

**BMA785**  
**International Marketing**

*Semester 2, 2008*

This unit will be offered in:

**Hobart**

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 is an exciting extension of your marketing studies, focusing on the challenge as well as opportunities of marketing new and existing products to the global marketplace. Many marketing skills that you have started to develop may 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 data collection to advertising 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 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 apply are examined with the assistance of various cases and examples.

The primary objective of this unit is to further your marketing skills and to enable you to successfully face 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:

- Demonstrate orally and in writing a clear and deep understanding of marketing issues especially in an international setting.
- Demonstrate effective participation in group discussions on international marketing concepts and issues.
- Apply international marketing knowledge and concepts in specific contexts.
- Develop practical international marketing plans, capable of enactment, and present them for critical evaluation.

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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

- Students will develop an understanding of environmental variables that impact on international marketing.
- Students will develop an understanding of the marketing and management activities peculiar to international organisations.
- Students will develop an understanding of the effects of globalisation on the traditional marketing mix.

- Students will develop an understanding of the use of various technologies, and information technology in particular, in international marketing.
- Students will learn to research, analyse, and synthesise information relevant to international marketing.

#### Communication Skills

- Students will develop oral presentation and group-work skills through the process of developing and delivering a team-based seminar and report.
- Students will be encouraged to communicate effectively using oral and written mediums and to present well-reasoned arguments in a logical and coherent manner.

#### Problem Solving Skills

- Students will learn how to analyse international marketing problems and suggest feasible solutions to them.
- Students will learn how to formulate measurable goals for goods and services delivered internationally.

#### Global Perspective

- Students will gain an understanding of the factors leading to the increased internationalisation of goods and services.
- Students will gain an understanding of the growth and importance of the international marketplace to Australia's economy.

#### Social Responsibility

- Students will be encouraged to act ethically, with integrity and social responsibility, in the development, delivery and evaluation of services.
- Students will develop an appreciation of the new economy on individuals and organisations.

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## Texts

### Prescribed Texts

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

### 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

Adam, S. & Westberg, K. 1998. *Marketing on the internet*. Sydney: Prentice Hall.

- Albaum, G., Duerr, E., & Strandskov, J. 2005. *International marketing and exporting* (5<sup>th</sup> ed.). Harlow, UK: Prentice Hall.
- Bradley, F. 2005. *International marketing strategy* (5<sup>th</sup> ed.). Hemel Hempstead: Prentice Hall.
- Cateora, P. R. & Graham, J. L. 2007. *International marketing* (13<sup>th</sup> ed.) Boston, Mass.: McGraw-Hill/Irwin.
- Czinkota, M., Ronkainen, I. 2004. *International marketing*. Mason, Ohio: Thomson-South Western.
- Czinkota, M. & Ronkainen, I. 2002. *Best practices in international marketing*. Fort Worth: Harcourt. (Launceston only).
- Czinkota, M., Ronkainen, I. & Moffett, M. H. 2003. *International business*. Mason, Ohio: Thomson-South Western.
- Dowling, P.J., & Welch, D. E. 2004. *International human resource management: Managing people in a multinational context* (3<sup>rd</sup> ed.). Brisbane: Thomson.
- Hooley, G., Loveridge, R. & Wilson, D. 1998. *Internationalization process, context and markets*. New York: MacMillan.
- Jain, S.C. 2001. *International marketing management* (6<sup>th</sup> ed.). Cincinnati: South Western. (5<sup>th</sup> ed. available in library.)
- Jeannot, J.P. & Hennessey, H. 1998. *Global marketing strategies* (4<sup>th</sup> ed.). Boston: Houghton Mifflin Company.
- Johansson, J.K. 2000. *Global marketing: Foreign entry, local marketing, & global management* (2<sup>nd</sup> ed.). Boston: Irwin McGraw-Hill.
- Keegan, W. J. 2002. *Global marketing management* (7<sup>th</sup> ed.). Upper Saddle River, NJ: Prentice-Hall. (2007 on order by library.)
- Keegan, W. J. & Green, M. C. 2003. *Global marketing* (3<sup>rd</sup> ed.). Upper Saddle River, NJ: Prentice-Hall. (5<sup>th</sup> ed. available in library.)
- Kotabe, M. & Helsen, K. 1998. *Global marketing management*. New York: John Wiley & Sons.
- Kotabe, M. 2008. *International marketing*. (on order by library.)
- Lovelock, C., Patterson, P., & Walker, R. 2004. *Services marketing: An Asia-Pacific perspective* (3<sup>rd</sup> ed.). Frenchs Forest NSW: Prentice Hall.
- Samli, A.C. & Hill, J.S. 1998. *Marketing globally: Planning and practice*. Lincolnwood, Ill: NTC Business Books.
- Sutton-Bradly, C. 2008. *International marketing*. Brisbane: Thomson Learning.
- Jain, S.C., Clemes, M.D. & Brush, G. 2008. *Marketing management*. South Melbourne, Vic.: Cengage Learning.
- Terpstra, V. & Sarathy, R. 2000. *International marketing* (8<sup>th</sup> ed.). Fort Worth: The Dryden Press. (7<sup>th</sup> ed. in library.)
- Usunier, J. & Lee, J.A. 2005. *Marketing across cultures* (4<sup>th</sup> ed.). Harlow, UK: Prentice Hall.

