

BMA785
International Marketing

Semester 2, 2009

This unit will be offered in:

Hobart

The lecturer responsible will be:

Dr Rob Hecker (Lecturer-in-Charge)

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

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.

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.

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.

Texts

Prescribed Text

Fletcher, R. & Brown, L. 2008. *International marketing: An Asia-Pacific perspective* (4th 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

Referencing Style Manual

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* (5th ed.). Harlow, UK: Prentice Hall.
- Bradley, F. 2005. *International marketing strategy* (5th ed.). Hemel Hempstead: Prentice Hall.
- Cateora, P. R. & Graham, J. L. 2007. *International marketing* (13th ed.) Boston, Mass.: McGraw-Hill/Irwin.
- Czinkota, M., Ronkainen, I. 2007. *International marketing* (8th ed.). Mason, Ohio: Thomson-South Western.
- Czinkota, M. & Ronkainen, I. 2002. *Best practices in international marketing*. Fort Worth: Harcourt. (Launceston only).
- Czinkota, M. R., Ronkainen, I. A., Sutton-Brady, C. & Beal, T. 2008. *International Marketing* (1st ed.). South Melbourne: Thomson Learning Australia
- 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* (3rd ed.). Brisbane: Thomson.
- Gauri, P. N. & Cateora, P. R. 2006. *International marketing* (2nd ed.) maidenhead UK: McGraw-Hill.
- Hooley, G., Loveridge, R. & Wilson, D. 1998. *Internationalization process, context and markets*. New York: MacMillan.
- Jain, S.C. 2001. *International marketing management* (6th ed.). Cincinnati: South Western. (5th ed. available in library.)
- Jeannot, J.P. & Hennessey, H. 1998. *Global marketing strategies* (4th ed.). Boston: Houghton Mifflin Company.
- Johansson, J.K. 2000. *Global marketing: Foreign entry, local marketing, & global management* (2nd ed.). Boston: Irwin McGraw-Hill.
- Keegan, W. J. 2002. *Global marketing management* (7th ed.). Upper Saddle River, NJ: Prentice-Hall. (2007 on order by library.)
- Keegan, W. J. & Green, M. C. 2003. *Global marketing* (3rd ed.). Upper Saddle River, NJ: Prentice-Hall. (5th ed. available in library.)
- Kotabe, M. & Helsen, K. 1998. *Global marketing management*. New York: John Wiley & Sons.
- Kotabe, M. Riege, A., Griffiths, K., Noble, G., Ang, S. H. Pecotich, A. & Helsen, K. 2008. *International marketing*. (2nd Asia-Pacific ed.). Milton, Qld: Wiley.
- Lovelock, C., Patterson, P., & Walker, R. 2004. *Services marketing: An Asia-Pacific perspective* (3rd ed.). Frenchs Forest NSW: Prentice Hall.
- Mühlbacher, H., Leihns, H. & Dahringer, L. 2006. *International marketing: a global perspective*. London: Thomson Learning.
- 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* (8th ed.). Fort Worth: The Dryden Press. (7th ed. in library.)

Usunier, J. & Lee, J.A. 2005. *Marketing across cultures* (4th ed.). Harlow, UK: 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 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

www.adb.org

www.asiasociety.org

www.austrade.gov.au

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

www.dfat.gov.au

www.efic.gov.au

www.oecd.org

www.unctad.org

www.worldbank.org

www.wto.org

www.bfai.de/EN/Navigation/home/home.html

Online Research Firms

ACNielsen: www.acnielsen.com.au

Forrester Research: www.forrester.com

Jupiter: www.jup.com

Gartner Group: www.gartner.com

comScore Media Metrix: www.comscore.com/

O'Reilly: www.oreilly.com

Unit Structure

There will be a one-and-a-half hour lecture/seminar and a one-and-a-half hour workshop weekly and other contact times as required. These lecture/seminars are a concentrated version of the conventional lecture and 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 understanding international marketing during their day-to-day activities.

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.

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>.

