Unit Outline*

MKTG8462 / MKTG8662

Global Marketing Strategy

Semester 1, 2011
Crawley

Associate Professor Fang Liu

Business School
www.business.uwa.edu.au

* This Unit Outline should be read in conjunction with the Business School Unit Outline Supplement available on the Current Students web site http://www.business.uwa.edu.au/students
UNIT DESCRIPTION

Introduction

This unit is developed to provide students with an applied understanding of global marketing activities. Globalization has changed marketing thought to consider the global implications of marketing activities, while at the same time taking into account cultural and social diversity. Students will develop the planning and analysis skills to help them operate within the global community. These skills are developed through the use of case studies and real life group projects to illustrate the real world problems that businesses are currently facing.

Unit content

This unit covers five major areas: 1) global market analyses such as analysing international business opportunities and prioritizing market segments; 2) market selection and positioning; 3) market entry strategies; 4) product, pricing, communications and distribution strategy for new markets; 5) Implementation and coordination of marketing programs under a global setting.

The goal of the unit

The goal of this unit is to help students develop a good understanding of the challenges facing marketing a product or service in a global marketplace. Students will learn how to segment and target global markets as well as design appropriate marketing entry and growth strategies in foreign markets.

Learning outcomes

On completion of this unit, you should be able to:

- Be familiar with the internationalization theories;
- Know the different marketing environments that affect global marketing decisions;
- Be familiar with the major methods used in global market research;
- Understand the international market selection process;
- Understand the different market entry strategies and their advantages and disadvantages;
- Know how to make product, pricing, communication and distribution decisions under the global environment;
- Understand the cross-cultural issues under global marketing program;
- Know how to implement and coordinate the global marketing program;
- Know how to design an international marketing plan.
Educational principles and graduate attributes

In this unit, you will be encouraged and facilitated to develop the ability and desire to:

• Develop more effective communication skills through a class presentation on the findings of your team marketing analysis project and by responding to any questions that arise following that presentation;

• Develop ethical and cultural awareness in an international context through completion of the group project.

Prerequisites

It is assumed that you possess an adequate command of:

• Written and oral English.

• Basic mathematical and statistical skills.

• Basic computing and internet use.

• Basic library research skills.

• Word processing and presentation skills.
TEACHING AND LEARNING RESPONSIBILITIES

Teaching and learning strategies

This unit adopts problem–based learning method which helps students understand the fast-changing global business environment. It also uses both individual and group assessments to facilitate student learning.

Teaching and learning evaluation

You may be asked to complete two evaluations during this unit. The Student Perception of Teaching (SPOT) and the Students’ Unit Reflective Feedback (SURF). The SPOT is optional and is an evaluation of the lecturer and the unit. The SURF is completed online and is a university wide survey and deals only with the unit. You will receive an email from the SURF office inviting you to complete the SURF when it is activated. We encourage you to complete the forms as your feedback is extremely important and can be used to make changes to the unit or lecturing style when appropriate.

This unit is periodically evaluated and the feedback from students is taken into account when the unit is updated.

You also have an opportunity to nominate your lecturer for the Teaching Excellence Award after each semester. Nomination forms for teaching excellence can be found and downloaded from the UWA teaching and learning website http://www.teachingandlearning.uwa.edu.au or obtained from Student Guild.

Attendance

Participation in class, whether it be listening to a lecture or getting involved in other activities, is an important part of the learning process, therefore it is important that you attend classes. More formally, the University regulations state that ‘to complete a course or unit students shall attend prescribed classes, lectures, seminars and tutorials’. Where a student, due to exceptional circumstances, is unable to attend a scheduled class, they are required to obtain prior approval of the unit coordinator to be absent from that class. Any student absent from class without having had such absence approved by the unit coordinator may be referred to the faculty for advice and may be required to withdraw from the unit.
CONTACT DETAILS

We strongly advise students to regularly access their student email accounts. Important information regarding the unit is often communicated by email and will not be automatically forwarded to private email addresses.

<table>
<thead>
<tr>
<th>Unit coordinator/lecturer</th>
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</tr>
</thead>
<tbody>
<tr>
<td><strong>Name:</strong></td>
<td>Dr Fang Liu</td>
</tr>
<tr>
<td><strong>Email:</strong></td>
<td><a href="mailto:fang.liu@uwa.edu.au">fang.liu@uwa.edu.au</a></td>
</tr>
<tr>
<td><strong>Phone:</strong></td>
<td>6488 3506</td>
</tr>
<tr>
<td><strong>Fax:</strong></td>
<td>6488 1055</td>
</tr>
<tr>
<td><strong>Room:</strong></td>
<td>Room 2209, Business School</td>
</tr>
</tbody>
</table>

**Consultation hours:**
During teaching weeks:
- Thursdays 11:00am-12:00pm, at the office;
- Students should email Fang to set up appointment(s) outside her normal consultation time.