## **Journals, Periodicals and Web sites**

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 Week*

*Asian Wall Street Journal*

*Australian Financial Review*

*Business Review Weekly*

*European Journal of Marketing*

*Far Eastern Economic Review*

*Management International Review*

*Journal of International Business Studies*

*Journal of International Marketing*

*Journal of Marketing*

*Journal of World Business*

*The Australian*

*The New Straits Times*

*The Straits Times*

*Thunderbird International Business Review*

## **Websites**

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

[www.abs.gov.au](http://www.abs.gov.au)

[www.adb.org](http://www.adb.org)

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

[www.austrade.gov.au](http://www.austrade.gov.au)

<https://www.cia.gov/library/publications/the-world-factbook/index.html>

[www.dfat.gov.au](http://www.dfat.gov.au)

[www.efic.gov.au](http://www.efic.gov.au)

[www.oecd.org](http://www.oecd.org)

[www.unctad.org](http://www.unctad.org)

[www.worldbank.org](http://www.worldbank.org)

[www.wto.org](http://www.wto.org)

[www.bfai.de/EN/Navigation/home/home.html](http://www.bfai.de/EN/Navigation/home/home.html)

## **Online Research Firms**

**ACNielsen:** [www.acnielsen.com.au](http://www.acnielsen.com.au)

**Forrester Research:** [www.forrester.com](http://www.forrester.com)

**Jupiter:** [www.jup.com](http://www.jup.com)

**Gartner Group:** [www.gartner.com](http://www.gartner.com)

**comScore Media Metrix:** [www.comscore.com/](http://www.comscore.com/)

**O'Reilly:** [www.oreilly.com](http://www.oreilly.com)

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## Unit Structure

There will be a one-and-a-half hour seminar and a one-and-a-half hour workshop weekly and other contact times as required. These seminars are a concentrated version of the conventional lecture/tutorial. It is essential that students complete the required reading and study tasks from the unit outline *before* the seminar in order for the seminar to be of real value to your learning. The workshops will cover case studies run by you plus set questions to be prepared, and represent a significant part of the unit's assessable tasks and a student's marks. As such they will reflect your preparedness and active contribution during the workshop. The materials specified in the seminar/workshop program represent the minimum required for study for a unit in a master's degree. Students are expected to do much wider research as well as be open to understand international marketing during their day-to-day activities.

