



Undergraduate (BACHELOR) Program Sep. 2016 – Feb. 2017

1.) Module 1617-B6: International Marketing

Lecturer / Institution: Dr. Rob Hecker, School of Management, University of Tasmania/Australia

Date: see semester calendar

ECTS: 5 Credits

Total time load: 125 hours

2.) General Description

In its simplest form, international marketing involves taking the marketing mix (the product, price, promotion and placement) across international borders. This can be achieved through a range of foreign market entry methods (for example licensing or exporting). In its more complex form, international marketing may involve establishing a manufacturing and distribution presence offshore or the purchase of a company in an overseas country.

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 forms the basis of the knowledge that students are required to develop. The module is primarily based on short lectures and assessable case studies with small student groups taking the lead in case discussions. At the same time a full marketing plan will be developed by groups as the course progresses. The marketing plan and the final presentation to the rest of the class represent the majority of the assessable work.

3.) References

The Kotabe et al. (2011; 2014) texts forms the basis of the seminar teaching, PowerPoints and case studies and either is sufficient for theory and background reading with additional references provided by the lecturer (see end of references). Specific readings can be found within each chapter and *may be* available from Google Scholar <https://scholar.google.com.au/>

- Kotabe, M., Marshall, A., Ang, S. W., Griffiths, K., Voola, R., Roberts, R., & Helsen, K. 2014. ***International marketing: Asia-Pacific edition, 4th Ed.*** Milton, Qld: Wiley (or Kotabe, M., Ang, S. W., Griffiths, K., Marshall, A., Voola, R. & Helsen, K. 2011. ***International marketing: Third Asia-Pacific edition.*** Milton, Qld: Wiley.)

Other useful texts

- Czinkota, M. & Ronkainen, I. 2013 ***International Marketing***, 10th Ed. Mason OH: South-Western (or Czinkota, M., Ronkainen, I., Sutton-Brady, C. & Beal, T. 2011. ***International marketing: Second Asia-pacific Edition.*** South Melbourne: Cengage).
- Fletcher, R. & Crawford, H. 2014. ***International marketing: An Asia-Pacific perspective*** (6th Ed.). Frenchs Forest, NSW: Prentice Hall (or Fletcher, R. & Brown, L. 2008. ***International marketing: An Asia-Pacific perspective*** (4th Ed.). Frenchs Forest, NSW: Prentice Hall.

- Usunier, J. & Lee, J. A. 2005. *Marketing across cultures* (4th Ed.). Harlow, UK: Prentice Hall.

<p>Web sites</p> <p>A crucial source of information on international marketing is obtainable online. The following is a selection of useful web sites and other reputable sources of information are available online.</p>	<p>Journals and Periodicals</p> <p>Apart from books, you will find valuable information in relevant articles from journals and periodicals (including newspapers and magazines) some of which are available online.</p>
<p>From an international perspective: University of Michigan: http://globaledge.msu.edu/ The world Fact Book: https://www.cia.gov/library/publications/the-world-factbook/index.html OECD: www.oecd.org UN Trade & Development: www.unctad.org World Bank: www.worldbank.org WTO: www.wto.org Small Business (USA): http://www.sbaonline.sba.gov/index.html</p> <p>From an Asian perspective: Asia Society: www.asiasociety.org ASEAN: http://www.aseansec.org/ Asia Development Bank: www.adb.org</p> <p>From a European perspective German statistics: www.bfai.de/EN/Navigation/home/home.html Europa: http://europa.eu.int/ Eurostat: http://europa.eu.int/comm/eurostat/ European Sources Online: http://www.europeansources.info EUBusiness News: http://www.eubusiness.com EU Observer: http://www.euobserver.com Europages: http://www.europages.com Europe Online International: http://www.europeonline.com European Chamber of International Business: http://www.ecib.com EU Information: http://ec.europa.eu/index_en.htm European Commission – Trade: http://ec.europa.eu/trade/ European Regional review: http://www.theparliament.com/regional-review/</p> <p>From an Australian perspective: Bureau of Statistics: www.abs.gov.au Austrade: www.austrade.gov.au Foreign Affairs & Trade: www.dfat.gov.au Export Finance: www.efic.gov.au</p>	<p>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</p>

4.) Assessment

Details will be provided before seminar.

4.) Seminar Schedule, Remarks:

- **Lecture (L)** is given by the lecturer, **Presentation (P)** is given by the students and **Group Work (GW)** or individual **Home Work (HW)** is a task for the students to be prepared within a certain time frame and results prepared in a presentation and/or as printed report / documentation / assignment.

Day	Session I	Session II	Session III	Session IV or Homework
	8:30 – 10.00	10:15 -11:45	12:00 – 13:30	14:30 – open ended
Monday	L & D - Introduction to seminar L – The marketing mix L – Review pre-reading: Economic & financial environment (Chpts 1 & 2)	L – Review pre-reading: Political & legal environment, Cultural environment (Chpts 3 & 4)	L – Understanding international consumers; Globalisation (Chpt 5) L & D – Introduction to the IM plan & projects	HW - Preparation for A1 & A4
Tuesday	A1 – HW in-class test (30 minutes) – Chpts 1, 2, 3 & 4 L and D – Review of Monday	L – Segmentation & positioning (Chpt 7) P & D – case study	L - Research in IM (Chpt 6) L – IM selection and entry strategies (Chpt 8) P & D – case study	HW - Preparation for A4
Wednesday	L and D – Review of Tuesday L – Developing new products & services for international markets (Chpt. 9)	L – Marketing goods & services (Chpt 10) L - Branding P & D – case study	L – IM communications (Chpt 11) P & D – case study	HW - Preparation for A2 & A4
Thursday	A2 – HW in-class test (1 hour) - Chpts 7, 8, 9, & 10. L and D – Review of Wednesday	L – Logistics (distribution) in IM (Chpt 12) L – Export & import (Chpt 13)	L – Pricing for profit (Chpt 14) P & D – case study	HW - Preparation for A3 & A4
Friday	L – Review of Thursday A3 – HW in-class test (1 hour) – Chpts 11, 12, 13, & 14.	A4 – GW Groups 1 and 2 IM plan presentations	A4 – GW Group 3, 4 and 5 IM plan presentations	L and D – Global marketing strategy Chpt 15) HW - Preparation for A5 (due 31 December)

Chapters indicated are from Kotabe et al. (2011).