

*Asia Pacific Journal of Marketing and Logistics*

*Australian Financial Review*

*Business Review Weekly*

*European Journal of Marketing*

*Management International Review*

*Journal of Asia Pacific Marketing*

*Journal of International Business Studies*

*Journal of International Marketing*

*Journal of World Business*

*The Australian*

*Thunderbird International Business Review*

## **Websites**

Asia Society: [www.asiasociety.org](http://www.asiasociety.org)

Asian Development Bank: [www.adb.org](http://www.adb.org)

Austrade (Australian Trade Commission): [www.austrade.gov.au](http://www.austrade.gov.au)

Australian Bureau of Statistics: [www.abs.gov.au](http://www.abs.gov.au)

Department of Foreign Affairs and Trade: [www.dfat.gov.au](http://www.dfat.gov.au)

Global Edge: <http://globaledge.msu.edu/>

Organisation for Economic Co-operation and Development: [www.oecd.org](http://www.oecd.org)

The World Bank: [www.worldbank.org](http://www.worldbank.org)

United Nations Conference on Trade and Development: [www.unctad.org](http://www.unctad.org)

World Factbook (CIA): [www.cia.gov/library/publications/the-world-factbook/index.html](http://www.cia.gov/library/publications/the-world-factbook/index.html)

## **Flexible Learning: MyLO**

MyLO software has been incorporated into the delivery of this unit to enhance the learning experience by providing access to up to date course materials and by allowing for online discussion through this web-based environment.

To access MyLO from your own computer you will need the appropriate software, and hardware to run that software. See **Learning Online** <http://uconnect.utas.edu.au/> for computer software you will need.

**Note:** Older computers may not have the hardware to run some of the required software applications. Contact your local IT support person or the Service Desk on 6226 1818 if you experience difficulties. The School of Management has prepared a MyLO Information Sheet which includes access guidelines and contact information. It is available to download as a Word document from the School of Management website: <http://www.utas.edu.au/mgmt/student.htm>

### **Privacy Policy and Notice**

The School of Management takes the utmost care to protect the privacy and security of your personal information and to ensure its accuracy.

If you have any concerns about your privacy in MyLO please contact the lecturer-in-charge of this unit or view the University of Tasmania MyLO Privacy Policy Statement available from the university website on <http://www.utas.edu.au/coursesonline/privacy.htm>.

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## Assessment

In order to pass this unit you must achieve an overall mark of at least 50 per cent of the total available marks. Details of each item of Coursework are provided in the Assignment Topics section.

Method of Assessment	Value	Due Date	Length*
<b>Coursework</b>			
Internal Exam	15 marks	During Lecture time Week 5	60 minutes
Individual Case Study	25 marks	Wednesday 24 <sup>th</sup> September (Week 10)	2200 words <i>maximum</i>
<b>Examination</b>	60 marks	Exam Period	3 hours
Total Marks	100		

\* **Word Limit:** The word count includes such items as headings, in-text references, quotes and executive summaries. It **does not** include the reference list at the end of the assignment.

## Study Week

All undergraduate units offered by the School of Management are scheduled to include a Study Week. The dates for this Semester are shown in the attached Study Schedule.

The purpose of the Study Week is to allow students an opportunity to consolidate their studies thus far, and to research coming assignments.

## Test

### *Format*

A 60-minute test will be implemented during Lecture time in Week 5. Students must answer three (3) short essay questions from a choice of six (6). See Assessment Topics – Internal Exam on page 12 for details of material to be covered.

*This assessment relates to Learning Outcome one.*

## Examination

### *Format*

The final examination will be of three hours duration, preceded by 15 minutes reading time. The examination is worth 60 per cent of your assessment and will be in two parts. Section A will comprise a set of questions about a case study. Section A is worth a total of 30 marks. Section B will comprise three (3) out of five (5) short essay questions, each worth 10 marks. Section B is worth a total of 30 marks. The examination will allow you to demonstrate that you can apply the knowledge gained from your study of international marketing.

*This assessment relates to Learning Outcome three and four.*

### ***Scheduled date and place***

Your final examination for this unit will be held during the scheduled examination period as indicated by Student Administration in correspondence to you.

Examinations will normally be scheduled Monday to Saturday inclusive. Examinations may be held during the day or evening and students should consult the university information which will be made available towards the end of semester.