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## 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* at <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>                    |       |                         |                    |
| Individual - Marketing Plan Proposal | 5     | 8 August                | 300 words maximum  |
| Group - Case Study Discussion        | 20    | Ongoing from workshop 2 | 50 minutes maximum |
| Group - Workshop questions           | 15    | Ongoing from workshop 2 |                    |
| Individual - Marketing Plan A        | 35    | 19 September 2008       | 3500 words maximum |
| Individual - Marketing Plan B        | 25    | 24 October 2008         | 2000 word maximum  |
| 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 weekday postgraduate 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.

## Examination

### *Format*

There will be no final examination for this unit. However, the last part of the marketing plan is due for submission on 24 October which is the beginning of the exam period.

### *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 or the Postgraduate Academic Adviser in the first instance. The Postgraduate Academic Adviser can provide assistance with academic issues arising from your studies and identify appropriate support for general

personal issues. The Postgraduate Academic Adviser is located in Room 320b in the Commerce Building in Hobart and can be contacted by phone on 6226 1939.

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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## Seminar & Workshop Program

*Workshop allocation of students will occur in the first seminar which will be in the Social Science building room 209 from 3.30 – 5.00pm Thursday 17 July.*

Included below is a brief description of the topics to be covered in this unit as well as the required and recommended readings. Students must complete the required reading prior to the seminar. Additional readings may be provided as well and you will be directed to read some prior to particular seminars. The recommended readings from other texts and journals will help to clarify and expand on points, as well as introduce new perspectives and applications. All these readings will provide excellent research material for your assignment topics and you should access many of them when writing your assignment essay. If you are not able to locate the journal readings in the library, then you should conduct your own literature search.

N.B. The chapters, case studies and discussion questions are from Fletcher and Brown (2008) unless otherwise specified.

### ***PART 1: ENVIRONMENTAL ANALYSIS OF INTERNATIONAL MARKETS***

#### **17 July**

##### ***Seminar 1: The rationale for international marketing. International economic & financial environment.***

In this seminar we will introduce the complexities of international marketing, and how this business activity differs from domestic marketing. With the gradual decrease in international trade barriers such as tariffs and quotas, as well as improvements in technology many small to medium sized enterprises are finding overseas markets to be lucrative. Within this arena we will consider the various economic factors that the international marketing firm needs to consider and analyse before making an investment decision related to marketing goods and services to that nation.

##### ***Required reading***

- Read Chapter 1.
- Read Chapter 2.

##### **Recommended Reading for seminars 1 and 2:**

Ang, Leong, & Kotler, The Asian apocalypse: Crisis marketing for consumers and businesses. In Czinkota & Ronkainen (2002).

Cateora & Graham (2002), chapters 1 to 7.

Keegan & Green (1997), chapters 2 to 6.

Tse. Chinese consumer market: The right way to achieve profitable growth. In Czinkota & Ronkainen (2002).

##### ***Workshop: Groups for case studies***

#### **24 July**

##### ***Seminar 2: Cultural, political and legal ramifications of internationalisation.***

As well as economic factors the international marketer must appreciate the many facets and complexities associated with foreign nations' cultures, to remove any assumptions or stereotypes the marketing firm has about a particular nation and its people. Irrespective of whether the international marketing firm plans to simply export from its domestic base or to commence manufacturing and distribution overseas, some analysis of the legal and political environment of the foreign country is mandatory.

##### ***Required reading***

- Read Chapter 3.
- Read Chapter 4.

***Workshop 1: Discussion Questions 4 and 5 Chapter 1, 4 and 5 Chapter 2. Case Study 1 or 2.***

**31 July**

***Seminar 3: Technology and environmental variables.***

For many firms, especially small firms, it is the Internet, arguably the core of the information revolution, that has made it easier to promote their wares and seek overseas consumers. This presence not only allows the marketer to promote their offerings, but solicit sales orders, confirm despatch of ordered items and generate invoices. For the consumer, the information revolution means access to global brands at competitive prices from anywhere in the world.

