



BUSINESS SCHOOL
Te Kura Pakihi

Department of Marketing Te Mātauranga Tokoka

SEMESTER TWO 2023

MART326 International and Export Marketing

Paper Description and Aims

The analysis and application of marketing principles in an international context.

Semester Two

0.15 ECTS

18 points

Prerequisites: Two of (MART 201, MART 202, MART 203) or two of (MART 201, MART210, MART211, MART212)

Teaching Staff

Paper Coordinator, Lecturer and Tutor

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Office Hours: Monday 1:00-2:00pm

You should contact the Andrea with any administrative enquiries about the paper, e.g. tutorial changes, or requests for late submission of assignments.

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

Paper Delivery

Lecture Day/Time: **Tuesday, 10:00 - 12.00**

Room: Please check your eVision timetable

Tutorials Day/Time: Please check your eVision timetable

Every week students must attend the lecture and attend tutorials in the weeks when scheduled.

Lectures present the key conceptual material through discussion and interaction between teaching staff and students. Lectures are supported by readings.

Tutorials are interactive, collaborative sessions in which students attempt to cement concepts presented at lectures with their peers in a supportive environment.

Tutorials begin in the **3rd** week of semester. You will be allocated to a tutorial and this will be available in eVision.

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 prepare for and attend all classes 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 unable to attend a lecture are expected to catch up on missed material. Unless stated otherwise, all aspects of the course are examinable.

Expectations and Workload

MART326 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, laboratories, tutorials assignments and readings. As a result, you should anticipate spending approximately 180 hours on this subject over the duration of the semester.

Textbook Information

Fletcher, R. & Crawford, H. (2017) International marketing: an Asia-Pacific perspective, 7th edition.

Melbourne, Vic. Pearson Australia. (Copies are available in the Central Library Close Reserve – Call no: HF1416.6.A78 FL17 2017.

Required Readings are also listed on Blackboard under Course Documents> Course Readings 2022

Calendar

Week	Week Commencing*	Topic	Reading
1	10 July	Rationale for international and export marketing in New Zealand Global economic and financial environments	Chapters 1 and 3
2	17 July	Global political and legal environments New Zealand companies place in the world – Assessing risk and opportunities	Chapters 2 and 6
3	24 July	Global social, technological and natural environments Strategic approaches to global market trends Tutorial 1	Chapters 4 and 5
4	31 July	Cultural awareness and understanding cross-cultural consumer behaviour	Required reading to be provided
5	7 August	Global market research and information systems Tutorial 2	Chapter 7
6	14 August	Mid-term Test – 15th August – during lecture time from 10am	
7	21 August	Global products and brands – globalisation and localization Tutorial 3	Chapter 13 and 17
28 August to 1 September - Mid Semester Break			
8	4 September	Guest Lecture Tutorial 4 - Presentations	Required reading to be provided
9	11 September	International channels of distribution and pricing strategies Tutorial 5 - Presentations	Chapters 14 and 16
10	18 September	Marketing places – cities and nations – and leveraging product-country images for international marketing	Required reading to be provided
11	25 September	Global digital marketing landscape Marketing communications and corporate social responsibility in a global marketplace	Chapter 15
12	2 October	Guest Lecture	Required readings to be provided
13	9 October	Course review and exam prep	

*** First week of Semester 2 is ACADEMIC WEEK 28**

Lectures end Friday 13 Oct

University Exam Period Second Semester Begins Wednesday 18 October

Ends Wednesday Saturday 11 November

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 at lectures and, where appropriate, detailed on Blackboard. *Students are responsible for ensuring that they are aware of this information, keeping track of their own progress, and catching up on any missed classes.*

Assessment	Due date	% of final grade
Mid-term test (1 hour) (scheduled during lecture time)	In-class – lecture- 15 th August	20%
Group Oral Presentation (scheduled during tutorial times in weeks 8 and 9) (PowerPoint file due to your tutor by 5pm on Tuesday 5 th September)	In tutorial weeks 8 and 9	15%
Group written report, submitted electronically to TurnItIn via Blackboard	Monday 25 th September, 5pm	25%
Final Exam (2 hours)	TBC	40%

Assessment Format

Assessment 1: Mid-Term Test

Date: Tuesday 15th August (scheduled during lecture time).

