

# Department of Marketing | Te Mātauranga Tokoka

## Otago Business School | Te Kura Pakihi

Semester Two | Kaupeka Tuarua  
2024

### MART326 International and Export Marketing

#### Nau Mai Haere Mai

Welcome | Afio Mai | Aere Mai | Mālō e me'a mai | Fakatalofa atu |  
Bula | Fakalofa lahi atu | Ulu tonu mai

#### Course Description and Aims | *Whāinga o te Akoranga*

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

**Semester Two**

**0.15 EFTS**

**18 points**

**Prerequisites:** Two of (MART 201, MART 202, MART 203) or two of (MART 201, MART 210, MART 211, MART 212)

#### Teaching Staff | *Kaiako*

##### Course Coordinator

Name: Associate Professor Andrea Insch  
Office: OBS4.04  
Email: andrea.insch@otago.ac.nz  
Office Hours: Please see Blackboard

You should contact 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.

## Course Information | *Mōhiohio akoranga*

**Lecture Day/Time:** Tuesday 10:00-11:50am

**Room:** Please refer to your eVision timetable.

**Tutorials Day/Time:** Please refer to your eVision timetable.

Every week students must attend one 110 minute lecture and one 50 minute tutorial as 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 third 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 course 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 | *Te Nui o te Mahi*

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 | *Pukapuka Kaupapa*

Reference textbook: 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 2024.

## Calendar | *Maramataka*

Week	Week Commencing*	Topic	Reading
1	15 July	Basis and rationale for international and export marketing in New Zealand Trends in global economic, financial, and political environments	Chapters, 1, 2 and 3 <b>Required Readings - Blackboard</b>
2	22 July	Global technological, legal and natural environments  New Zealand companies place in the world – How to assess risk and opportunities	Chapters 2, 5 and 6 <b>Required Readings - Blackboard</b>
3	29 July	Understanding the social environment - cultural awareness and cross-cultural consumer behaviour  Market Selection: Matching offerings with opportunities <b>Tutorial 1</b>	Chapters 4 and 8 <b>Required Readings - Blackboard</b>
4	5 August	Global market research and intelligence systems	Chapter 7 <b>Required Readings - Blackboard</b>
5	12 August	Strategic approaches to responding to global market trends, opportunities and threats  <b>Market Selection Presentation Video Due Thursday 15<sup>th</sup> August, 5pm.</b> <b>Tutorial 2</b>	Chapter 9 <b>Required Readings - Blackboard</b>
6	19 August	<b>Mid-term Test – 20th August – during lecture time from 10am</b>	
7	26 August	Current issues in global product and brand management – globalisation and localization  <b>Tutorial 3</b>	Chapters 13 and 17 <b>Required Readings - Blackboard</b>
<b>Mid Semester Break 2<sup>nd</sup> – 6<sup>th</sup> September</b>			
8	9 September	International channels of distribution and pricing strategies <b>Tutorial 4- Final Report Summary Presentations</b>	Chapters 14 and 16
9	16 September	Guest Lecture  <b>Tutorial 5 – Final Report Summary Presentations</b>	<b>Required reading - Blackboard</b>
10	23 September	Marketing places – cities and nations – and leveraging product-country images for international marketing	<b>Required reading - Blackboard</b>
11	30 September	Global digital marketing landscape Marketing communications and corporate social responsibility in a global marketplace	Chapter 15
12	7 October	Guest Lecture	<b>Required reading - Blackboard</b>
13	14 October	Course review and exam prep	

**\* First week of Semester 2 is ACADEMIC WEEK 29**  
**Lectures end Friday 18 October**  
**University Exam Period Second Semester Begins Monday 21<sup>st</sup> October until**  
**Saturday 9<sup>th</sup> November.**

## Assessment | *Aromatawai*

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
Market Selection Presentation Video	Thursday, 15 <sup>th</sup> August, 5 pm.	10%
Mid-term test (50 minutes) (scheduled during lecture time)	In-class, Tuesday, 20 <sup>th</sup> August, 10am.	20%
Final Report Summary Presentations (scheduled during tutorial times in weeks 8 and 9) (PowerPoint file due to your tutor by 5pm on Tuesday 10 <sup>th</sup> September)	In tutorial weeks 8 and 9.	15%
Group written report, submitted electronically to TurnItIn via Blackboard	Monday, 30 <sup>th</sup> September, 5pm.	20%
Final Exam (2hrs)	TBC	35%

### Assessment Format

#### Assessment 1: Group Market Selection Presentation Video (10%)

**Date:** One copy of the group video emailed using link provided by Thursday, 15<sup>th</sup> August, 5pm.

**Value:** This presentation is worth 10% of the final grade for the course.

**Objective and Format:** In your group of 3, you will record a presentation of no longer than 6 minutes with up to 5 slides (excluding title and reference slide) 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.

The marking guidelines will be provided on Blackboard for specific guidance on criteria for assessment.

#### Assessment 2: Mid-Term Test – 50 minutes

**Date:** Tuesday 20<sup>th</sup> 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 3: Group Oral Presentation – Final Report Summary Presentations (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 10th 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 8 minutes focusing on your market entry strategy and marketing plan. Maximum points are given to those groups who speak without notes, are enthusiastic and can successfully communicate their ideas. You can use a maximum of 8 slides (excluding title and references slide).

The marking guidelines will be provided on Blackboard for specific guidance on criteria for assessment.

### **Assessment 4: Group Project – Market Entry Report (20%)**

**Date:** Monday 30 September (5pm) to be submitted to TurnItIn via Blackboard.

**Value:** This project contributes 20% 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.**

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.

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 17 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. The marking guidelines will be provided on Blackboard for specific guidance on criteria for assessment.

### **Referencing Style**

For this course the referencing style is APA. Style guides are available on the University Library website: <https://www.otago.ac.nz/library/referencing/index.html>

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

## Learning Outcomes | *Hua Akoranga*

Learning Outcome	Market Selection Presentation Video	Mid-term test	Final Report Presentation	Group Written	Final Exam
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	X
Discuss the influence of the international marketing environment on strategic and tactical decision-making	X	X	X	X	X
Identify cultural differences within a business context and respond appropriately	X	X	X	X	X
Evaluate the different approaches to internationalization		X		X	X
Recommend opportunities for international market development	X		X	X	
Design an international market entry strategy				X	
<b>Total</b>	10	20	15	20	35

## Academic Integrity | *Pono-ā-wānanga*

**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 course, 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 Course | *Ngā māharahara mō te akoranga***

We hope you will feel comfortable coming to talk to us if you have a concern about the course. The Course 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 | *Kupu Whakatonu***

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.