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*
Coursework Individual - short papers (10 papers to be presented, 5 will contribute to marks)	25	Weeks 3 to 6, 8 to 13	1 page maximum
Group – case study presentation and discussion	20	Weeks 3 to 6	30 mins maximum plus 4 pages maximum
Group - marketing plan proposal	15	Weeks 8 to 11	10 mins maximum plus 2 pages maximum
Group and Individual – marketing plan	40	Weeks 11 to 14 (25 marks for final plan plus 15 marks for individual contribution)	5000 words
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.

Test

Format

There are no in-class tests for this unit.

Examination

Format

There will be no final examination for this unit.

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 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

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.

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 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 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.

Academic Misconduct

Academic misconduct includes cheating, plagiarism, allowing another student to copy work for an assignment or an examination and any other conduct by which a student:

- (a) seeks to gain, for themselves or for any other person, any academic advantage or advancement to which they or that other person are not entitled; or
- (b) improperly disadvantages any other student.

Students engaging in any form of academic misconduct may be dealt with under the Ordinance of Student Discipline, and this can include imposition of penalties that range from a deduction/cancellation of marks to exclusion from a unit 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/>.

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, 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.

The University and any persons authorised by the University may submit your assessable works to a plagiarism checking service, to obtain a report on possible instances of plagiarism. Assessable works may also be included in a reference database. It is a condition of this arrangement that the original author's permission is required before a work within the database can be viewed.

For further information on this statement and general referencing guidelines, see
<http://www.utas.edu.au/plagiarism/> or follow the link under 'Policy, Procedures and Feedback' on the **Current Students** homepage. Plagiarism

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

Lecture/seminar & Workshop Program

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 lecture/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

Week commencing 13 July

Lecture/seminar 1: The rationale for international marketing. International economic & financial environment

In this lecture/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 lecture/seminars 1 and 2:

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

Cateora & Graham (2007), chapters 1 to 7.

Kotabe, et al., (2008), chapters 1 to 5

Keegan & Green (2003), chapters 1 to 5.

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

No Workshop but workshop members to be decided (limit of 20 students per workshop)

Week commencing 20 July

Lecture/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

Week commencing 27 July

Lecture/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

Week commencing 3 August

Lecture/seminar 4: Researching international markets. Globalisation

In the first part of this Lecture/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 lecture/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.

Recommended Reading for lecture/seminars 1 and 2:

Cateora & Graham (2007), chapter 8.
Kotabe, et al., (2008), chapters 6
Keegan & Green (2003), chapters 6.

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

Week commencing 10 August

Lecture/seminar 5: International market selection and entry. Exporting

The Lecture/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:

Cateora & Graham (2007), chapters 9 & 10.

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

Kotabe, et al., (2008), chapters 7, 8 & 13

Keegan & Green (2003) chapters 7, 8, & 9.

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 11. Case Study 6 or 11

PART 3: INTERNATIONAL MARKETING STRATEGY

Week commencing 17 August

Lecture/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 (2007), chapters 11 & 19.

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

Kotabe, et al., (2008), chapter 15

Keegan & Green (2003) chapters 9 & 15.

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

Week commencing 24 August

Lecture/seminar 7 – No lecture/seminar – School of Management study week

Workshop 6 – No workshop

Week commencing 31 August

University mid-semester break

Week commencing 7 September

Lecture/seminar 8: Relationships, networks and strategic alliances

This Lecture/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 7: Discussion Questions 6 and 7 Chapter 9, 3 and 6 Chapter 10. Case Study 9 or 10

PART 4: INTERNATIONAL MARKETING IMPLEMENTATION

Week commencing 14 September

Lecture/seminar 9: Modifying products for overseas markets. Marketing services overseas

This Lecture/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 Lecture/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 (2007), chapters 12 & 13.

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

Kotabe, et al., (2008), chapters 9 & 10

Keegan & Green (2003), chapters 10.

