

THE UNIVERSITY OF
NEW SOUTH WALES



Australian School of Business
School of Marketing

**MARK5815
INTERNATIONAL MARKETING IN ASIA**

**COURSE OUTLINE
SESSION 1, 2009**

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1. STAFF CONTACT DETAILS

Course coordinator: Dr. Gary Gregory
Office: Quad Bldg Room 3023A
Consultation times: Mondays 10:00am-12noon (or by appointment)
Telephone: 9385-3389
Email: g.gregory@unsw.edu.au

If you need to meet with the lecturer in charge outside consultation hours, please call and make an appointment. Alternatively feel free to email me and I will attempt to get back to you within 24-48 hours. Additionally, you can post general course enquires relating to any aspect of coursework on the discussion board of the WebCT Vista site for this course. Again, I will attempt to address all enquiries within 24-48 hours.

2. COURSE DETAILS

2.1 Teaching Times and Locations

Lecture: Mondays 2:00 pm – 5:00 pm (Central Lecture Block 2)

2.2 Units of Credit

This course is worth 6 credits.

2.3 Summary of Course

This course will present various concepts and tools for analysing international marketing strategies, and evaluating the Asian marketplace (competitors, external environment: cultural, economic, technological, political/legal, marketing opportunities, etc.). Specifically, the focus will be on developing, evaluating and implementing international marketing strategy at the corporate, regional and local levels. By learning about both theory and practice, the student will obtain a good conceptual understanding of the field of international marketing as well as become firmly grounded in the realities of the global marketplace. The student may also be expected to utilize analytical techniques (financial analysis using spreadsheets, graphics packages, and quantitative analysis) appropriate for completing their final project.

2.4 Course Aims and Relationship to Other Courses

Further the more general aim is:

- Provide an understanding of the scope and function of international marketing theory and practice.
- Increase knowledge and skills to help in developing international market entry strategies.
- Develop skills related to the analysis of international marketing data, in particular the use of secondary data in assessing the international marketing opportunities in Asia.

Students should emerge from this course as knowledgeable business managers, capable of formulating marketing objectives, collecting and analyzing data, and completing international marketing research projects. Hopefully, students will learn a great deal about international marketing in Asia and will be able to apply their knowledge in their personal, disciplinary, and professional endeavors. Ideally, they should gain valuable experience and knowledge and enjoy themselves in the process.

For most businesses, understanding the process involved in assessing the international marketplace for opportunities to expand operations abroad is a major key to success. The concept of international marketing is broad in meaning and can be related to all areas of business management where firms must consider expansion strategies, as well as possible threats from overseas competitors. International marketing in Asia involves assessing the economic, cultural, political and legal environments of the various markets in the Asia-Pacific region. In this course we examine various marketing management concepts and models covered in other marketing courses and consider the complexities of manufacturing and marketing within the Asian region. Specifically, we will incorporate techniques from other courses to analyse the Asian marketplace relative to: the competitive situation, structure and laws governing trade; market potential, demand analysis and potential target markets; planning and development of products and services; distribution structure, channel dynamics, and service levels; appropriate and effective pricing strategies and factors influencing/restricting price controls; and, necessary product/service support, costs of providing support and mechanisms to ensure customer satisfaction. Examining the international marketplace in Asia for a broad array of marketing opportunities and decisions further complements the wider array of subjects taught in the MCom, marketing specialisation, and the MCom in general.

2.5 Student Learning Outcomes

There are a number of specific learning outcomes students can expect upon completion of this course. At a broader level, upon completion of a university degree, we can expect that students will develop certain graduate attributes which include various qualities, skills and understandings desirable for Australian School of Business students. These desirable graduate attributes are listed below in *italics* as they correspond to each learning outcome. Hence, upon completion of the course students should be able to:

- Identify and analyse opportunities within international marketing environments (developing the *capacity for analytical and critical thinking and for creative problem solving*);
- Utilise cases, readings and international business reports to evaluate corporate problems/opportunities in an international environment (developing the *ability to engage in independent and reflective learning and skills involved in scholarly enquiry*);
- Select, research and enter a new international market (*effectively applying theoretical and technical knowledge to relevant contexts using skills to locate, evaluate and use relevant information*);
- Prepare an international marketing plan (*developing global perspectives to disciplinary knowledge and its application within the local business community*);

- Develop a comprehensive course of action for a business firm using formal decision making processes (contributing to *the application of knowledge within the international business community*);
- Complete final written project using skills acquired throughout the course (*demonstrating high level skills in literacy and the ability to communicate accurately and confidently*); and,
- Apply personal and interpersonal skills appropriate to being an effective member of an international marketing team (*developing collaborative skills in teamwork and a capacity for leadership*).

3. LEARNING AND TEACHING ACTIVITIES

3.1 Approach to Learning and Teaching in the Course

Effective marketers are required to not only master the key tools and techniques of the discipline, but also be able to demonstrate strong analytical, creative, team-work and communication skills. The learning experience offered by this course therefore includes group projects, case studies, class discussions, presentations and business writing. This will be achieved by engaging students in classroom discussion, as well as guiding students through the international marketing research process by collecting, analysing and interpreting information for their final project – an international market entry plan. Students will begin by formulating a plan of action for a firm entering into the Asian marketplace. Next, they will work with a firm and will proceed to collect and analyse data to address specific entry objectives. Teaching staff will provide training in how to gather secondary data and students will conduct research throughout the session to develop a comprehensive course of action in entering an Asian market. Finally, students will be advised on writing up their research results in a managerially-relevant context, culminating in the completion of a formal international market entry plan.

