

**BMA282/382**  
**International Marketing**

*Semester 2, 2009*

This unit will be offered in:

**Hobart & Launceston**

The lecturing team responsible will be:

**Mr Stuart Crispin (Unit Coordinator)**

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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:

- Explain the environmental conditions of host markets that impact upon the development of effective international marketing strategies.
- Analyse international marketing opportunities to identify appropriate market segments and entry strategies.
- Discuss how the marketing mix needs to be strategically managed in the global marketplace.
- 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 Text

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*

*Referencing Style Manual*

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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)

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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** <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.

### 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 Unit Coordinator 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>			
Online Tests	10 marks	9 October	10 questions / 10 minutes
Essay	15 marks	14 August	1500 words
Article Critique	15 marks	18 September	1500 words
<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.

## Examination

### *Format*

The final examination will be of three hours duration. The examination is worth 60 per cent of your assessment and will be in two parts.

Part A will comprise a set of questions about a case study and is worth a total of 20 marks. Students will be provided with the case study prior to the examination period. Students will also be permitted to take a country profile briefing sheet into the final exam. The country profile briefing sheet will contain information about the economic and financial, socio-cultural, political-legal, and demographic environments in the BRIC countries (Brazil, Russia, India and China). The country profile briefing sheet must be no longer than one double-sided A4 page. It must be word processed, using 12 point font *Times New Roman* with single-line spacing. Students will only be permitted to use 'common' abbreviations and acronyms in their briefing sheet.

The country profile briefing sheet must be submitted electronically through MyLO for final approval by the Unit Coordinator no later than Friday 2 October 2009. Once approved, the briefing sheet will be returned to you through MyLO. ***No further changes can be made to this document once it has been returned.*** You must leave your copy of briefing sheet with the final exam paper. Students who do not leave their copy of the briefing sheet with the final exam will get zero marks for the case study. Similarly, any students who are found to have altered their briefing sheet after final approval will get zero marks for the case study.

Part B requires you to complete 4 essay questions from a list of 6 essay questions. Each essay will be worth 10 marks, with Part B worth a total of 40 marks. Essay topics will be drawn from the following weeks:

- Week 1: Introduction to International Marketing.
- Week 5: Understanding International Consumers; segmentation and Positioning.
- Week 9: Developing Products for International Markets.
- Week 10: International Marketing Communication and Pricing.
- Week 11: Logistics – Sourcing and Distribution.
- Week 12: Global Marketing Strategy and the Evolving Global Marketplace.

The best preparation for Part B of the exam is consistent work throughout the semester, together with completion of the tutorial questions.

### *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 Unit Coordinator 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 Student Adviser, 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 Student Adviser is located in room 318a in the Commerce Building in Hobart and is contactable by phone on 6226 1916. In Launceston the Student Adviser is located in room A168 in Building A and is contactable by phone on 6324 3312. 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 be submitted with 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>) and the MyLO homepage for this unit.

**All assignments must include the tutor's name on the assignment Cover Sheets when they are submitted. 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.

***You are required to lodge your coursework through the relevant assessment drop boxes in MyLO – no 'paper' copies of coursework should be submitted for this unit.***

**All coursework must be handed in at 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 Unit Coordinator 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 Unit Coordinator.

### ***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 Unit Coordinator 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. Coursework may also be returned electronically through MyLO.

## **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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## Communication

So how do you find out important information about this unit? In addition to the unit outline, we will communicate important information to you through Lectures and the Announcements section of MyLO. Therefore, it is important that you check the MyLO site for this unit regularly.

If you would like to talk to us (we would love to hear from you), then you can either send us an email or make an appointment to see us during our consultation times. *To email us, you should use the mail function in MyLO.* This will enable us to check the one source for all student queries. We will regularly check our MyLO mail, and endeavour to get back to you within two working days.

If you would like to see a member of the teaching team in person, then you can come and see us in our consultation times for this unit. *We will only see students outside these times by appointment.* You should also check the consultation times for your specific tutor.

Finally, all requests for extension must be made in writing to the Unit Coordinator (Stuart Crispin).

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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*

1. Compare and contrast international trade, intra-firm trade, and international business.
2. In your own words, define the concept of globalisation. What do you believe have been the main drivers of globalisation? What are the impacts of globalisation for the physical environment, individuals, socio-cultural systems, and nation states?
3. Outline and discuss the stages in the evolution of international and global marketing. How do these stages differ in orientation, approach to product planning, and marketing mix decisions?
4. Compare and contrast the major theories of international trade and the multinational organisation. How do these theories help to explain the growth of international business?