You are advised to make any necessary arrangements with employers now for time off during examination period to sit this examination. Your participation at the scheduled time is not negotiable unless there are exceptional circumstances.

**Note that you will be expected to sit the examination at your recorded study centre.**

### ***Supplementary Examination***

Except in special circumstances and on the recommendation of the lecturer-in-charge or the Head of School, a student who fails will not be granted a supplementary examination.

## **Special Consideration and Student Difficulties**

If a student is experiencing difficulties with their studies or assignments, have personal or life planning issues, disability or illness which may affect their course of study, they are advised to raise these with their lecturer in the first instance. Students may also contact the Catalyst Officer, who will be able to help in identifying the issues that need to be addressed, give general advice, assist by liaising with academic staff, as well as referring students to any relevant University-wide support services. The Catalyst Officer is located in room 318a in the Commerce Building in Hobart and is contactable by phone on 6226 1916. There is also a range of University-wide support services available including Student Services, International Services and Learning Development. Please refer to the *Current Students* homepage at: <http://www.utas.edu.au/students/index.html>

Should a student require assistance in accessing the Library, visit their website for more information at <http://www.utas.edu.au/library/>

Students who have completed their examinations and who feel that they have been disadvantaged due to illness or other circumstances affecting their study, may fill out a form to request that their lecturer takes this into consideration when marking the examination. Forms should be submitted directly to the relevant school, accompanied by appropriate supporting documentation, as soon as possible after the completion of the examination. Granting of special consideration is at the discretion of the lecturer and school. The relevant form can be found at the following website:

[http://www.studentcentre.utas.edu.au/examinations\\_and\\_results/forms\\_files/index.htm#eits](http://www.studentcentre.utas.edu.au/examinations_and_results/forms_files/index.htm#eits)

Students with a non-English speaking background may be permitted to take a bilingual dictionary into an exam. This dictionary must not be annotated, that is, it must have no notes written in it. In order to use a bilingual dictionary students must request permission from the Student Centre.

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## **Submission of Coursework**

### **Lodging Coursework**

All Coursework must have the School of Management Assignment Cover Sheet and Title Page attached, both of which are available as a blank template from the School of Management website:

<http://www.utas.edu.au/mgmt/student.htm>

**All assignments must include the tutor's name on the assignment Cover Sheets when they are handed in. If this is not done the assignment will not be accepted and therefore marked.**

Please remember that you are responsible for lodging your Coursework on or before the due date. We suggest you keep a copy. Even in the most 'perfect' of systems, items sometimes go astray.

Note that you may also be required to submit an electronic copy of your Coursework. More details of this will be given in Lectures.

*Hobart students:* Lodge in assignment box at room 316, Commerce & Economics Building.

*Launceston students:* Lodge in assignment box beside room A170.

**All coursework must be handed in by 2.00 pm on the due date.**

## **Late Coursework**

### ***Written Work***

Extensions will only be granted on medical or compassionate grounds and will not be granted because of work or other commitments. Requests for extensions should be **made in writing** to the lecturer-in-charge prior to the due date. Medical certificates or other evidence must be attached and must contain information which justifies the extension sought.

Late assignments which have **not** been granted an extension will, at the lecturer's discretion, be penalised by deducting ten per cent of total marks for each full day overdue.

Assignments submitted more than six days late will normally not be accepted by the lecturer-in-charge.

### ***Tests***

Students who are unable to sit a test on medical or compassionate grounds (work or other commitments are not considered 'compassionate grounds') may request that they be permitted to submit alternative Coursework.

Please do not expect a special test to be held for you if you choose to go on holidays or undertake other activities on the scheduled date. If you do need to request alternative Coursework, you should do so in writing to the lecturer-in-charge prior to the due date. Medical certificates or other evidence must be attached and must contain information which justifies the request. The telephone number of the doctor should also be included.

## **Return of Coursework**

Coursework will be returned during classes or it can be collected from the lecturer's or tutor's room at nominated times; it will not be available from the School's offices.

## **Plagiarism**

Plagiarism is a form of cheating. It is taking and using someone else's thoughts, writings or inventions and representing them as your own, for example:

- using an author's words without putting them in quotation marks and citing the source;
- using an author's ideas without proper acknowledgment and citation; or
- copying another student's work.