Value: This test is worth 20% of the final grade of the course.

Objective and Format: The objective of this terms test is to assess your understanding of material covered in lectures to date. The test will take one hour and will be comprised of short answer and multi-choice questions.

Assessment 2: Group Oral Presentation – Market Selection Proposal (15%)

Date: Scheduled during tutorials in weeks 8 and 9. All audio-visual material (including PowerPoint) to be emailed to the paper coordinator by the close of business (5pm) Tuesday 5th September.

Value: This presentation is worth 15% of the final grade for the course.

Objective and Format: In your group, you will give a presentation of no longer than 10 minutes outlining and justifying your final market selection. This is essentially Stage 1 of the Group Project (see following page). Maximum points are given to those groups who speak without notes, are enthusiastic and can successfully communicate their ideas.

Assessment 3: Group Project – Market Entry Report (25%)

Date: Monday 25 September (5pm) to be submitted to TurnItIn via Blackboard.

Value: This project contributes 25% to your final grade for the course.

Objective: The objective of this group project is to enable you to apply your research and analytical skills to identify and evaluate market opportunities for a chosen firm in overseas markets. Through the research and preparation of the report, you will work in groups to assess the relevance and usefulness of different marketing concepts and theories in designing a market entry strategy for a New Zealand company.

Task

You are required to form groups of 3 people (they need to be from your tutorial group) for the group project by the end of the third week. It is **YOUR** responsibility to get yourself into a group.

DO NOT leave joining a group to the last minute.

Please select a company from those listed on Blackboard and investigate opportunities for your chosen product/service in international markets. Identify a country market that is not presently a primary target, and develop a plan for penetrating that market. This project requires you to apply the knowledge obtained from lectures and tutorials.

DO NOT under any circumstances contact the company.

Stage 1: Your group is expected to select a scenario and then conduct an extensive search of international markets to choose four candidate countries from a wide range of international markets for further analysis within the chosen scenario. You need to justify your selection of the four candidates based on the chosen criteria. You also need to demonstrate an in-depth understanding of each of four selected countries in your country/market analysis, and then recommend one only for the market entry analysis in the next stage. Justify the selection of the final country in detail.

Stage 2: After choosing the final country, you are required to have a more detailed analysis of the chosen country/market for market segmentation and the selection of target market, and then come up with specific market entry modes and marketing mix strategies that guide the chosen company to enter and operate in the target market(s) within the chosen country.

To avoid unexpected problems at the end, aim to complete your project days rather than minutes ahead of the deadline. Back up your file before you print, and keep a backup copy of your disk.

Project Format: For guidance refer to Emerson L. (2013). “Writing Guidelines for Business Students”. South Melbourne, Vic: Cengage Learning.

Style: Report format with executive summary (1-2 pages), table of contents, introduction or company background, selection and justification of four candidate countries, country risk and opportunity analysis, recommendation of the final country, market segmentation and analysis, recommendations for targeting, marketing objectives, market entry mode, marketing mix strategies, conclusions, references and appendices.

The Executive Summary should be a “stand alone” section which states your objectives, how you went about it, what you found, and what you recommend based on what you found.

Cover sheet: You must use the Department of Marketing Group Assessment Cover Sheet (see the end of the course outline) for the convenience of collecting and distributing your report.

Length: Maximum 20 pages (excluding references and brief appendices). Failure to adhere to this page maximum will indicate poor judgment and marks will be lost.

Font: Times Roman 12 point

Spacing: 1.5

References: APA style

What we will be looking for in the project: The project is a practical and applied example of your understanding of the techniques presented in lectures, tutorials and the textbook. Your report should be in a form suitable for presenting to a Board of the chosen company, and we will be assessing the feasibility and relevance of the market entry report. We will be assessing you on your justification of choice of country market, the depth and perception of your analysis, and your ability to communicate your findings. Please refer to the marking guidelines (below) for specific guidance on criteria for assessment.

