BMA382
INTERNATIONAL MARKETING

Semester 2, 2012

Teaching Team:
Ms Linda Hall

CRICOS Provider Code: 00586B
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**Consultation Time:** By Appointment
## Contents

- Contact Details .................................................................................................................. Page 2
- Unit Description ................................................................................................................ Page 4
- Intended Learning Outcomes and Generic Graduate Attributes ........................................ Page 5
- Learning Expectations and Teaching Strategies Approach ................................................ Page 6
- Learning Resources .......................................................................................................... Page 6
- Details of Teaching Arrangements ...................................................................................... Page 9
- Assessment ....................................................................................................................... Page 9
- Submission of Coursework ............................................................................................... Page 13
- Academic Misconduct and Plagiarism ............................................................................ Page 14
- Tutorial Program .............................................................................................................. Page 16
- Study Schedule ............................................................................................................... Page 19
Unit Description

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.

Pre-Requisite/Co-Requisite Unit(s)

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

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 of Management cannot guarantee that:

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

Enrolment in Tutorials and Workshops

Students will be able to enrol in tutorials electronically through MyLO. Tutorial enrolments will be open until the end of the first week of semester (Friday 20th July 2012). Students who have not enrolled in a tutorial by this time will be allocated a tutorial by the unit coordinator. Variations in tutorial enrolments will not be permitted after this time.
# Intended Learning Outcomes and Generic Graduate Attributes

<table>
<thead>
<tr>
<th>Learning Outcomes</th>
<th>Assessment Criteria: <em>In assessing this learning outcome I will be looking at student ability to –</em></th>
<th>Assessment Methods</th>
<th>Graduate Attribute Outcomes</th>
</tr>
</thead>
</table>
| Knowledge of the international marketing theories presented in the unit | Identify international marketing theories and concepts | In Tutorial Test | **In Tutorial Test and Exam Essays**
| | Identify and explain how international marketing theories can be applied to identify and address business problems | Exam Essays | **Knowledge** – Basic, broad subject knowledge specific to discipline of study. |
| Conduct independent research on international markets to identify and assess international marketing opportunities | Conduct independent research on selected international markets in regard to a specific industry | Individual Assignment – Part A | **Global Perspective** - The ability to use business knowledge and theories to evaluate decision making in the global environment and incorporate its influence in work practices and decisions.|
| | Display an understanding of the implications of specific market conditions on the target market and entry mode decisions of small business | Individual Assignment – Part A | **Individual Assignment – Part A and Part B and Exam Case Study** |
| Critical evaluation of how fundamental marketing theories and practices may be challenged when conducting business within the international arena, and recommendation of solutions | Display an understanding of how traditional marketing theories and practices can be challenged by international environments | Individual Assignment – Part A, Part B and Exam Case Study | **Knowledge** - The ability to transfer knowledge to complex and uncertain business situations; Extensive functioning knowledge in the specific discipline and its application to the business environment. |
| | Discuss the implications of specific market conditions on the development of international marketing strategy | Individual Assignment – Part B and Exam Case Study | **Communication skills** – The ability to engage in persuasive, succinct written discussions to communicate and defend a position held; Written communication skills to create clear and detailed analyses and non biased recommendations for business. |
| Communicate international marketing theory, analysis and recommendations | Write clearly using the lexicon/language of marketing | Individual Assignment – Part A and B and Exam | **Problem-solving skills** – The ability to apply logical, critical and creative thinking to complex business related problems; A critical grasp of integrated and different theoretical frameworks and practices and the ability to apply them to problem resolution in a business context; The ability to locate, analyse, evaluate and effectively use information from a range of media and in a number of different formats. |
| | Communicate in report, case analysis and essay format | Individual Assignment – Part A, Part B and Exam | **Global perspective** – The ability to use business knowledge and theories to evaluate decision making in the global environment and incorporate its influence in work practices and decisions. |
Learning Expectations and Teaching Strategies/Approach

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

- Identify factors of the environmental conditions of host markets that impact upon the development of effective international marketing strategies.
- Identify international marketing opportunities and be able to apply International Marketing knowledge to identify appropriate market segments and entry strategies.
- Demonstrate knowledge of how the marketing mix needs to be strategically managed in the global marketplace.
- Analyse a series of case study facts, identify international marketing problems and apply knowledge of international marketing theories to suggest feasible solutions.

In order to achieve these learning outcomes, the unit will comprise a 13 week lecture series and a 12 week tutorial program (see PP. 18-20 for details). The assessment of the learning outcomes will occur through four pieces of assessment: An In-tutorial Test, 2 Individual Written Assignments, 1 Examination.

