



浙江大學

MAKT913

International Marketing

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Instructor contact details

Lecturer-in-charge: TBA

Office location: Room 169 South Central Building, Hua Jia Chi Campus

Consultation Times: to be announced, and by appointment

Teaching Times and Locations

The Time and Location: TBA

Units of Credit

The course is worth 6 units of credit, with total of 40 teaching hours.

Course Description

Marketing is a very dynamic subject where decision making is at the centre of the marketing process. One of the most prominent trends in recent years has been the globalisation of markets for goods and services. This course will enable students to gain analytical skills essential in creating international marketing plans and develop the marketing mix elements in an international environment. International marketing is an important subject in the marketing discipline and builds on the concepts learnt in marketing management into the international market. The conceptual material taught throughout this course will be further developed through class activities, case studies and a final project.

This unit will be looking into the various factors that influence marketing strategies in an international setting. Topics cover international economic environments; social and cultural aspects of market environments; legal and political environments; distribution channels ; market entry methods; pricing and promotional strategies, and how to complete a comprehensive international marketing plan.

Prerequisite

The foundations of marketing will enable students to gain a better understanding of this unit.

Learning Resources

"International Marketing - An Asia Pacific Perspective"; Fletcher R; Crawford H; 6th Ed (2014), Pearson.

Learning Objectives

By the end of this course you should be able to:

- Explain the influence of global developments on international marketing and business.
- Identify factors, both internal and external ones, that influence the strategic decision making process.
- Describe the marketing mix as a process, and as a set of complex tools used in catering to the needs of the global consumer.
- Demonstrate importance of endeavoring to satisfy consumers through meeting their needs and establishing a consumer oriented organisation.

Course Delivery

The course will be taught in English through lectures, tutorials, group activities, student projects and presentations. In addition to these, there will also be guest speakers and optional field trips available for students who would like to enhance their learning experience. The course will be delivered within 16 sessions, with each session totaling 2.5 hours-inclusive of both a lecture and tutorial. These sessions will be running during the weekdays, Monday to Friday. The course will be at total 40 hours.

Topics and Course Schedule

Topic	Activities	Day
The Scope and Challenges of International Marketing	Lecture; Tutorial	23/12/2019
The Dynamics of the International Business World	Lecture; Tutorial	24/12/2019
Geography and History: The Foundations of Cultural Understanding	Lecture; Tutorial	25/12/2019
Cultural Dynamics in International Marketing	Lecture; Tutorial	26/12/2019
The International Political and Legal Environment	Lecture; Tutorial	27/12/2019
Researching into International Markets	Lecture; Tutorial; Quiz	28/12/2019
Emerging Markets and Market Trends	Lecture; Tutorial	29/12/2019
Multinational Market Regions and Market Groups	Lecture; Tutorial	02/01/2020
International Marketing Strategies	Lecture; Tutorial	03/01/2020
International Market Entry Strategies	Lecture; Tutorial	06/01/2020
Exporting, Managing and Logistics	Lecture; Tutorial; In class test	06/01/2020
Developing Consumer Products for International Markets	Lecture; Tutorial	07/01/2020
Marketing Industrial Products and Business Services	Lecture; Tutorial	08/01/2020

The International Distribution System	Lecture; Tutorial	08/01/2020
Advertising, Promotion and Personal Selling in a global environment	Lecture; Tutorial; Group project Presentation	09/01/2020
Ethics and social vision of international marketing	Lecture; Tutorial; Group Report submission	09/01/2020

Assessments:

Class participation	10%	Continuous
Quiz	5%	28/12/2019
In class test	10%	06/01/2020
International Marketing Cultural Analysis Report presentation (Group work)	15%	09/01/2020
International Marketing Cultural Analysis Report (Group work)	20%	09/01/2020
Final exam	40%	10/01/2020

Assessments in this course include a Quiz (5%), and an International Marketing Cultural Analysis Report (Group work) (20%); An in-class presentation on the reports (Group) (15%); and a final exam that will be worth 40% of the total assessment marks.

Details of the assessments will be announced and discussed in class.

Class Participation (10%) and quiz (5%):

Class participation is essential towards developing a comprehensive understanding on the learning outcomes and expectations placed on students. Students are expected to participate and actively engage in all class discussions in order to ensure that they gain a more holistic learning experience. Those who are unwilling to contribute or participate in class discussions should expect relatively low class participation grade even if they are physically present in all classes.

To further enhance the learning experience, it is also important for you to engage in regular discussions with other students, in exchanging knowledge and ideas with regards to this course and its key topics. Students are expected to be present and punctual for all their classes. Lateness and causing disruption to other students is not acceptable and will not be tolerated. Doing so will lead to the deduction of class participation marks. Students are expected to be respectful towards their peers, their lecturers and all other staff members. The lecturer will assess the students daily based on the quality of the presentation. Active engagement in class activities and discussions are encouraged to consolidate what has been learnt in lectures.