***Required Reading***

- Read Chapter 5.

***Workshop 2: Discussion Questions 4 and 7 Chapter 3, 5 and 10 Chapter 4. Case Study 3 or 4.***

***PART 2: INTERNATIONAL MARKETING PLANNING PROCESS***

**7 August**

***Seminar 4: Researching international markets. Globalisation.***

In the first part of this seminar we will deal with the need for gathering useful marketing information from overseas countries. We will compare and contrast the process associated with conducting market research overseas with domestic market research. The second part of the seminar is concerned with globalisation from an Australasian perspective. It provides a framework for looking at global strategy. It also ascertains the benefits and costs of globalisation and the phases involved in moving to a global marketing program. As of late no Australian company has developed a large global brand. In comparison with other countries Australia has been somewhat slow to develop a real global presence. The one exception is NewsCorp. This said, it is necessary to understand globalisation in terms of what global competitors are doing and how they can impact on Australian companies.

***Required Reading***

- Read Chapter 6.
- Read Chapter 11.

***Workshop 3: Discussion Questions 1, 4, 7 and 8 Chapter 5. Case Study 4 or Part A.***

**14 August**

***Seminar 5: International market selection and entry. Exporting.***

The seminar will focus on the complexities associated with selecting international market entry methods. Firms wishing to enter an international market for either the first or subsequent occasion are faced with two important questions. Firstly, which of the vast array of overseas markets should the firm enter, and secondly, how best to enter that market. The appropriate market entry method will largely depend on a number of factors such as the firm's level of experience in international marketing, the characteristics of the market (state of the economy, legal system found overseas, technology available, infrastructure, etc.), and the amount of resources (eg. time, money, people) available.

***Required Reading***

- Read Chapter 7.
- Read Chapter 8.

Recommended Reading:

Dhawan, Mangaleswaran, Padhi, Sankhe, Schween, & Vaish, The Asian difference in B2B. In Czinkota & Ronkainen (2002).

Keegan & Green (1997) chapters 7, 8, 9 & 10.

Peterson & Malhotra, Country segmentation based on objective quality-of-life measures. In Czinkota & Ronkainen (2002).

***Workshop 4: Discussion Questions 3 and 6 Chapter 6, 4 and 10 Chapter 10. Case Study 6 or 11.***

### **PART 3: INTERNATIONAL MARKETING STRATEGY**

#### **21 August**

***Seminar 6: Competitive position. International marketing strategies.***

The old adage of “failing to plan means planning to fail” could not be truer in international marketing. With different competitive environments, different consumer needs, different opportunities to embrace or business problems to solve, the role of marketing planning takes on a different dimension. We will explore those dimensions with a view to preparing a feasible plan that guides the firm through the difficult waters of international trade. Of course, you will already have used this material for your presentations and essay.

Later we will consider the importance that competitive advantage has on a firm’s international marketing effort and how it is vital to consider a company’s competitive position within its market. The models used for determining competitive advantage and competitive position will be useful in your assignment work as well as being generally useful strategy tools.

***Required Reading***

- Read Chapter 9.
- Read Chapter 10.

Recommended Reading:

Cateora & Graham (2002), chapters 11 & 19.

Czinkota & Kotabe, Entering the Japanese market. In Czinkota & Ronkainen (2002).

Keegan & Green (1997) chapters 11, 12 & 17.

***Workshop 5: Discussion Questions 4 and 6 Chapter 7, 3 and 5 Chapter 8. Case Study 7 or 8.***

#### **28 August**

***Seminar 7: Relationships, networks and strategic alliances.***

This seminar focuses on the big picture of relationships and networks. These are a crucial part of conducting international trade or marketing activity in some parts of the world, especially in parts of Asia where the distinction between a social friend and a business associate is not as distinct as it may be in parts of the Western world. This leads into the area of marketing projects overseas, especially in the Asia-Pacific region.

