



BUSINESS SCHOOL
Te Kura Pakihi

Department of Marketing Te Mātauranga Tokoka

SUMMER SCHOOL 2024

MART310 -Current Issues in International Branding

Paper Description and Aims

The paper provides an understanding of the strategies that brands use to position themselves in international markets in the context of global business. It considers the socio-political contexts of markets and the cultural influences that affect strategic branding decisions.

Summer School

0.15 ECTS

18 points

Prerequisites: 54 200 Level points

Teaching Staff

Paper Coordinator and Lecturer

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Office Hours: To Be Advised

You should contact the Paper Coordinator with any administrative enquiries about the paper, e.g. requests for late submission of assignments.

Expectations for Staff Response Time to Email Enquiries – 9am to 5pm, Monday to Thursday, email response will generally be within 48 hours. Please be aware that staff are not available to respond to emails between 5pm Thursday and 9am Monday.

Paper Delivery

Online delivery format: Online video schedule each week will be advised. Students will be assigned an online study group at the beginning of the course and will arrange a time to meet once per week. There will be a weekly online drop-in session to discuss assigned discussion questions and for Q&A.

Pre-recorded online lectures present the key conceptual material and are supported by readings. **Guest Spot videos** focus on a key issue/topic from the perspective of an invited industry or academic expert. **Resource videos** are carefully selected publicly available online videos relevant to each week's topic focus. There are also **two practice online quizzes** that students can complete at the end of weeks 1 and 3 of the course to receive formative feedback on their understanding and application of core concepts. These will all be accessible via Blackboard.

Online study groups are student led and managed and enable peer interaction and discussion of assigned weekly questions. **A weekly online Zoom session** allows assigned online study groups to discuss the assigned discussion questions amongst the class and allows interaction with the course lecturer for any Q&A they may have about the lecture content or course each week.

Calendar The calendar (in this outline) details scheduling information. Note that this calendar may change as the paper proceeds. Any changes will be announced at lectures and be detailed on Blackboard.

Students are expected to keep up to date with the readings and course material and to ensure that they complete the independent learning tasks to gain full benefit from the course.

These activities should be prepared for by reviewing information detailed on Blackboard and completing any assigned readings. Students are expected to catch up on missed material. Unless stated otherwise, all aspects of the course are examinable.

Expectations and Workload

MART310 is an 18 point paper. As a general guide, 1 point represents study in formal instruction or independent study for 10 hours, made up of a combination of lectures/videos, live sessions, assignments and readings. As a result you should anticipate spending approximately 180 hours on this subject over the duration of the course.

Calendar

Week	Week Commencing*	Topic	Reading
1	8 Jan	<p>Course Introduction - Theoretical and Practical Framework Part 1</p> <p>Global Brands, local brands and the globalisation/localisation debate.</p> <p>Culture and Technology - Theoretical and Practical Framework Part 2</p> <p>An exploration and analysis of the context of globalisation and localisation of brands using culture and technology as a frame.</p>	TBA
2	15 Jan	<p>Industry Focus 1 – Food Brands</p> <p>An exploration and analysis of food, cuisine, and gastronomy in global markets and the implications for brands operating in these industries</p> <p>Industry Focus 2 – Place Brands</p> <p>An exploration and analysis of nation, city and destination branding in global markets and the implications for brands operating in these industries</p>	TBA
3	22 Jan	<p>Market Focus 1: Key Markets - China, Australia and the US</p> <p>An exploration and analysis of how some brands from around the world have successfully entered NZs largest export destinations.</p> <p>Market Focus 2: Emerging Markets - India, Russia and South Africa</p> <p>An exploration and analysis of how some brands from around the world have successfully entered three emerging export destinations.</p>	TBA
4	29 Jan	<p>New Zealand Brands – Strategies to Export our Brands to the World</p> <p>An exploration and analysis of how some NZ brands have successfully entered overseas markets.</p> <p>Brands in Crisis – Responding to Crises and repairing trust in brands following crises</p> <p>An exploration and analysis of how some brands from around the world are responding to the Covid19 pandemic and other crises and strategies that brands have applied in the past to successful repair their reputation and image following a crisis.</p>	TBA

Week	Week Commencing*	Topic	Reading
5	5 Feb	Understanding Brand Values and Brand Value An exploration and analysis of the determination of brand value and defining the core values of a brand including a discussion of corporate social responsibility and sustainability.	TBA
6	12 Feb	Course Discussion and Summary – Q&A	

*** First week of Summer School is ACADEMIC WEEK 2**

Lectures end Friday 16 Feb

University Exam Period Summer School Begins Saturday 17 Feb

Ends Thursday 22 Feb

Assessment

All material presented is examinable (except where stated otherwise) by assignments and the final examination. All-important assessment information such as due dates and times, content, guidelines and so on will be discussed in assessment guide videos and detailed on Blackboard. *Students are responsible for ensuring that they are aware of this information, keeping track of their own progress, and catching up.*

Assessment	Due date	% of final grade
Individual online tests (x2)	Test 1. 18/01/24 Test 2. 01/02/24	20
Individual Essay	Submitted by 25/01/24 4pm	20
Group PowerPoint Presentation (Recorded)	Submitted by 15/02/24 4pm	20
Individual Take-home exam	Submitted by Thursday 22/02/24 4pm	40

Paper Requirements

There are no terms requirements for this paper.