**Lecture times:**
- Fridays, 5.00pm – 8.00pm

**Lecture venue:**
- BUSN:101 Case Study Room
TEXTBOOK(S) AND RESOURCES

Unit website
http://www.webct.uwa.edu.au

Recommended/required text(s)

Reference text

Additional resources and reading material
- Journals
  - Journal of International Marketing
  - Journal of Consumer Research
  - Journal of Marketing
  - International Marketing Review
  - International Journal of Research in Marketing
  - Journal of Global Marketing
- Databases
  - Business Resource Premier
  - Proquest 5000

UNIT STRUCTURE

Overview
- Lectures and Tutorials
  Students are required to attend both lectures and tutorials. Tutorials are conducted following the lectures. Students should be prepared for tutorial discussion questions or any exercise assigned. Lecture/tutorial participation accounts for 10% of the formal assessment.
# UNIT SCHEDULE

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Lecture Topics</th>
<th>Text Chapters</th>
<th>Tutorial</th>
</tr>
</thead>
<tbody>
<tr>
<td>W1</td>
<td>T1</td>
<td>Overview of Globalization and Global marketing: What is globalization; Alternative Views of Globalization; Motives for going global; Application of globalization concepts to marketing strategy; Developing a global marketing plan; Discussion on class project; Selection of project teams.</td>
<td>1,2,3</td>
<td>Case Study 1.1 BBW Q1, Q4; Chapter 1, Q2; Chapter 2, Q2; Case study 2.3: TOMS Q1.</td>
</tr>
<tr>
<td>W2</td>
<td>T2</td>
<td>The Global Economic, Political and Socio-cultural Environment: Economic, political and socio-cultural factors affecting global marketing; Cultural dimensions; Application of cultural dimensions to different business situations.</td>
<td>6,7</td>
<td>Chapter 6, Q4; Case Study 6.1 Q3; Chapter 7, Q2, Q3; Case Study 7.1; LIFAN, Q1, Q3.</td>
</tr>
<tr>
<td>W3</td>
<td>T3</td>
<td>International Market Selection: Analyzing the International opportunity, Screening of potential markets; Market expansion strategies; Global product/market portfolio; Global market segmentation, targeting, and positioning.</td>
<td>8</td>
<td>Chapter 8, Q1, Q4, Q5; Case Study 8.1 TATA NANO Q1, Q4; Case Study II.1 Bajaj Auto Q1, Q3.</td>
</tr>
<tr>
<td>W4</td>
<td>T4</td>
<td>Global Market Entry Strategies: Different approaches to the choice of entry mode; Exporting; Licensing; JV; Foreign direct investment; Strategic alliance, Entry decision processes</td>
<td>9,10,11, 12</td>
<td>Chapter 9, Q3; Chapter 10, Q12; Chapter 11, Q5; Case Study II.3 Marriot Q1, Q2; Chapter 12, Q4; Case Study II.1 IKEA: Q1 and Q2.</td>
</tr>
<tr>
<td>W5</td>
<td>T5</td>
<td>Global Marketing Research: Link global marketing research to the decision making process; Issues in global market research; Distinguish between different research approaches, data sources and data types; Distinguish between different qualitative market research methods.</td>
<td>5</td>
<td>Case Study 5.1 Teepack, Q1 and Q4. Chapter 5: Q3, Q7, Q8.</td>
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<tr>
<td>W6</td>
<td>T6</td>
<td>Global Product &amp; Brand Decisions: Standardization or adaptations of products; International service strategies; PLC and IPLC; Product communication strategies; New product development; Brand equity; Branding decisions; Green marketing strategy.</td>
<td>14</td>
<td>Case Study 14.1 Danish Klassic; Chapter 14, Q4, Q9, Q14.</td>
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<tr>
<td>W7</td>
<td></td>
<td>Mid-semester Exam.</td>
<td></td>
<td>Preparation for group project.</td>
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<tr>
<td>W8</td>
<td></td>
<td>April 22\textsuperscript{nd} is Good Friday. No lectures on this week.</td>
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<td>Non-Teaching Week (April 25 – April 29)</td>
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<tr>
<td>Week</td>
<td>Topic</td>
<td>Details</td>
<td>Chapters/Case Studies</td>
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<tr>
<td>W9</td>
<td>Global Pricing Decisions</td>
<td>Factoring influencing international pricing; Experiencing curve pricing; Transfer pricing; Term of payments; price quotations.</td>
<td>Chapter 15, Q6; Case Study IV.2 Guinness Q2, Q3;</td>
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<td></td>
<td>Global Distribution Decisions</td>
<td>Structure of the channel; Selection of distributors; Managing and controlling the channel; Transportation; Retailing; Grey markets.</td>
<td>Case Study 16.2 Nokia, Q2, Q3; Chapter 16, Q9.</td>
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</tr>
<tr>
<td>W10</td>
<td>Global Communication Decisions</td>
<td>The communication process; Advertising; Public Relations and sponsorships; Sales promotions; Direct marketing; Personal selling; Standardized versus adaptation strategies; Ethical issues.</td>
<td>Case Study 17.3 BMW, Q2, Q4; Chapter 17, Q2, Q3.</td>
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</tr>
<tr>
<td>W11</td>
<td>International Sales Negotiations and Organization and Control of the Global Marketing Programs</td>
<td>Cross-cultural negotiations; Different organizational structure for different international activities; Design of a control system.</td>
<td>Chapter 18, Q3; Chapter 19, Q11; Case Study V.2 OneCafe;</td>
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<tr>
<td>W12</td>
<td>Review and Presentations of Global Marketing Plans</td>
<td></td>
<td>Marketing Plan Due on May 27 (FRIDAY)</td>
<td></td>
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<tr>
<td>W13</td>
<td>Final Exam</td>
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ASSESSMENT MECHANISM