***Required Reading***

- Read Chapter 12.

***Workshop 6: Discussion Questions 6 and 7 Chapter 9, 3 and 6 Chapter 10. Case Study 9 or 10.***

## **PART 4: INTERNATIONAL MARKETING IMPLEMENTATION**

### **11 September**

#### ***Seminar 8: Modifying products for overseas markets. Marketing services overseas.***

This seminar will focus on some of the key issues associated in preparing your international product offering, be it a good or service. Product decisions in an international context may be influenced by differing quality standards, by legal impediments and by cultural factors. International marketers place a great deal of importance on their product decision. The marketing of services domestically has traditionally been different from the marketing of tangible goods because of the nature and characteristics of services. When this fact is considered in an international context, the dimensions of services marketing take on a slightly broader perspective.

The second part of the seminar is concerned with price - the only marketing mix element that generates profit. In an international context this takes on a different dimension because of the different environments in which the product is priced. Pricing in an international context has idiosyncrasies and complexities that require additional attention than those in the domestic environment.

#### ***Required Reading***

- Read Chapter 13.
- Read Chapter 14.

#### **Recommended Reading:**

Cateora & Graham (2002), chapters 12 & 13.

Govindarajan & Gupta, Taking Wal-Mart global: Lessons from retailing's giant. In Czinkota & Ronkainen (2002).

Keegan & Green (1997), chapters 13 & 14.

Moore & Birkinshaw, Managing knowledge in global service firms: Centers of excellence. In Czinkota & Ronkainen (2002).

Rifkin, Mach 3: Anatomy of Gillette's latest global launch. In Czinkota & Ronkainen (2002).

Stauss & Mang, "Culture Shocks" in Inter-cultural service encounters. In Czinkota & Ronkainen (2002).

#### ***Workshop 7: Discussion Questions 1, 2, 3 and 6 Chapter 21. Case Study 12 or Part C.***

### **18 September**

#### ***Seminar 9: Promotion in international marketing.***

The role that promotions plays in international marketing is the same as it does in domestic marketing, that is, communications with audiences to achieve desired outcomes. The international marketer has a number of communication strategies available to them to reach their intended audience overseas. In this seminar we will consider how an international marketing firm uses these strategies either in isolation or as part of an integrated marketing communications mix.

#### ***Required Reading***

- Read Chapter 15.

#### **Recommended Reading**

Alden, Jan-Benedict Steenkamp, & Batra, Brand positioning through advertising in Asia, North America, and Europe: The role of global consumer culture. In Czinkota & Ronkainen (2002).

Cateora & Graham (2002), chapter 17.

Keegan & Green (1997), chapter 16.

#### ***Workshop 8: Discussion Questions 3 and 7 Chapter 13, 3 and 4 Chapter 14. Case Study 13 or 14.***

## 25 September

*Seminar 10 – No seminar – School of Management study week.*  
*Workshop 9 – No workshop*

## 2 October

*Seminar 11: International pricing for profit.*

Price is the only marketing mix element that generates profit. In an international context this takes on a different dimension because of the different environments in which the product is priced. Pricing in an international context has idiosyncrasies and complexities that require additional attention than those in the domestic environment.

***Required Reading***

- Read Chapter 16.

Recommended Reading:

Cateora & Graham (2002), chapter 18.

Stittinger, Strategic export pricing: A long and winding road. In Czinkota & Ronkainen (2002).

*Workshop 10: Discussion Questions 1, 4, 5 and 10 Chapter 15. Case Study 15.*

## 9 October

*Seminar 12: Effective distribution overseas.*

One of the more difficult problems facing the international marketer is to select, manage and motivate its distribution channel members in overseas countries. The second part of this seminar introduces the important role that distribution plays in the international marketing effort of a firm.

***Required Reading***

- Read Chapter 17.

Recommended Reading

Cateora & Graham (2002), chapter 17.

