

## SEMESTER ONE 2003

# MARK5940: INTERNATIONAL MARKETING

## UNIT OUTLINE

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|                           |                        |                 |                                 |
|---------------------------|------------------------|-----------------|---------------------------------|
| <b>Lecturer-in-charge</b> | Al K. W. Marshall      | <b>Phone:</b>   | 9739 2329                       |
|                           | Room 323, Level 3      | <b>Fax:</b>     | 9739 2088                       |
|                           | School of Marketing    | <b>email:</b>   | a.marshall@mackillop.acu.edu.au |
|                           | John Goodsell Building | <b>Lectures</b> | Mondays 6 – 9pm                 |
|                           | Kensington NSW 2052    |                 |                                 |

### SUBJECT DESCRIPTION

This subject is intended to give students an exposure to and an appreciation of international marketing as a discipline within the wider discipline of marketing.

It takes a managerial focus in highlighting key themes and issues in international marketing and aims to equip students with some of the fundamentals of international marketing decision making.

The course is oriented towards Australian based organisations developing business in other national and global markets. The themes and issues covered tend to be of global relevance.

The emphasis is on decision-making processes, strategy and performance of the individual firm operating (or seeking to operate) in the international environment.

### SUBJECT STRUCTURE

The subject is designed around a mix of activities to build participant interest and learning. These include formal lectures, interactive discussions, videos and student presentations.

The formal lectures include an overview of the themes in the set text, commentary on various national and global markets, and the outlining of various theorists ideas.

The cases for presentation and the interactive discussions are linked to each week's topic and are typically globally based.

**PRESCRIBED TEXT** Cateora, P., Graham, J., *International Marketing*, 11<sup>th</sup> ed, McGraw Hill, USA, 2002

**SUGGESTED TEXT** Czinkota, M., Ronkainen, L., *International Marketing*, 5<sup>th</sup> ed, Dryden, USA, 1998

### OTHER REFERENCES

#### **Recommended Texts**

Akhter, S., 1995, *Global Marketing - Concepts, Strategies, Practise, Text & Readings*, South Western, USA

Cavusgil, S., Ghauri, P., 1990, *Doing Business in the Developing Countries: Entry and Negotiation Strategies*, Routledge, England

Fletcher, R., Brown, L., 1999, *International Marketing - An Asia Pacific Perspective*, Prentice Hall, Australia

- Hennessey, J., 1998, *Global Marketing Strategies*, 4<sup>th</sup> ed, Houghton Mifflin, USA
- Jain, S., 1996, *International Marketing Management*, 5<sup>th</sup> ed, Wadsworth, USA
- Johnansson, J., 2000, *Global Marketing - Foreign Entry, Local Marketing & Global Management*, International ed, McGraw Hill, USA
- Kotabe, M., Helsen, K., 1998, *Global Marketing Management*, Wiley, USA
- Meloon, T., Graham, J., 1998, *International & Global Marketing - Concepts & Cases*, McGraw Hill International, USA
- Ohmae, K., 1990, *The Borderless World: Power and Strategy in the International Economy*, Collins, UK
- Porter, M., (Editor), 1986, *Competition in Global Industries*, Harvard Business School Press, USA
- Samli, A., Still, R., Hill, J., 1993, *International Marketing, Planning and Practice*, MacMillan, USA
- Terpstra, V., Sarathy, R., 1997, *International Marketing*, 7<sup>th</sup> ed, Dryden Press, USA
- Yip, G.S., 1992, *Total Global Strategy*, Prentice-Hall, USA

### **Recommended Journals**

Columbia Journal of World Business  
 Harvard Business Review  
 International Management  
 International Marketing Review  
 Journal of International Business Studies  
 Journal of International Marketing

### **Recommended Magazines/Newspapers**

Asian and European Wall Street Journals  
 Business Review Weekly  
 Far Eastern Economic Review  
 Fortune  
 Internal Business Week  
 The Economist  
 The International Herald Tribune

## **SUBJECT ASSESSMENT**

Subject participants will be assessed on the material covered in the lectures, the text, the interactive discussion questions and the cases presented.