The purpose of assessment

There are a number of reasons for having assessable tasks as part of an academic program. The assessable tasks are designed to encourage you to explore and understand the subject more fully. The fact that we grade your work provides you an indication of how much you have achieved. Providing feedback on your work also serves as part of the learning process.

Assessment mechanism summary

<table>
<thead>
<tr>
<th>Assessment</th>
<th>Item details</th>
<th>Weight 8 point</th>
<th>Weight 6 point</th>
<th>Due date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>International Marketing Project-Presentation</td>
<td>10%</td>
<td>15%</td>
<td>27 May 2011 (Friday)</td>
</tr>
<tr>
<td></td>
<td>International Marketing Project-Written Report</td>
<td>25%</td>
<td>35%</td>
<td>27 May 2011 (Friday) During the lecture.</td>
</tr>
<tr>
<td>2</td>
<td>Mid-term exam</td>
<td>25%</td>
<td>N/A</td>
<td>15 April 2011 (Friday)</td>
</tr>
<tr>
<td>3</td>
<td>Lecture/Tutorial participation</td>
<td>10%</td>
<td>10%</td>
<td>Continuous</td>
</tr>
<tr>
<td>4</td>
<td>Final exam</td>
<td>30%</td>
<td>40%</td>
<td>3 June 2011 (Friday)</td>
</tr>
</tbody>
</table>

Note 1: Results may be subject to scaling and standardisation under faculty policy and are not necessarily the sum of the component parts.

Note 2: All pieces of assessment are to be submitted by the due date. Late assignments are penalised by 10% per day (or part thereof). If circumstances beyond your control merit an extension, contact Fang before the due date and submit a written request.

Note 3: Your assessed work may also be used for quality assurance purposes, such as to assess the level of achievement of learning outcomes as required for accreditation and audit purposes. The findings may be used to inform changes aimed at improving the quality of Business School programs. All material used for such processes will be treated as confidential, and the outcome will not affect your grade for the unit.

Assessment components

Assessment 1: International Marketing Project

Structure of Process

This project is to develop an international marketing plan for an existing business. It will be done in groups of three or four (3-4) and groups will be assigned by the lecturer during Week 1 of the semester. Those students who do not attend week 1 will be allocated into groups of three by Fang. Each group should select a product/brand and market it to a country (different from the country where the product/brand is originated) in which the product/brand is currently unavailable. Students need to investigate international marketing opportunities and develop strategies to maximize the potential of each opportunity.
Group work involves working as a team with each group member participating and contributing equally. Team work requires students to learn how to cope and work with people from different cultural, educational and social backgrounds. To ensure that each team operates smoothly, it is recommended that tasks and deadlines be allocated to team members early during the semester. A record of the allocation of tasks and deadlines should be kept by each group for future referral. A diary of meetings and their minutes should also be kept by the group to indicate the progress and contribution of each member. In a few cases groups sometimes do not work constructively together and face difficulties. If the group is not working together as a team it is recommended that you speak to the lecturer before the problem becomes serious. On approaching the lecturer the group will be expected to produce: allocation and deadline schedules, examples of work submitted by each group member with corresponding dates, diary of events kept by the group and a solution for overcoming the disagreement. On such occasions, Fang will facilitate the group process to implement the solution to overcome the disagreement.

**Description of Tasks**

This piece of assessment involves three major tasks. Students are expected to submit the tasks on the due date. Late submissions will be penalised at 10% per day (or part there of).