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 8: Discussion Questions 1, 2, 3 and 6 Chapter 12. Case Study 12 or Part C

Week commencing 21 September

Lecture/seminar 10: 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 Lecture/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 (2007), chapters 16 & 17.

Kotabe, et al., (2008), chapters 11

Keegan & Green (2003), chapter 13 & 14

Workshop 9: Discussion Questions 3 and 7 Chapter 13, 3 and 4 Chapter 14. Case Study 13 or 14

Week commencing 28 September

Lecture/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 (2007), chapter 18.

Kotabe, et al., (2008), chapter 14

Keegan & Green (2003), chapter 11

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

Week commencing 5 October

Lecture/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 Lecture/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 (2007), chapters 14 & 15.

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).

Kotabe, et al., (2008), chapters 12

Keegan & Green (2003), chapter 12

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

PART 5: CONTEMPORARY ISSUES IN INTERNATIONAL MARKETING STRATEGY

Week commencing 12 October

*Lecture/seminar 13: Incorporating international trade relations into overseas marketing.
Electronic commerce*

Required Reading

- Read Chapter 18.
- Read Chapter 19.

Recommended Reading

Cateora & Graham (2007), chapter 19.

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

Assignment Topics

Assignment—Discussion Questions from Fletcher and Brown (2008)

Due Date: Ongoing in Workshops 3 to 6 and 8 to 13.

Length: Maximum of 1 page (Times New Roman 12 font or equivalent, 1.5 line spacing. Anything over 1 (one) page will not be marked)

Value: 25 marks

Each week students will be required to prepare a one page assignment (**maximum**) based on that week's workshop questions which will be handed in at the following workshop. Of the two papers you submit over a fortnight only one paper will be randomly selected for marking and it will be worth a maximum of 5 marks. Over the semester you will therefore have submitted 10 papers of which five papers are marked for a total of 25 marks. The lecturer will provide the question at the end of each workshop and you must be there in person to submit the paper in each workshop.

Assignment Topics

Workshop—Group Case Study Discussion

<i>Due Date:</i>	Workshops in weeks 3 to 6
<i>Value:</i>	20 marks (up to 10 marks by lecturer, up to 10 marks by peer (other students) evaluation)
<i>Time:</i>	30 minutes presentation maximum plus 4 pages maximum

In the first workshop (Week 2) you will be organised into presentation groups of approximately five (minimum four) students each. During the workshops in weeks 3 to 6 each group will be required to lead the seminar discussion for **ONE** case study (from Fletcher & Brown (2008) as specified in the Workshop Program or in agreement with your lecturer) of approximately 30 minutes. 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”. 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.

A group’s ability to do well in the case study will be dependent on their own preparation to lead the discussion as well as on other students having thought about the case study. 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. All students are asked to come to workshops prepared to participate in the case discussion. Since you have the opportunity to make an evaluation of the case discussion you should take the time to come to class prepared.

External Peer Evaluation

The purpose of the external peer evaluation is to enable each group to receive feedback on the degree of understanding of the theoretical concepts they covered within each presentation, and also on their communication skills demonstrated during the presentations. There are two (general) criteria for external peer evaluation.

First, evaluation of the content: how well have they demonstrated an understanding of the theory in practice? For each workshop, you will have specific criteria that relate to the topic area. These are available from MyLO and as part of your assessment sheet.

80 – 100%	The very best understanding that could be reasonably expected. All theoretical concepts are skillfully discussed and applied through excellent examples.
70 – 79%	Highly satisfactory understanding. All theoretical concepts are discussed and applied through appropriate examples.
60 – 69%	Quite satisfactory understanding. Most theoretical concepts are discussed and applied through suitable examples.
50 – 59%	A passable understanding. Some theoretical concepts are discussed and applied through examples.
0 – 49%	A poor understanding. The theoretical concepts are not discussed skillfully and inappropriate examples are used.