**If you have any doubts about how to refer to the work of others in your assignments, please consult your lecturer or tutor** for relevant referencing guidelines, and the academic integrity resources on the web at <http://www.utas.edu.au/tl/supporting/academicintegrity/index.html>.

The intentional copying of someone else's work as one's own is a serious offence punishable by penalties that may range from a fine or deduction/cancellation of marks and, in the most serious of cases, to exclusion from a unit, a course or the University. Details of penalties that can be imposed are available in the Ordinance of Student Discipline—Part 3 Academic Misconduct, see <http://www.utas.edu.au/universitycouncil/legislation/ord9.pdf>

**The University reserves the right to submit (or to require you to submit) assignments to online plagiarism detection software, and might then retain a copy of the assignment on its database for the purpose of future plagiarism checking.**

### **Occupational Health and Safety (OH&S)**

The University is committed to providing a safe and secure teaching and learning environment. In addition to specific requirements of this unit you should refer to the University's policy at: [http://www.admin.utas.edu.au/hr/ohs/pol\\_proc/ohs.pdf](http://www.admin.utas.edu.au/hr/ohs/pol_proc/ohs.pdf)

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# **Tutorial Program**

## **Tutorial Questions for Discussion**

Note that the tutorial program does not start until Week 2 of semester.

### ***Week 2—Introduction to International Marketing; Economic and financial environment***

Review question 1 and 5 (Kotabe et al., 2008: 19). Discussion question 5 (Kotabe et al., 2008: 20).

Review question 3 and 4 (Kotabe et al., 2008: 68).

### ***Week 3—Political and legal environment; Cultural environment***

Review question 2 (Kotabe et al., 2008: 112). Discussion question 2 (Kotabe et al., 2008: 112).

Review question 2 and 6 (Kotabe et al., 2008: 149).

### ***Week 4—Understanding international consumers; Segmentation and positioning***

Review question 1 and 8 (Kotabe et al., 2008: 177).

Review question 6 and 8 (Kotabe et al., 2008: 246). Discussion question 1 (Kotabe et al., 2008: 247).

### ***Week 5—International marketing research; Market selection and entry strategies***

Review question 2 and 5 (Kotabe et al., 2008:215). Discussion question 4 (Kotabe et al., 2008: 215).

Review question 2 and 7 (Kotabe et al., 2008: 284).

### ***Week 6—Export and import management***

Review question 2, 4 and 7 (Kotabe et al., 2008: 452). Discussion question 1 and 4 (Kotabe et al., 2008: 452).

### ***Week 7—Application of concepts covered in case study workshop; Consolidation of content***

Discussion question 1 (Kotabe et al., 2008: 68).

Discussion question 1 (Kotabe et al., 2008: 178).

***Week 8—Developing new products and services for international markets; Marketing products and services***

Review question 1 and 2 (Kotabe et al., 2008: 310).

Review question 5 and 6 (Kotabe et al., 2008: 343).

***Week 9—International marketing communication***

Review question 1, 3 and 7 (Kotabe et al., 2008: 385). Discussion question 2 (Kotabe et al., 2008: 385).

***Week 10—Study Week***

***Week 11—Logistics: Sourcing and distribution***

Review question 1, 2, 7, and 8 (Kotabe et al., 2008: 419).

***Week 12—International pricing***

Review question 1, 3, 5 and 6 (Kotabe et al., 2008: 490).

***Week 13—Global marketing strategy; The evolving global marketplace***

Review question 3 and 4 (Kotabe et al., 2008: 522).

Review

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## Assignment Topics

### Internal Exam

*This assessment relates to Learning Outcome one*

**Due Date:** During Lecture time Week 5

**Length:** 60 minutes

**Value:** Total of 15 marks

#### **Key task:**

A 60-minute internal exam will be implemented during the Lecture time in Week 5. Students must answer three (3) short essay questions from a choice of six (6). These questions will be drawn directly from the review questions (*note*: not discussion questions) set for Chapters 1, 2, 3, 4, 5 and 7. These chapters represent the lecture content covered in weeks 1 to 3, and tutorial content covered in weeks 2 to 4. The review questions are specified on page 10 of the Unit Outline.