Gould, Lerman, & Grein, Agency perceptions and practices on global IMC. In Czinkota & Ronkainen (2002).

Honeycutt, Ford, Lupton, & Flaherty, Selecting and training the international sales force: Comparison of China and Slovakia. In Czinkota & Ronkainen (2002).

Keegan & Green (1997), chapter 16.

*Workshop 11: Discussion Questions 1, 2, 4 and 5 Chapter 16. Case Study 16.*

## ***PART 5: CONTEMPORARY ISSUES IN INTERNATIONAL MARKETING STRATEGY***

## 16 October

*Seminar 13: Incorporating international trade relations into overseas marketing. Electronic commerce.*

***Required Reading***

- Read Chapter 18.
- Read Chapter 19.

*Workshop 12: Discussion Questions 1, 3, 5 and 7 Chapter 16. Case Study 17 or Part D.*

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## Assignment Topics

### Workshop - Case Study Discussion

|                  |                    |
|------------------|--------------------|
| <i>Due Date:</i> | Ongoing            |
| <i>Value:</i>    | 20 marks           |
| <i>Time:</i>     | 50 minutes maximum |

In the first seminar (Week 1) you will be organised into presentation groups of approximately three or four students each. During the semester each group will be required to lead the seminar discussion for **ONE** case study (from Fletcher & Brown (2008) as specified in the Seminar & Workshop Program or in agreement with your lecturer) of approximately 50 minutes during the weekly workshop. The lead group is expected to have carefully read and discussed the case study as well as having done some reasonable, but limited, research. The group is not expected to simply present the answers to the case study question to the other students but rather to provide insights and draw conclusions as to “theory in action”. The case discussion has a maximum of 50 minutes allowed although some cases may need less than this. How the workshops are organised is entirely up to the lead group, bearing in mind the time limitation, since the seminar is for student learning. The lead group should encourage participation of all the class in the case discussion. An assessment sheet with marking criteria will be made available so that the basis of the marking is understood. It is not expected that the lecturer will be an active participant unless the discussion is stalled or gets off the topic.

All students are asked to come to workshops prepared to analyse the case study. A group’s ability to do well in the case study will be as much dependent on other students having thought about the case study as on their own preparation to lead the discussion. This is a reciprocal arrangement – if you are not prepared to participate in the case study discussion you cannot expect your fellow students to participate when you lead the case study.

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## Assignment Topics

### Assignment – Discussion Questions from Fletcher and Brown (2008)

*Due Date:* Ongoing in Workshops.

*Length:* Up to 5 minutes per question

*Value:* 15 marks

The questions for each workshop's Discussion Questions section are specified in the Seminar and Workshop Program. Four (4) questions are specified for each workshop and students should prepare for these each week. If you attend the workshop it is expected that you have prepared for the Discussion Questions and if called upon you will be expected to verbally provide an answer of no more than 5 minutes duration although you will not be called upon every week. Students will be randomly selected each week and you would not expect to be called upon to answer one of the Discussion Questions more than four times in the semester. You cannot be assessed to receive marks if you are absent from the workshop.

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## Assignment Topics

### Assignment – Marketing Plan Proposal: Individual Essay

*Due Date:* Individual Essay due 2.00 p.m., 8 August 2008.

*Length:* Individual Essay: 300 words maximum

*Value:* Individual Essay: 5 marks

This is the compulsory lead task for the major marketing plan assignment. The major task is to prepare a 5500 word marketing plan (3500 words Plan A, 2000 words Plan B) to launch a chosen Australian firm's product or service to one country in the Asia-Pacific region (which can also include the Middle and Far East – a very Euro-centric term) in which it is not currently sold. This assignment is to submit a short (300 words) justification to get approval for the firm and the product to be used in the marketing plan assignment. It does not require academic referencing but must have a basis in reality. The product or service can be an existing one or, if currently non-existing, then one capable of being produced in Australia. The country of destination must be in the Asia-Pacific region (including India). A useful starting point for information is Country Insights at <http://globaledge.msu.edu/>.