Expectations

The University is committed to a high standard of professional conduct in all activities, and holds its commitment and responsibilities to its students as being of paramount importance. Likewise, it holds expectations about the responsibilities students have as they pursue their studies within the special environment the University offers. The University’s Code of Conduct for Teaching and Learning states:

Students are expected to participate actively and positively in the teaching/learning environment. They must attend classes when and as required, strive to maintain steady progress within the subject or unit framework, comply with workload expectations, and submit required work on time.

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).

Learning Resources

Prescribed Text

**Recommended Texts**


Keegan, WJ, & Green, MA 2008, *Global marketing* (5th ed), Pearson, USA.


**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). The following refereed journals and periodicals publish articles concerning marketing issues related to business and management practice.

*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 Consumer Marketing*
*Journal of International Marketing*
*The Australian*
*The Economist*
*The Financial Review*
Useful Websites

Asia Society: www.asiasociety.org
Asian Development Bank: www.adb.org
Australian Bureau of Statistics: www.abs.gov.au
Department of Foreign Affairs and Trade: www.dfat.gov.au
Global Edge: http://globaledge.msu.edu/
Organisation for Economic Co-operation and Development: www.oecd.org
The World bank: www.worldbank.org
United Nations Conference on Trade and Development: www.unctad.org
World Trade Organisation: www.wto.org

My Learning Online (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 at 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 coordinator of this unit or view the University of Tasmania MyLO Privacy Policy Statement available from the university website at http://www.utas.edu.au/coursesonline/privacy.htm.
Details of Teaching Arrangements

Lectures

There will be a series of 13 lectures held weekly throughout the semester.

Tutorials

There will be a series of 12 tutorials held weekly throughout the semester. The tutorial program will commence in Week 2.

Communication, Consultation and Appointments

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.

Consultation with the lecturer will be by appointment.

Assessment

Assessment Schedule

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 assessment item are outlined below.

<table>
<thead>
<tr>
<th>Assessment Item</th>
<th>Value</th>
<th>Due Date</th>
<th>Length</th>
</tr>
</thead>
<tbody>
<tr>
<td>In Tutorial Test</td>
<td>10 Marks</td>
<td>Week 8 Tutorials</td>
<td>25 minutes</td>
</tr>
<tr>
<td>Individual Assignment – Task A</td>
<td>25 Marks</td>
<td>Wednesday 22&lt;sup&gt;nd&lt;/sup&gt; August (Week 6)</td>
<td>2500 words* maximum</td>
</tr>
<tr>
<td>Individual Assignment – Task B</td>
<td>15 Marks</td>
<td>Wednesday 3&lt;sup&gt;rd&lt;/sup&gt; October (Week 11)</td>
<td>1500 words * maximum</td>
</tr>
<tr>
<td>Examination</td>
<td>50 Marks</td>
<td>Exam Period</td>
<td>3 Hours</td>
</tr>
</tbody>
</table>

*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.

Assessment Item 1 – In Tutorial Tests

Task Description: Students are required to sit a test during their allocated tutorial in Week 8. This test will cover international marketing concepts drawn from the prescribed text book as discussed during tutorials in week 2 to 7 (Chapters 1, 2, 3, 4, 5, 6, 7, 8, & 13). The test will comprise a series of 20 multiple choice questions.
**Task Length:** 25 minutes

**Due Date:** Tutorials in Week 8 (September 11th and 12th)

**Value:** 10 marks

**Important Note:**
Each tutorial will be given a set of random multiple choice questions pertaining to the aforementioned content. Therefore, no two tutorials will be given the same set of questions to answer.

If you are unable to attend your allocated tutorial during the test week, you may sit in on any other tutorial conducted in Week 8.

Alternative test times will only be arranged for students on medical or compassionate grounds. Documentation must be provided to support a student’s request for an alternative sitting.

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**Assessment Item 2 – Individual Assignment (Note: this assignment is in Two Parts)**

Please read the information provided below and address Task A presented on page 12 (due date Wed 22nd August), and Task B presented on page 13 (due date Wed 3rd October).

Please **Note** that this is a fictional Case as prepared by the Unit Coordinator

You are an International Marketing consultant who has been hired by local firm, Gourmet Honey Tasmania (GHT), to assist with development of a marketing strategy for entry into the international arena. The family owned firm has experienced success in selling their leatherwood honey products throughout the Australian market for generations. The quality of GHT’s products has established the firm’s reputation as a purveyor of gourmet, premium leatherwood honey used as both a spread and for cooking purposes. The firm currently has excess capital and capacity, and despite a poor 2011 season resulting from a cold and wet Tasmanian summer, the owners believe the time is right to consider expanding into international markets.