Class Test (10%):

A multi-choice class test will be conducted with 40 compulsory multi-choice questions based on lecture topics 1 to 5.

Type: Examination

Weight: 10%

Length: A 60 minutes test conducted in the class.

Task: This is a closed book examination.

International Marketing Cultural Analysis Report (20%)+ Presentation (15%):

Students will be allocated into groups to complete a group project relating to course topics. They are required to work collaboratively with each other to complete this task and present it to the class through a speech.

An international marketing plan for implementing international marketing activities in a globalised and competitive environment is to be developed, with:

- 5 pages maximum in A4,
- 12 point Times New Roman font
- Single line spacing
- Late submission will attract a penalty of 10% of the total weighting of the assessment task. A 10% deduction applies for EACH late day and the assessment will not be accepted after 5 working days. Extensions will only be granted upon the basis that there is reasonable medical evidence of illness or any other extreme circumstances that the university may place under consideration. Under no circumstances will extensions be granted for work or any other commitments. A request for an extension must formally submitted to the lecturer in writing prior to the due date, in accordance with the university's assessment policies. Medical certificates or other evidence of extreme misfortune must be

submitted through a special consideration form and must contain information that justifies the extension sought.

Final examination (individual) (40%):

Type: Examination

Weight: 40%

Length: A two hours formal final examination will be scheduled by the lecture and conducted in the class.

Task: This is a closed book examination.

Students should expect a variety of differently structured questions such as multiple choice answers, short answer questions, and extended responses. Students are expected to attempt all components of the exam to their best of their abilities. Students will be provided with samples questions and a comprehensive explanation on exam instructions.

During the final examination, students are not allowed to bring in any electronic devices including, but are not limited to, mobile phones, laptops and ipad's. Standard calculators are permitted and if there should be any inquiries regarding the above issues, please do not hesitate to speak to any of our staff.

Please make sure that you are physically present in all classes, especially on examination dates. No make-up tests or examinations will be provided.

Grade Descriptors:

HD	High Distinction	85-100
D	Distinction	75-84
Cr	Credit	65-74
P	Pass	50-64
F	Fail	0-49

High Distinction 85-100

Treatment of material evidences an advanced synthesis of ideas
Demonstration of initiative, complex understanding and analysis
Work is well-written and stylistically sophisticated, including appropriate referencing, clarity, and some creativity where appropriate
All criteria addressed to a high level

Distinction 75-84

Treatment of material evidences an advanced understanding of ideas
Demonstration of initiative, complex understanding and analysis
Work is well-written and stylistically strong
All criteria addressed strongly

Credit 65-74

Treatment of material displays a good understanding of ideas
Work is well-written and stylistically sound, with a minimum of syntactical errors
All criteria addressed clearly

Pass 50-64

Treatment of material indicates a satisfactory understanding of ideas
Work is adequately written, with some syntactical errors
Most criteria addressed adequately

Fail 0-49

Treatment of ideas indicates an inadequate understanding of ideas
Written style inappropriate to task; major problems with expression
Most criteria not clearly or adequately addressed

Academic Integrity

Students are expected to uphold the university's academic honesty principles which are an integral part of the university's core values and principles. If a student fails to observe the acceptable standards of academic honesty, they could attract penalties and even disqualification from the course in more serious circumstances. Students are responsible for knowing and observing accepted principles of research, writing and any other task which they are required to complete.

Academic dishonesty or cheating includes acts of plagiarism, misrepresentation, fabrication, failure to reference materials used properly and forgery. These may include, but are not limited to: claiming the work of others as your own, deliberately applying false and inaccurate information, copying the work of others in part or whole, allowing others in the course to copy your work in part or whole, failing to appropriately acknowledge the work of other scholars/authors through acceptable referencing standards, purchasing papers or writing papers for other students and submitting the same paper twice for the same subject.

This Academic Integrity policy applies to all undergraduates of the Zhejiang University in all programmes of study, including non-graduating students. It is to reinforce the University's commitment to maintain integrity and honesty in all academic activities of the University community.

Policy

- The foundation of good academic work is honesty. Maintaining academic integrity upholds the standards of the University.
- The responsibility for maintaining integrity in all the activities of the academic community lies with the students as well as the faculty and the University. Everyone in this community must work together to ensure that the values of truth, trust and justice are upheld.
- Academic dishonesty affects the University's reputation and devalues the degrees offered.
- The University will impose serious penalties on students who are found to have violated this Policy. The following penalties may be imposed:
 - o Expulsion;
 - o Suspension;
 - o Zero mark/fail grade;
 - o Marking down;
 - o Re-doing/re-submitting of assignments or reports; and
 - o Verbal or written warning.