Assessment Format

1. Individual online tests (20%) - 2 x 10%. Completed via Blackboard.

- Students will complete two tests during the course.
- Test 1 will cover material up to and including weeks 1 and 2 and will be able to be completed by 5pm 18/1/2024.
- Test 2 will cover material up to and including weeks 3 and 4 and will be able to be completed by 5pm 01/2/2024.
- Students will be given 1 hour to complete each test. The test will be a multi-choice test.

2. Individual Short Essay (20%) – 750 words (excluding references) Submitted via Blackboard.

- An analysis of a food or place brand (of your choice) that successfully entered an overseas market.
- Your essay will identify and discuss why your chosen brand adapted to meet the needs of the local market/segment and discuss how they realised this through their localisation strategy.

3. PowerPoint Presentation (In groups of 3) (20%)

- In groups of 3, students will choose a NZ brand and advise the client – the brand's marketing team - on how to best adapt their marketing strategy for entry into one of the international markets discussed in class.
- Groups will record their presentation which will be made available to the class using a PowerPoint presentation of up to 8 slides and have up to 10 minutes to make their presentation.
- The key objective of this assessment is to apply frameworks discussed previously in the course to generate valuable analysis, insight and advice to their client brand.

4. Individual Take-home Exam (40%)

- Students will be given a range of short essay topics, from which they will choose three to complete.
- The take-home exam will ask students to respond to and demonstrate their understanding of the themes/perspectives discussed in this paper.

Referencing Style

For this paper the referencing style is *APA*. Style guides are available on the University Library website:

<https://www.otago.ac.nz/library/quicklinks/citation/index.html>

Late Assignments

Assignments received up to 24 hours after the deadline will have 10 marks deducted from the available grade for the piece of assessment (i.e. a 78% becomes a 68%). Assignments received between 24 - 48 hours after the deadline will have 20 marks deducted from the available grade. Assignments received 48 hours after the deadline will not be marked and there will be no grade given.

If you are required to submit both an electronic and hardcopy of your assignment both need to be submitted on time. If only one of the versions of your assignment (i.e., hardcopy or electronic) is submitted on time and the other version is submitted late then you will receive half of the penalty associated with the respective late submission.

Group Work

If your group is experiencing difficulties, please refer to the *Department of Marketing Student Guide*, which is available under the paper information tab on Blackboard.

Learning Outcomes

Learning Outcome	Individual online tests	Individual Essay	Group PowerPoint Presentation	Individual Take-home exam	Total
Demonstrate an understanding of marketing and branding practice, demonstrating an ability to examine case studies and themes of how businesses have adapted to emerging socio-cultural dynamics and dynamic market contexts.	X	X	X	X	
Demonstrate understanding of the strategic challenges of branding internationally in dynamic market contexts.		X	X	X	
Appreciate how audiences in recently developed and developing nations understand consumption differently to those in mature, dynamic market contexts.	X		X	X	
Use frameworks from which to assess and create relevant communications /experiences for divergent audiences and consumer segments in dynamic market contexts.			X	X	
Total	20	20	20	40	100

Academic Integrity

Students should ensure that all submitted work is their own. Plagiarism is a form of academic misconduct (cheating). It is defined as copying or paraphrasing another's work and presenting it as one's own. Any student found responsible for academic misconduct in any piece of work submitted for assessment shall be subject to the University's dishonest practice regulations, which may result in serious penalties, including forfeiture of marks for the piece of work submitted, a zero grade for the paper, or in extreme cases, exclusion from the University. The University of Otago reserves the right to use plagiarism detection tools.

Students are advised to inform themselves about University policies concerning dishonest practice and take up opportunities to improve their academic and information literacy. If necessary, seek advice from academic staff, or the Student Learning Centre. The guideline for students is available at this link: <https://www.otago.ac.nz/study/academicintegrity/index.html>

Further information about the Academic Integrity Policy, the Student Academic Misconduct Procedures and the Academic Integrity can be found through the links below. The Academic Integrity website in particular has a number of useful links and suggestions as to where students can get help with referencing issues.

<https://www.otago.ac.nz/administration/policies/otago116838.html>

<https://www.otago.ac.nz/administration/policies/otago116850.html>

Concerns about the Paper

We hope you will feel comfortable coming to talk to us if you have a concern about the paper. The Paper Coordinator will be happy to discuss any concerns you may have. Alternatively, you can report your concerns to the Class Representative who will follow up with departmental staff. If, after making approaches via these channels, you do not feel that your concerns have been addressed, there are University channels that may aid resolution. For further advice or more information on these, contact the departmental administrator or head of department.

Disclaimer

While every effort is made to ensure that the information contained in this document is accurate, it is subject to change. Changes will be notified in class and via Blackboard. Students are encouraged to check Blackboard regularly. It is the student's responsibility to be informed.