Introduction to Company and Offering		
Clear and concise.	A B C D E	Unclear, unfocused, rambling.
Country analysis		
Well justified selection of country market based on country opportunity/risk assessment, appropriate fit with product.	A B C D E	Poorly justified selection of country market, lack of evidence.
Research and analysis		
Strong evidence of research, appropriate sources.	A B C D E	Sparse or irrelevant research.
Feasibility of targeting and market entry mode decisions		

Sound basis for making decisions of targeting and market entry modes. Convincing justification for chosen approach.	A B C D E	Inadequate basis for making targeting and market entry mode decisions.
Appropriateness of adaptation and marketing mix decisions		
Sound basis for making marketing mix and adaptation decisions. Convincing justification for chosen approach.	A B C D E	Inadequate basis for making marketing mix and adaptation decisions.
Adequate Justification		
Good basis for reliable decision.	A B C D E	Inadequate basis for reliable decision.
Structure and Presentation		
Well written, excellent grammar, spelling, structure, attractively presented and within required length.	A B C D E	Poorly written, poor grammar, spelling mistakes, poor presentation.

Assessment 3: Final Exam (40%)

The final exam will comprise three short essay questions (chosen from five options).

Late Assignments

The standard late penalty shall be 5% of the maximum mark per day late or part thereof.

For example, assignments received up to 24 hours after the deadline will have 5% deducted from the available grade for the piece of assessment (i.e. a 78% becomes a 73%). Assignments received between 24 - 48 hours after the deadline will have 10% marks deducted from the available grade (i.e 78% becomes 68%). An additional 5% penalty will be applied for every day late. Assignments submitted after seven days of the deadline, or after feedback is returned if this is less than seven days, will not be marked.

All penalty timeframes are inclusive of weekends, public holidays and university semester breaks and closure times.

Group Work

If you 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	Mid-term test	Group Presentation	Group Written-report	Exam	Total
Identify the key structures of the global economy and how they impact on the international marketing strategies of New Zealand businesses	X	X	X	X	
Discuss the influence of the international marketing environment on strategic and tactical decision-making	X	X	X	X	
Identify cultural differences within a business context and respond appropriately	X	X	X	X	
Evaluate the different approaches to internationalization	X		X	X	
Recommend opportunities for international market development		X	X		
Design an international market entry strategy			X		
Total	20	15	25	20	100

Academic Integrity

Academic integrity means being honest in your studying and assessments. It is the basis for ethical decision-making and behaviour in an academic context. Academic integrity is informed by the values of honesty, trust, responsibility, fairness, respect and courage. Students are expected to be aware of, and act in accordance with, the University's Academic Integrity Policy.

Academic Misconduct, such as plagiarism or cheating, is a breach of Academic Integrity and is taken very seriously by the University. Types of misconduct include plagiarism, copying, unauthorised collaboration, submitting work written by someone else (including from a file sharing website, text generation software, or purchased work) taking unauthorised material into a test or exam, impersonation, and assisting someone else's misconduct. A more extensive list of the types of academic misconduct and associated processes and penalties is available in the University's Student Academic Misconduct Procedures.

It is your responsibility to be aware of and use acceptable academic practices when completing your assessments. To access the information in the Academic Integrity Policy and learn more, please visit the University's Academic Integrity website at www.otago.ac.nz/study/academicintegrity, or ask at the Student Learning Centre (HEDC) or the Library, or seek advice from your paper co-ordinator.

For further information:

Academic Integrity Policy

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

Turnitin on Blackboard

Turnitin is a text-matching software tool which reports matches between sections of student work submitted to it, and other material to which Turnitin has access (i.e. material available via the internet, and content of other student assignments which have previously been submitted to Turnitin). Turnitin is also often referred to as a plagiarism detection tool. All assignments submitted electronically through Blackboard are uploaded via Turnitin, and the report is available to the marker. You may be able to check your draft assignment via Turnitin before you submit your final assignment. Full instructions and guidance for the use of Turnitin can be found at: <https://help.otago.ac.nz/blackboard/assessing-your-students/turnitin/turnitin-for-students/>

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 Co-ordinator 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.