All of GHT’s leatherwood honey products are Organic certified and include a range of natural and herb infused flavours (both honey and herbs are well known for their natural medicinal value). Products are available in both clear glass and plastic jars, and metal tins, with sizes ranging from single serve glass pots to large 1 kilo tins. All product labels clearly display the firm’s name and logo in elegant form, and promotional efforts (advertisements within selected gourmet food magazines, attendance at food fairs and a sophisticated information based website), further augment the firm’s premium high quality positioning within the Australian market.

GHT is currently active in the Australian Food Service industry with their small, single serve glass pots distributed for guest consumption, and their 1 kilo tins supplied for cooking purposes, to a prestigious major international hotel chain. A range of products are also distributed nationally via the souvenir shops located in the hotel foyers, and selected delicatessens which focus on high quality produce.
The owners of GHT are considering entry into either the German or Hong Kong market with one or more of their leatherwood honey products. Completion of your tasks will assist GHT determine whether further investment in the development of a full-scale international marketing plan is warranted.

**Assessment Item 2 – Individual Assignment – TASK A**

**Task Length:** 2500 words maximum

**Due Date:** Wednesday 22nd August (Week 6)

**Value:** 25 marks

Present a report which profiles the current market situation in Germany and Hong Kong as relevant to GHT.

- **Note:** Analysis should include only those factors in the competitive, economic, political, legal and socio-cultural environments that may impact on the international efforts of GHT.

Based on this preliminary research clearly identify which of these two markets you believe presents the best opportunity for international expansion, and outline and justify your recommended target market (consumer or business), unique selling proposition (USP) and entry mode.

- **Note:** You should compile your report using freely available secondary data sources ONLY (e.g. Internet, newspapers, magazines, industry publications, journals etc.). A useful starting point for development of German and Hong Kong market profiles as relevant to GHT include sources such as the Economist, the CIA World Fact Book, Austrade, the World Trade Organisation (WTO) and Global Edge.

- **Note:** You are not required to define any of the international marketing theories in your assignment. You are, however, required to fully reference the sources of secondary data you report in your assignment.

Your assignment must be submitted both electronically via the ‘Drop Box’ in MyLo, and hardcopy into the assigned School of Management Assignment Box on level 3 prior to 2.00pm on the due date. (Box number to be provided).

**Assessment Item 2 – Individual Assignment – TASK B**

**Task Length:** 1500 words maximum

**Due Date:** Wednesday 3rd October (Week 11)

**Value:** 15 marks

Based on the market insights presented in Task A and recommended target market, USP and entry mode, outline a potential marketing mix for GHT’s entry into the chosen market.

- **Note:** You should refer to the relevant secondary data presented in Task A to justify your proposed product, pricing, distribution (place), and promotional strategies.
• Note: You are not required to define any of the international marketing theories in your assignment. You are, however, required to fully reference the sources of secondary data you report in your assignment.

Your assignment must be submitted both electronically via the ‘Drop Box’ in MyLo, and hardcopy into the assigned School of Management Assignment Box on level 3 prior to 2.00pm on the due date. (Box number to be provided).

Assessment Item 3 – Final Exam

Format: The examination will be in TWO (2) parts. Section A will comprise a set of questions about a case study. Section A is worth a total of 20 marks. Section B will comprise THREE (3) out of FIVE (5) essay questions, each worth 10 marks. Section B is worth a total of 30 marks. The examination will allow you to demonstrate that you can apply the knowledge gained from your study of international marketing.

Duration: The final examination will be of three hours duration, preceded by 15 minutes reading time.

Value: 50%

Date and Time: Scheduled examination period.

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 the 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 Exams: 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.

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. Students must request permission from the Student Centre in order to use a bilingual dictionary.

**Submission of Coursework**

**Lodging Coursework**

All Coursework must have the School of Management Assignment Cover Sheet, which is 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 submitted. If this is not done the assignment will not be accepted and therefore will not be 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. Assignments must be submitted electronically through the relevant assignment drop box in MyLO. All coursework must be handed in by 2.00pm on the due date.

**Requests for Extensions**

*Written Coursework:*

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 five days late will normally not be accepted by the unit coordinator.

**In-class 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.

**Faculty of Business Late Assessment Policy**


**Academic Referencing and Style Guide**

Before starting their assignments, students are advised to familiarise themselves with the following electronic resources. The first is the *School of Management Guide to Writing Assignment*, which can be accessed from the following site - : [http://www.utas.edu.au/mgmt/student.htm](http://www.utas.edu.au/mgmt/student.htm). The guide provides students with useful information about the structure and style of assignments in the School of Management.

The second is the *Harvard Referencing System Style Guide*, which can be accessed from the UTAS library ([http://utas.libguides.com/content.php?pid=27520&sid=199808](http://utas.libguides.com/content.php?pid=27520&sid=199808)). The Harvard Referencing System will be used in all School of Management units, and students are expected to use this system in their assignments.