**Task 1 - Presentation of Marketing Plan (Due Week 12, May 27 2011, Friday)**

Each group will present the main developments of their marketing plan, remembering that some of the analysis has been presented during task 1. The presentation will show the class the strategies (e.g., entry strategy, product/brand strategy, pricing strategy, distribution strategy, communication strategy, and ways to organize and control the global program). Each presentation is expected to be 15 minutes long (extra time will be given for questions). Powerpoint and OHP facilities are available for use. Those groups wishing to utilise the power point facilities must email their presentation slides to Fang by 12 noon on the presentation date.

**Task 2 - Written Marketing Plan (Due Week 12, May 27 2011, Friday, during the lecture)**

Each group will submit a hard copy of their marketing plan. The document is to cover the main aspects of International Marketing Planning (an outline will be given later) and any other aspects as required from your research.

It is expected that document presented would be in business report style, including an executive summary, section numbering, headings, tables and figures. Remember, it will not be the fancy presentation that will earn the group the majority of their marks, but the accuracy of data, depth of analysis and relevance of the information presented that is important.

The written report is to be typed Times New Roman 12, 1.5 spacing, and A4 size paper. The mark for the project will be reduced by 10% per day each day it is late. The report must have an Assignment Cover Sheet with the following details shown clearly: the organization, the title, the unit code and name, your name(s), and your student number(s). Your report should be no more than 3500 words (penalties will be assessed if that limit is exceeded by more than 350 words). Everything in the report is included in the word count except Executive Summary, End Bibliography, and Appendixes. Student should use Harvard Referencing Style for this assignment. Ensure that you keep a copy in case the original is lost. A soft copy in a CD containing your full written report must be attached to the hard copy (see “Submission of Assignments” below).

Note: SPARK may be used to assess each individual's contribution to the group project. Details will be provided by the lecturer during the first lecture.
Assessment 2: Mid-semester Exam - Held on April 15 2011 (Week 7)

The mid-semester exam will include all materials covered up to and including Week 5. The test will involve both short answer questions and practical application type questions. The test will be held during class time from 5:00pm until 6:30pm. Students must ensure that they arrive 10 minutes earlier so as not to disturb other students during the examination. Examination booklets and papers will be distributed at the beginning of the period. If you cannot sit the examination due to circumstances outside of your control you must contact Fang before the exam begins. Fang will determine whether the reason is acceptable and outline a remedy for missing that part of the assessment if applicable.

Assessment 3: Final Exam - Held on June 3 2011 (Week 13)

The final exam will include all materials covered during the entire semester. The test will involve short answer questions, "long" answer and practical application type questions. The test will be held during class time from 5:00pm until 7:00pm. Students must ensure that they arrive 10 minutes earlier so as not to disturb other students during the examination. Examination booklets and papers will be distributed at the beginning of the period. If you cannot sit the examination due to circumstances outside of your control you must contact Fang before the exam begins. Fang will determine whether the reason is acceptable and outline a remedy for missing that part of the assessment if applicable.

Assessment 4: Participation

Students will be assessed on their class participations, i.e., contribution to discussions in the lecture/tutorial. It is suggested that students read the required materials (chapters and additional readings) before each lecture.

Submission of assignments

Submit your group assignment in hard copy (as well as a softcopy including all contents that can be saved electronically) to the lecturer during the last lecture. Please remember to attach an Assignment Cover sheet to the front of your assignment. You can download the relevant Assignment Cover sheet from the Business School Current Students web page at http://www.business.uwa.edu.au/students/assessments.

*Those groups who have been granted additional time by the lecturer to complete an assignment or have missed the deadline for submission should submit a hard copy (and attach a softcopy in a CD) to the pigeon hole at the Postgraduate Student Centre. Please remember to attach an Assignment Cover sheet to the front of your assignment. You can download the relevant Assignment Cover sheet from the Business School Current Students web page http://www.business.uwa.edu.au/students/assessments.

All cover pages printed from this website contain a barcode unique to each student. Once submitted through the pigeon hole at the Student Centre, the barcode will be scanned and recorded electronically. An automatic email will be sent to your UWA email address, notifying you that your assignment has been submitted and recorded successfully. If you do not receive this acknowledgement email, please contact the relevant Business School Postgraduate Student Centre (postgrads-business@uwa.edu.au, ph 6488 3980).

Note: All assignments submitted through the pigeon hole at the Postgraduate Centre must have a cover sheet containing a barcode attached.
Charter of Student Rights and Responsibilities


Appeals against academic assessment

The University provides the opportunity for students to lodge an appeal against assessment results and/or progress status (refer http://www.secretariat.uwa.edu.au/home/policies/appeals).