#### **Important note:**

**NO** alternative internal exam times will be arranged for students unless they are prevented from sitting during the specified time due to medical or compassionate reasons and have documentary evidence to support their request. Absolutely **NO** alternative internal exam times will be made due to work, university or other external commitments.

## Individual Case Study

*This assessment specifically relates to Learning Outcomes two and three*

**Due Date:** Wednesday 24<sup>th</sup> September (Week 10)

**Length:** 2200 words *maximum*

**Value:** 25 marks

You are an International Marketing consultant who has been approached by the following four Tasmanian firms requesting your services. Each firm has experienced success in selling their niche products throughout the Australian market and established a reputation for producing high quality products. Each firm now has excess capital and capacity and their owners believe the time is right to consider expanding into international markets, preferably using an export strategy so as to minimise risk and resource investment.

### **Your Task:**

Choose **ONE** of the fictional Tasmanian firms below as the focus of your assignment. The owners have asked you to prepare a preliminary report based on secondary research which outlines a proposed entry and marketing strategy for one of the firm's product ranges. Therefore, they expect you to draw on your expertise to identify which of their products you believe would have the greatest potential for export success to their chosen market. In addition, they have requested you provide an overall recommendation as to whether you believe a viable opportunity exists for their proposed export initiative, and whether further investment in the development of a full-scale marketing plan is warranted.

- Honey Lips Tasmania – The firm produces a range of high quality cosmetic products with product ranges targeting both the female grooming and baby care categories. All products include Leatherwood honey as a key ingredient. The firm is considering entering into a niche market in the U.S.A.
- Tasmanian Big Cheese – The firm produces a variety of vitamin-enriched specialty cheeses using only the freshest of local Tasmanian ingredients. The firm is considering entering into a niche market in India.
- Tasmanian Divine Designs – The firm produces a range of designer Huon Pine furniture for both office and domestic use and is considering entry into a niche market in Japan.
- TasAbs – The firm produces canned, frozen and fresh abalone and is considering entering a niche market in China.

### **General Guidelines:**

- Using freely available secondary data sources **ONLY** (e.g Internet, newspapers, magazines, industry publications, journals etc.), outline the specific export mode you believe would most suit your chosen firm.
- Based on secondary research outline a tentative marketing strategy for your chosen firm's entry into the specified market. That is:
  - Based on secondary research identify the target market for your chosen firm's product range (carefully consider whether your chosen firm should target end consumers or operate in the business-to-business market).
  - Based on secondary research identify a gap in the market which you believe your chosen firm's product can fill. That is, outline the firm's positioning strategy based on competitor analysis.
  - Based on secondary research into the current uncontrollable environments in the specified country, outline a tentative marketing mix for your chosen firm's entry into the market. That is, use secondary research to identify factors in the uncontrollable environments (Economic and Financial; Political and Legal; Technological or Cultural) of the relevant country to construct a summary of what the marketing mix should look like to suit local conditions.
- Best place to start your research is with the Austrade website looking at the profiled industries within each market: <http://www.austrade.gov.au/Country/default.aspx>

**Your assignment must be handed in before 2.00 pm on the due date.**

# Study Schedule

Semester 2, 2008

Week	Start of Week	Text Chapter	Topic	Due Dates
1	14 July	1 + Appendix & 2	Introduction to International Marketing; Economic and financial environment	Internal Exam during lecture
2	21 July	3 & 4	Political and legal; Cultural environments	
3	28 July	5 & 7	Understanding international consumers; Segmentation and positioning	
4	4 August	6 & 8	International marketing research; Market selection and entry strategies	
5	11 August	13	Export and import management	
6	18 August		Case study workshop	
7	25 August	9 & 10	Developing new products and services for international markets; Marketing products and services	
Mid-Semester Break 1—5 September				
8	8 September	11	International marketing communication	Individual Case Study due Wed 24 <sup>th</sup> Sept
9	15 September	12	Logistics: Sourcing and distribution	
10	22 September		<i>Study Week 22–26 September</i>	
11	29 September	14	International pricing	
12	6 October	15 & 16	Global marketing strategy; The evolving global marketplace	
13	13 October		Case study workshop and review	
Exam Period 25 October–11 November				
A Calendar/Study Planner showing dates is available from School of Management website at <a href="http://www.utas.edu.au/mgmt/student.htm">http://www.utas.edu.au/mgmt/student.htm</a> .				