Performance will be based on the following:

|                    |            |
|--------------------|------------|
| Major Paper        | 25%        |
| Mid Semester Exam  | 20%        |
| Group Presentation | 15%        |
| Final Exam         | <u>40%</u> |
|                    | 100%       |

The major paper topics will be provided in Week 2 and they centre around major themes in International Marketing.. The paper will require considerable research, as well as applied thinking. Maximum length 2,500 words excluding appendices.

The paper is due Week 8 (Monday, 28<sup>th</sup> April) at 5.30pm in the assignment box in the School of Marketing (Level 3, John Goodsell Building). Absolutely no extensions will be granted. Standard late penalties apply.

The case presentation is to be done in groups. Cases will be allocated in Week 1 and presentations commence in Week 3. In answering the questions in the cases, broader themes covered in lectures and the prescribed text should be covered. The theoretical context of the case needs to be understood and communicated to the audience. Maximum presentation time is 20 minutes, followed by questions.

The mid semester examination focus on the material from lectures, interactive discussions and the text.. It is scheduled for Week 7 (Monday 14<sup>th</sup> April). It has a number of compulsory essay style and short answer type

questions. Duration: 1½ hours. The final examination focuses on the material covered in lectures, the interactive discussions, the text and the presentations. It has a number of compulsory essay style and short answer type questions. Duration: 3 hours.

It is necessary to score a minimum of 50% in the exam components of the subject in order to pass the subject.

## **SUBJECT ATTENDANCE**

It is compulsory to attend a minimum of 80% of sessions. This is counted as attending for the full duration of each session. The roll will be called in tutorials and on selected occasions in lectures. While this is a Monday subject, with an evening time slot, the above rule will be strictly enforced. Commitments in other subjects or work commitments are not acceptable excuses for non attendance or part attendance.

## **COLLECTION OF ASSIGNMENTS**

1. As far as practicable lecturers-in-charge will return all assignments in class; and
2. If assignments are to be collected from the shelves near staff offices it will be each student's responsibility to collect his/her assignments from the allocated shelves. If students are concerned about privacy, they can give the lecturer-in-charge a stamped self addressed envelope so the their assignments can be returned through the mail.

## **LATE PENALTIES**

Students are reminded to refer to the Australian Catholic University 2000 Handbook, Part 3 Academic Regulations #4.3 to be found on page 43. There will be no exceptions to the rules, and penalties will apply as stated.

## **PLAGIARISM**

To plagiarise is to take and use another person's thoughts, ideas, writings, or inventions as one's own. In written work plagiarism can range from the direct reproduction of a sentence or paragraph, a table or a diagram, to paraphrasing and adaptation. So even if you rewrite the idea or thought in your own words it still constitutes plagiarism. The most common form of plagiarism occurs when students use the contents of published material as their own. It should be noted that if students hand in assignments with the same (or similar) sentences, paragraphs, diagrams, tables (or similar) without due acknowledgment, it will be viewed as plagiarism. Note that the lecturer in this Subject keeps a list of those who plagiarise, which is circulated to other lecturers.

Students are reminded to refer to the Australian Catholic University 1995 Handbook, Part 3 Academic Regulations #4.14 to be found on page 47. The gravity of the offence if discovered will lead to action being taken as described therein.

## **AWARDING OF GRADES**

Refer to rule #4.8 in the Australian Catholic University 1995 Handbook, Part 3 Academic Regulations. Further to the rule, the following scale may be used as a guide:

|                  |           |
|------------------|-----------|
| High Distinction | 85 - 100% |
| Distinction      | 75 - 84%  |
| Credit           | 65 - 74%  |
| Pass             | 50 - 64%  |

**SUBJECT PLAN**

Lecture and tutorial topics follow the plan on the next page. It is expected that subject participants will have read the required readings prior to each day's session to facilitate group interaction and to maximise personal learning.