### *Week 3—The global economic and financial environment*

1. Outline and discuss the development of the General Agreement on Trade and Tariffs (GATT) and the World Trade Organisation (WTO). What are the main functions of the WTO in the global economic system?
2. Why are regional economic agreements important to trade development? Compare and contrast the major types of regional economic agreements in use today.
3. Outline and discuss the role and function of the International Monetary Fund (IMF) and the World Bank within the global economic system.
4. Currency exchange is major issue for international business. What are the advantages and disadvantages of fixed and floating exchange rates? What functions do foreign exchange markets perform? What are the major factors influencing the value of a floating exchange rate? How does monetary union overcome the issues associated with foreign currency exchange?

#### *Exam Preparation Exercise:*

Using sources such as the Economist, the CIA World Fact Book, Austrade and the World Trade Organisation (WTO) develop a comparative economic profile of Australia, India, China, Russia and Brazil. In your profile you should include information about economic growth rates, GDP per capita, income distribution, purchasing power parity (hint – look at either the *Economist Big Mac Index* or the *Commsec iPod Nano Index*), major domestic and trade industries, and current accounts balance. Which of these countries do you think has the most attractive market? Why?

### *Week 4—The global political and legal environment*

1. Compare and contrast communism, capitalism and socialism. How do these political ideologies impact upon the structure and function of governments?
2. Governments of nation-states can help and hinder international marketing opportunities. Outline and discuss the different government policy areas linked to international marketing. Provide examples of the policy instruments governments can use to help and hinder international marketing?
3. Outline and discuss the different tariff and non-tariff barriers that a government can use as barriers to international trade.
4. Outline the major types of legal systems found globally, and the major civil/commercial law issues confronting businesses operating globally.

#### *Exam Preparation Exercise:*

Using sources such as the Economist, the CIA World Fact Book, Austrade and the World Trade Organisation (WTO) develop a comparative political profile of Australia, India, China, Russia and Brazil. In your profile

you should include information about the structure of government (ideology, political parties, and parliamentary system), major government policy areas (monetary, fiscal, trade, foreign investment, income, sectoral), levels of government and business corruption (hint – have a look at *Transparency International*), and property rights laws (copyright, trademarks and intellectual property rights). Which of these countries has the most attractive political and legal environment? Why?

### ***Week 5—The impact of demographic and socio-cultural differences on international marketing***

1. Why are demographics such an important issue for international marketers? What is meant by the statement ‘*demographics are destiny*’?
2. What is culture and why is it important? What are some of the major elements of culture, and how do these elements impact upon international marketing? Use examples to support your answer.
3. Compare and contrast high-context and low-context cultures. What are the implications of these differences for marketers?
4. Outline and discuss Hofstede’s Cultural Classification Scheme and the World Values Survey (WVS). How can you use these models of cross-cultural comparison in the development of our international marketing strategies?

#### *Exam Preparation Exercise:*

Using sources such as the Economist, the CIA World Fact Book, Austrade and the World Trade Organisation (WTO) develop a socio-cultural profile of Australia, India, China, Russia and Brazil. In your profile you should include information about the demographics of the countries (age profiles, gender breakdown, literacy levels, and fertility rates), dominant cultural elements (for example language, religion, social interactions, aesthetic values, value systems, and material life), degree of cultural diversity and ethnic tolerance, and social structure (family structure, role of men and women, attitudes towards the individual and group). Which of these countries has the most attractive socio-cultural environment? Why?

### ***Week 6—Understanding international consumers; segmentation and positioning***

1. Compare and contrast standardisation and customisation of marketing strategies? How can a strategy of ‘glocalisation’ help achieve the best of both approaches?
2. Outline and discuss the drivers of consumer behaviour in international markets. How do these drivers impact upon our decisions about standardisation and customisation of marketing strategies?
3. What factors are contributing to the emergence of a global consumer culture? Do you believe such a culture will continue to develop in the coming years? Why or why not?
4. Discuss the different approaches to international market segmentation. What are the different bases that can be used to segment international markets?
5. Compare and contrast uniform and localised positioning strategies. What is meant by global consumer culture positioning, local consumer culture positioning, and foreign consumer culture positioning? Provide examples of where these cultural positioning approaches have been used.