**Academic Misconduct and Plagiarism**

*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. 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/](http://www.utas.edu.au/universitycouncil/legislation/).
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.

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.
Week Two: Introduction to International Marketing: Economic and Financial Environment

1. 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?

2. 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?

3. 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?

4. Why are regional economic agreements important to trade development? Compare and contrast the major types of regional economic agreements in use today.

Week Three: Political and Legal Environment: Cultural Environment

1. Provide at least five reasons why understanding the political environment of the host country is so important.

2. Outline and discuss the different tariff and non-tariff barriers that a government can use as barriers to international trade.

3. 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.

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 international marketing strategies?

Week Four: Understanding International Consumers: International Marketing Research

1. Compare and contrast standardisation and customisation of marketing strategies? How can a strategy of ‘glocalisation’ help achieve the best of both approaches?

2. 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?

3. What is the notion of ‘triangulation’ in international marketing research?

4. Contrast the emic versus etic approach in international marketing research.

Week Five: Segmentation and Positioning

1. Why are demographic segmentation bases commonly used by organisations in international marketing research?
2. Discuss the different approaches to international market segmentation. What are the different bases that can be used to segment international markets?

3. Why are emotional appeals difficult to translate into a universal theme?

4. 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 Six: 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. Outline and discuss the reasons for market exit. What are the risks for firms who choose to exit a market?

**Week Seven: Export and Import Management**

1. Outline and discuss the factors a business should consider when organising for exporting.

2. What are direct exporting and indirect exporting? What are the advantages and disadvantages of each approach?

3. 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.

4. What is a ‘born global’ organisation? How might it differ from other traditional exporting organisations?

**Week Eight: In tutorial test**

**Week Nine: Developing New Goods and Services for International Markets: Marketing Goods 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 is product piracy and why is it a major issue in international marketing? What can a business do to overcome product piracy?

4. Outline and discuss the major issues a firm must consider when developing its international branding strategy.
Week Ten: International Marketing Communications

1. Outline some key trends in today’s media landscape.
2. Outline and discuss the factors that make international advertising more difficult than domestic advertising.
3. 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?
4. Outline and discuss the three approaches to advertising copy in international markets.

Week Eleven: Logistics: Sourcing and Distribution

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?

Week Twelve: International Pricing

1. What is price escalation and why does it occur in international marketing? What can a firm do to overcome the issue of price escalation?
2. 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?
3. How does parallel importing affect international pricing decisions?
4. Why do home and host country governments take an interest in transfer pricing between the international entities of organisations?

Week Thirteen: Global Marketing Strategy: 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. 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.
4. 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?
# Study Schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Start of Week</th>
<th>Text Chapter</th>
<th>Topic</th>
<th>Due Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>July 16</td>
<td>1 &amp; 2</td>
<td>Introduction to International Marketing: Economic and Financial Environment</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>July 23</td>
<td>3 &amp; 4</td>
<td>Political and Legal Environment: Cultural Environment</td>
<td></td>
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<tr>
<td>3</td>
<td>July 30</td>
<td>5 &amp; 6</td>
<td>Understanding International Consumers: International Marketing Research</td>
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<tr>
<td>4</td>
<td>August 6</td>
<td>7</td>
<td>Segmentation and Positioning</td>
<td></td>
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<tr>
<td>5</td>
<td>August 13</td>
<td>8</td>
<td>Market Selection and Entry Strategies</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>August 20</td>
<td>13</td>
<td>Export and Import Management</td>
<td>Task A due Wed 22nd August</td>
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<tr>
<td>7</td>
<td>August 27</td>
<td></td>
<td>Case Study Workshop: Concept consolidation</td>
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**Mid-Semester Break: 3 September – 7 September 2012**

<table>
<thead>
<tr>
<th>Week</th>
<th>Start of Week</th>
<th>Text Chapter</th>
<th>Topic</th>
<th>Due Dates</th>
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<tbody>
<tr>
<td>8</td>
<td>September 10</td>
<td>9 &amp; 10</td>
<td>Developing New Goods and Services for International Markets: Marketing Goods and Services</td>
<td>In Tutorial tests</td>
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<td>9</td>
<td>September 17</td>
<td>11</td>
<td>International Marketing Communications</td>
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<td>10</td>
<td>September 24</td>
<td>12</td>
<td>Logistics: Sourcing and Distribution</td>
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<td>11</td>
<td>October 1</td>
<td>14</td>
<td>International Pricing</td>
<td>Task B due Wed 3rd October</td>
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<td>12</td>
<td>October 8</td>
<td>15 &amp; 16</td>
<td>Global Marketing Strategy: The Evolving Global Marketplace</td>
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<td>13</td>
<td>October 15</td>
<td></td>
<td>Unit Review and Exam Preparation</td>
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**Examination Period: 27 October – 13 November 2012**