**SUBJECT OUTLINE AND SESSION TOPICS**

| <b>DATE</b>                      | <b>LECTURE</b>   | <b>REQUIRED READING</b> |
|----------------------------------|--|-------------------------|
| Week 1<br>3 <sup>rd</sup> March  | <ul style="list-style-type: none"> <li>• Introduction to International Marketing</li> <li>• Discuss Case: Kangaroos (to be supplied)</li> </ul>  | Ch 1                    |
| Week 2<br>10 <sup>th</sup> March | <ul style="list-style-type: none"> <li>• International Trade Conditions</li> <li>• Prepare Case: The World Car Market (to be supplied)</li> </ul>  | Ch 2                    |
| Week 3<br>17 <sup>th</sup> March | <ul style="list-style-type: none"> <li>• Assessing Market Potential/Globalisation</li> <li>• Prepare Case: 2.1 Euro Disney (p. 622)</li> </ul>   | Ch 8                    |
| Week 4<br>24 <sup>th</sup> March | <ul style="list-style-type: none"> <li>• New Markets/Regions</li> <li>• Prepare Case: 1.1 AOL in Brazil (p. 614)</li> </ul>  | Chs 9, 10               |
|                                  |  |                         |
| Week 5<br>31 <sup>st</sup> April | <ul style="list-style-type: none"> <li>• Assessing Political/Legal Environments</li> <li>• Prepare Case: Hong Kong (to be supplied)</li> </ul>   | Chs 6, 7                |
| Week 6<br>7 <sup>th</sup> April  | <ul style="list-style-type: none"> <li>• Assessing Cultural/Corporate Environments</li> <li>• Prepare Case: 2.6 Corruption in China (p. 630)</li> </ul>  | Chs 4, 5                |
| Week 7<br>14 <sup>th</sup> April | <ul style="list-style-type: none"> <li>• Overview of International Marketing Strategies</li> <li>• Prepare Case: 4.1 Characteristics of Global Companies (p. 644)</li> <li>• MID SEMESTER EXAMINATION</li> </ul> | Ch 11                   |
| Week 8<br>28 <sup>th</sup> April | <ul style="list-style-type: none"> <li>• International Product Strategies</li> <li>• Prepare Case: 4.6 Boeing (p. 657)</li> <li>• MAJOR PAPER DUE 5:30PM</li> </ul>  | Chs 12, 13              |
| Week 9<br>5 <sup>th</sup> May    | <ul style="list-style-type: none"> <li>• International Distribution Strategy</li> <li>• Prepare Case: Toys R Us (to be supplied)</li> </ul>  | Chs 14, 15              |
| Week 10<br>12 <sup>th</sup> May  | <ul style="list-style-type: none"> <li>• Exporting and Logistics</li> <li>• Final Examination Briefing</li> </ul>  | Ch 15                   |
| Week 11<br>19 <sup>th</sup> May  | <ul style="list-style-type: none"> <li>• International Pricing Strategies</li> <li>• Prepare Case: 4.3 Geochron Clock Pricing (p. 648)</li> </ul>  | Ch 18                   |
| Week 12<br>26 <sup>th</sup> May  | <ul style="list-style-type: none"> <li>• International Communications Strategies</li> <li>• Prepare Case: 1.3 Nestle Infant Formula Incident (p. 617)</li> </ul>   | Ch 16                   |
| Week 13                          | <ul style="list-style-type: none"> <li>• Relationships and Negotiations</li> </ul>   | Ch 19                   |

|                      |   |  |
|----------------------|---|--|
| 2 <sup>nd</sup> June | • Prepare Case: Saudi Arabia (to be supplied) |  |
| <b>STUDY WEEK</b>    |   |  |
| <b>EXAMINATION</b>   |   |  |