### ***Week 7—Study Week (No Tutorials)***

### ***Week 8—Market selection and entry strategies***

1. What are the steps in the market selection and entry process? What issues would marketing managers need to consider at each stage of this process?
2. Outline and discuss the internal and external criteria a firm may use when choosing a mode of market entry.
3. Compare and contrast the different modes of market entry that may be used by businesses. What are the advantages and disadvantages of each approach for businesses?
4. Discuss the issues associated with the timing of market entry. What factors lead to greater success in our market entry decisions?
5. Outline and discuss the reasons for market exit. What are the risks for firms who choose to exit a market?

### ***Week 9—Export and import management***

1. Outline and discuss the factors a business should consider when organising for exporting.
2. What are direct and indirect exporting? What are the advantages and disadvantages of each approach? What are the different forms of direct and indirect exporting that may be used by a business?
3. Outline and discuss the stages in the model of import buyer behaviour. Use an example to support your answer.
4. What are the major issues a firm must consider when managing their export activities?
5. What is a grey market and how do they occur? What strategies could a firm use to avoid grey markets from occurring? Use examples to support your answers.

### ***Week 10—Developing new products and services for international markets; Marketing products and services***

1. What are some of the reasons for adopting a standardised product strategy for international markets? What are some of the potential problems associated with a standardised product strategy?
2. What are the factors that influence the diffusion of products in foreign markets?
3. What are the four different product line strategies that a firm may use in foreign markets? What factors influence the composition of international product lines?
4. What is product piracy and why is it a major issue in international marketing? What can a business do to overcome product piracy?
5. Outline and discuss the major issues a firm must consider when developing their international branding strategy.

### ***Week 11—International marketing communication and pricing***

1. Outline and discuss the factors that make international advertising more difficult than domestic advertising.
2. What are the reasons for standardising marketing communications (such as advertising) across markets? What are some of the barriers a firm may face in trying to standardise their marketing communications across markets?
3. Outline and discuss the three approaches to advertising copy in international markets.
4. What is price escalation and why does it occur in international marketing? What can a firm do to overcome the issue of price escalation?
5. What is meant by price coordination? What factors determine the degree to which prices should be coordinated across markets? What strategies can a firm use to help coordinate prices across markets?

### ***Week 12—Logistics: sourcing and distributions***

1. What is international logistics and why is it important? What are the factors that make international logistics more complex?
2. Discuss the advantages and disadvantages of the main modes of international transportation. How does intermodal transportation improve the efficiency and effectiveness of international distribution?
3. Outline and discuss the reasons why businesses adopt an international sourcing strategy. What are the main sourcing strategies available to a business?
4. How can a firm leverage the global value chain to maximise efficiency and effectiveness in their marketing activities?
5. How is technology changing the nature of international logistics?

***Week 13—Global marketing strategy and the evolving global marketplace***

1. What is a global strategy and what drives a firm to consider using such a strategy? What are the elements of a global strategy? What benefits does a global strategy bring to a business?
2. Outline and discuss the factors that limit the success of a global marketing strategy?
3. Compare and contrast the different generic approaches to a global marketing strategy? What role does the SWOT analysis play in helping determine the appropriate global marketing strategy?
4. What are some of the main drivers of change in the global marketing environment? How should international marketers respond to these changes? Use examples to support your answers.
5. Do you believe we will see the emergence of truly global market segments in the next 100 years, or will regional and local differences persist?

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## Assessment Items

### Assessment Item One—Online Tests

**Due Date:** All tests must be completed by 5.00pm, Friday 9 October 2009

**Length:** 10 minutes

**Value:** 10 marks

You are required to complete 5 online tests for this unit. Each test will contain 10 multiple-choice questions. These tests will cover the topics outlined in the table below. These questions are designed to test your understanding of key international marketing concepts. *The tests will be available from Friday 31 July, 2009.*

You will have ten minutes to complete the test, and you will be penalised if you exceed this time limit. You are only permitted *one* attempt at each test. Tests should be completed independently, without the assistance of your textbook or other students. Your final mark for this piece of assessment will be an average of your scores across the 5 tests.