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## Assignment Topics

### Assignment – Marketing Plan A: Individual Essay

*Due Date:* Individual Essay due 2.00 p.m., 19 September 2008.

*Length:* Individual Essay: 3500 words maximum

*Value:* Individual Essay: 35 marks

The task is to prepare a written marketing plan to launch a chosen Australian firm's product or service based on your Marketing Plan proposal. The product and country of destination will have already been decided by your proposal and this written report (Marketing Plan A), due on 19 September, should be in the form of a marketing plan – a template of a marketing plan and an example will be made available on MyLO. Parts II to V of the plan will include a situational analysis, a SWOT analysis, goals and objectives and strategies. It will also serve as the lead into the Marketing Plan B assignment.

The plan is an individually written business report which, however, is still expected to be academically referenced. This plan is meant to represent an individual effort, and so, please do not share your plan with your other workshop members as this can inadvertently lead to plagiarism. Please ensure that you have provided a marketing plan that would be sustainable in the "real-world" situation. A useful starting point for information is Country Insights at <http://globaledge.msu.edu/>.

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## Assignment Topics

### Assignment – Marketing Plan B: Individual Essay

*Due Date:* Individual Essay due 2.00 p.m., 24 October 2008.

*Length:* Individual Essay: 2000 words maximum

*Value:* Individual Essay: 25 marks

The task is to complete the Marketing Plan begun with the Marketing Plan proposal, and extended in Marketing Plan A assignment. You will be expected to review parts IV and V (goals and objectives, marketing strategies) of Plan A after Plan A has been marked, and to incorporate these into the Plan B assignment. Plan B will consist of parts IV to VII of the marketing plan template, ie. goals and objectives, marketing strategies, marketing implementation and evaluation and control. This final part of your marketing plan is due on 24 October and marks the last piece of assessment for this unit.

Again, the plan is to be individually written and academically referenced. Although you are encouraged to discuss your ideas with other students please do not share your plan as this can inadvertently lead to plagiarism. This part of your marketing plan must also be sustainable in the “real-world” situation.

## Study Schedule

Semester 2, 2008

| Week   | Date         | Text Chapter | Topic  | Due Dates                            |
|--|--------------|--------------|--|--------------------------------------|
| 1  | 17 July      | 1 & 2        | The rationale for international marketing. International economic & financial environment.       | Marketing plan proposal due 8 August |
| 2  | 24 July      | 3 & 4        | Cultural, political and legal ramifications of internationalisation.                             |                                      |
| 3  | 31 July      | 5            | Technology and environmental variables.  |                                      |
| 4  | 7 August     | 6 & 11       | Researching international markets. Globalisation.  |                                      |
| 5  | 14 August    | 7 & 8        | International market selection and entry. Planning for IM. Exporting.                            |                                      |
| 6  | 21 August    | 9 & 10       | Competitive position. International marketing strategies.  |                                      |
| 7  | 28 August    | 12           | Relationships, networks and strategic alliances.   |                                      |
| Mid-Semester Break 1—5 September   |              |              |  |                                      |
| 8  | 11 September | 13 & 14      | Modifying products for overseas markets. Marketing services overseas.                            | Marketing Plan A due 19 September    |
| 9  | 18 September | 15           | Promotion In international marketing.  |                                      |
| 10   | 25 September |              | <i>School of Management Study Week</i>   |                                      |
| 11   | 2 October    | 16           | International pricing for profit.  |                                      |
| 12   | 9 October    | 17           | Effective distribution overseas.   |                                      |
| 13   | 16 October   | 18 & 19      | Incorporating international trade relations into overseas marketing. Electronic commerce. Review |                                      |
| Marketing Plan A due 24 October  |              |              |  |                                      |
| 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> . |              |              |  |                                      |