Secondly, evaluation of the context: how well have they presented their answer/s? Use the guide below to determine your assessment:

80 – 100%	The very best presentation that could be reasonably expected. The medium/s of communication were very appropriate and very skillfully implemented.
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- 70 – 79% Highly satisfactory presentation. The medium/s of communication were appropriate and well implemented.
- 60 – 69% Quite satisfactory presentation. Implementation of the chosen medium/s did not assist communication during the presentation.
- 50 – 59% A passable presentation. There were problems with the type of medium/s used and their implementation.
- 0 – 49% A poor presentation. The medium/s of communication were not appropriate and not skillfully implemented.

Your assessment must be supported by comments regarding what you liked and/or disliked about each presentation. Provide specific feedback on their interaction elements (e.g. their content and context). This will be used to provide feedback for groups to modify aspects of the future workshop performance if they so choose.

Assignment Topics

Assignment—Group Marketing Plan Proposal

Due Date: Workshops in weeks 8 to 11

Length: 10 minutes presentation plus maximum of a 2 page submission.

Value: 15 marks

This is the compulsory lead task for the major marketing plan assignment. The major task is to prepare a 5000 word marketing plan 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 make a short presentation and submit a short (maximum 2 pages) paper 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 (as described above). A useful starting point for information is Country Insights at <http://globaledge.msu.edu/>.

Assignment Topics

Assignment—Group and Individual Marketing Plan

Due Date: Workshops in weeks 11 to 14

Length: 5000 words maximum

Value: 40 marks (up to 25 marks by lecturer, up to 15 marks assessment by group members).

Three weeks after the Group marketing Plan Proposal is presented and submitted you will need to submit this assignment which is the single biggest piece of assessment for the unit. 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 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 and matrix, goals and objectives, and strategies.

The plan is a group written business report which, however, is still expected to be academically referenced. This plan is meant to represent an individual group's effort, and so, please do not share your plan with other workshop members outside of your group 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/>.

It is not possible to gain credit for the work of others in preparing and writing this marketing plan. The assessment of the team-based project will use both external and internal peer assessment procedures. Firstly, the overall project outcomes will be assessed by your lecturer using a set of criteria provided on MyLO and secondly the method illustrated below will be used to assess individual performance (assessed against the ten categories listed below) by your fellow team members. Your lecturer will deduct the two highest and lowest evaluations to avoid personality-based issues clouding the process of internal assessment.

Participation & Preparation	/10
Availability	/10
Performed Assigned Tasks on Time	/10
Acceptance of Duties	/10
Attitude / Enthusiasm	/10
Dependability	/10
Initiative	/10
Communication	/10
Quality of Work	/10
Respect to Others	/10
TOTAL	/100 then converted to a score out of 15

Study Schedule

Semester 2, 2009

Week	Start of Week	Text Chapter	Topic	Due Dates
1	13 July	1 & 2	The rationale for international marketing. International economic & financial environment.	
2	20 July	3 & 4	Cultural, political and legal ramifications of internationalisation.	
3	27 July	5	Technology and environmental variables.	Short paper due Case study
4	3 August	6 & 11	Researching international markets. Globalisation.	Short paper due Case study
5	10 August	7 & 8	International market selection and entry. Planning for IM. Exporting.	Short paper due Case study
6	17 August	9 & 10	Competitive position. International marketing strategies.	Short paper due Case study
7	24 August		Study Week	
Mid-Semester Break 31 August – 4 September				
8	7 September	12	Relationships, networks and strategic alliances.	Short paper due Plan proposal A
9	14 September	13 & 14	Modifying products for overseas markets. Marketing services overseas.	Short paper due Plan proposal B
10	21 September	15	Promotion In international marketing.	Short paper due Plan proposal C
11	28 September	16	International pricing for profit.	Short paper due Plan proposal D Marketing plan A
12	5 October	17	Effective distribution overseas.	Short paper due Marketing plan B
13	12 October	18 & 19	Incorporating international trade relations into overseas marketing. Electronic commerce. Review	Short paper due Marketing plan C
	19 October			Marketing plan D
A Calendar/Study Planner showing dates is available from School of Management website at http://www.utas.edu.au/mgmt/student.htm .				