<b>Test</b>	<b>Topic</b>	<b>Chapters</b>
1	Week 1: Introduction to International Marketing. Week 2: The Global Economic and Financial Environment.	1 & 2
2	Week 3: The Global Political and Legal Environment. Week 4: The Impact of Demographic and Socio-cultural Differences on International Marketing,	3 & 4
3	Week 5: Understanding International Consumers; Segmentation and Positioning. Week 6: Market Selection and Entry Strategies.	5, 6, 7 & 8
4	Week 8: Export and Import Management. Week 9: Developing Products for International Markets.	9, 10 & 13
5	Week 10: International Marketing Communications and Pricing. Week 11: Logistics: Sourcing and Distribution.	11, 12 & 14

To complete the test you will need to log into the MyLO site for this unit using your UTAS username and password. Next, click on the Online Tests icon on the unit homepage. This will take you through to the test. Follow the prompts to complete the test. If you experience difficulty completing the test then please contact Stuart Crispin.

## Assessment Item Two—Essay

**Due Date:** Friday 14 August, 2009

**Length:** 1500 words

**Value:** 15 marks

For this assessment item you are required to write a short essay (1500 words) addressing the following question:

*What is meant by the concept of globalisation? What factors have contributed to the growth in globalisation? How do you believe globalisation impacts upon Australian businesses and consumers?*

This assignment should be answered in an essay format, with an introduction, body, and conclusion. Examples can be used to support your answers. There is no requirement for a table of contents for this assignment. Students are expected to use a minimum of eight (8) academic references to answer this question. A copy of the assessment marking criteria is available through MyLO.

## Assessment Item Three—Journal Article Critique

**Due Date:** Friday 18 September, 2009

**Length:** 1500 words

**Value:** 15 marks

For this assessment item you are required to write a critique of *one* of the journal articles listed below:

Balabanis, G. & Diamantopoulos, A. 2008. Brand origin identification by consumers: a classification perspective. *Journal of International Marketing*, 16 (1): 39-71.

Cleveland, M., Laroche, M., & Papadopolous, N. 2009. Cosmopolitanism, consumer ethnocentrism and materialism: an eight-country study of antecedents and outcomes. *Journal of International Marketing*, 17 (1): 116-146.

Dimofte, C. V., Johansson, J. K., & Ronkainen, I. A. 2008. Cognitive and affective reactions of U.S. consumers to global brands. *Journal of International Marketing*, 16 (4):113-135.

Nijssen, E. J. & Douglas, S. P. 2008. Consumer world-mindedness, social-mindedness, and store image. *Journal of International Marketing*, 16 (3):84-107.

Strizhakova, Y., Coulter, R. A., & Price, L. L. 2008. Branded products as a passport to global citizenship: perspectives from developed and developing countries. *Journal of International Marketing*, 16 (4): 57-85.

### **Your Task:**

You are required to critically analyse the content and usefulness of your chosen article. Your critique should have three sections. The first section should provide a brief overview of the article content, summarising the articles topic, the ideas it reports, and the author's key conclusions. The second section should identify the strengths and weaknesses of the author's research or argument. The third section should outline the practical implications of the author's findings for international marketers. Students are expected to use a minimum of six (6) academic references in their critique. A copy of the assessment marking criteria is available through MyLO.

## Study Schedule

Semester 2, 2009

Week	Start of Week	Text Chapter	Topic	Due Dates
1	13 July	1 + Appendix	Introduction to International Marketing	
2	20 July	2	The Global Economic and Financial Environment	
3	27 July	3	The Global Political and Legal Environment	
4	3 August	4	The Impact of Demographic and Socio-cultural Differences on International Marketing	
5	10 August	5 & 7	Understanding International Consumers; Segmentation and Positioning	Assessment Item 2 Due – 14 August
6	17 August	6 & 8	Market Selection and Entry Strategies	
7	24 August		<i>Study Week</i>	
Mid-Semester Break 31 August – 4 September				
8	7 September	13	Export and Import Management	
9	14 September	9 & 10	Developing Products for International markets	Assessment Item 3 Due – 18 September
10	21 September	11 & 14	International Marketing Communication and Pricing	
11	28 September	12	Logistics: Sourcing and Distribution	
12	5 October	15 & 16	Global Marketing Strategy and The Evolving Global Marketplace	Assessment Item 1 online tests must be completed by 9 October
13	12 October		Unit Review and Exam Preparation	
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> .				