3.2 Learning Activities and Teaching Strategies

This course will be conducted on a discussion and lecture basis, with the occasional guest speaker from industry. Importantly it will draw upon the experience of both students and lecturer, via classroom discussion, to provide relevance via real world examples of concepts and models. Another important element is the discussion within the framework of assigned readings and up-to-date case studies both in Australia and the Asian region. Students will have an opportunity to develop analytical skills and improve their research skills in their major project, an international market entry plan. This research report will allow students to draw on their acquired research and analytical skills, to see how the various marketing concepts and theories can be applied when developing a comprehensive course of action for a firm entering the Asia region. It is your responsibility to study the reading assignments prior to class in order that you may contribute, participate intelligently and thus gain maximum value from the course. The lectures will primarily summarise and synthesise the key points in the chapters and readings and to explain and/or elaborate upon the more difficult principles. Furthermore the lectures will be used to provide real world examples and managerial implications of theories, concepts and models.

4. ASSESSMENT

4.1 Formal Requirements

In order to pass this course, you must:

- perform satisfactorily in all assessment tasks
- achieve a composite mark of at least 50; and
- gain at least 50% of the allocated marks in the final exam.

4.2 Assessment Details

Course Assessment:

Case Outlines (2@15% each)	30% (Due Sept 2 nd and Sept 23 rd)
Project	40% (Due Oct 21 st)
Final Exam	30% (During the scheduled exam week)
	100%

Case Outlines (2)

Two (2) case outlines will be due during the course to assist in developing students' analytical skills in international strategy formulation. Each case is worth 15% of the total course assessment. Cases will be assigned to students ahead of time (see Course Schedule), and will be available via the WebCT Vista site. Students are expected to be prepared to discuss the cases in class prior to submission of the case outlines. The student will be expected to contribute to the discussion, as indicated by their ability to bring outside materials, experiences, information, etc. to the discussion. In the case outlines, students are required to provide a brief case analysis including a review of the current situation, problems/issues, strategy formulation and recommendation. Details on the requirements for this outline can be seen in the 'Case Outline' section of the WebCT Vista site.

Project

The group project involves the development of an international marketing plan for an *actual company* that is considering *entry into Asia*. In general, the international marketing plan will involve the development of a strategic plan for a 'real' company that is considering (a) entering a new market/country in Asia, or (b) considering the entry of a new product/service to an existing international market in Asia, or (c) both.

Students are expected to form project groups (3-4 students per group only) and to identify a company within the first three (3) weeks of class. The company may be large or small, local or international, have existing products/services or considering new products/services. Students are expected to utilise numerous data sources in compiling their project, such as government (country) and non-government sources (UN, Worldbank, IMF, etc.), internal company records, consulting, legal and advertising firms, country-specific internet sites, trade statistics, embassy resources, etc. See the WebCT Vista site for some relevant web links.

Many firms, when going global, need to gather information pertaining to the environment, competition, infrastructure, and product/market specific marketing strategies when entering a country. More specifically, student groups are expected to develop a detailed market entry plan that will involve making decisions on issues such as:

- local partners;
- mode of entry;
- positioning;
- the 4 P's (product, place, promotion and price), including the extent of standardisation vs. adaptation with respect to domestic or other international marketing plans already in place; and
- managing, measuring and controlling the international marketing effort.

Use of GMMSO in project

The use of a web-based global marketing management research and planning program (GMMSO) is available for student groups and can be used to assist in the development and presentation of the final market plan. The Global Marketing Management System Online (GMMSO) is a strategic planning management tool designed to help your company enter or expand its presence in foreign markets. The GMMSO will enable you to systematically conduct a company situation analysis, identify countries with high market potential for your products/services, conduct a competitive analysis, and select the best country market, determine best entry mode strategy for the target country, and develop the marketing plan.

Registration for Website and GMMSO: When students purchase the required course text (Kotabe and Helsen Global Marketing Management 4th ed), they will be allowed to register for free via the following website: www.gmmso2.com/newaccountwiley.asp Once at the Student Companion Site, students are expected to register on-line at the GMMSO website, and follow screens to select their university (UNSW), instructor (Gary Gregory), and course (MARK 5815). Finally, once students complete the Student Registration form they then can begin using the GMMSO for their project. Only after you have registered online, can you complete your project using GMMSO.

Final Exam

The final exam will take place in the formal examination period at the end of the session. It will be a 3-hour exam involving a case analysis. The case will be handed out (via the WebCT Vista site for the course), approximately three (3) weeks prior to the exam. Students are expected to download and prepare a thorough analysis of the case. Students are also encouraged to use the discussion board on the WebCT Vista site to discuss issues surrounding the case, with both the lecturer and fellow students. Prior to sitting the exam, students will be allowed to prepare one (1) A4 sized sheet of paper (two sided) containing any material pertinent to the case. Students will be allowed to bring this single A4 sheet of notes into the exam and use this material in answering questions on the case.

Group Work

Past experience has shown that effective groups are those that are able to:

- meet regularly;
- develop and follow a work plan;
- divide the work according to each member's strengths, and as evenly as possible;
- encourage open communication, participation and the sharing of ideas; and
- have fun!

Students are expected to work in groups throughout the semester, and to divide work amongst group members equally. When groups meet for project work during the semester, it is suggested that a diary be kept by one of the group members, highlighting meeting times, attendance, issues discussed, and delegation of work to group members. If student groups are having problems with one or more group members not meeting group obligations, they should first try and work out differences amongst the group, and if unsuccessful, set up a meeting with the lecturer as soon as possible. It is not a good idea to wait until problems escalate, so please come and see the lecturer immediately if problems exist. At the end of the project, group members will be asked to **complete a peer evaluation of each group member** (See WebCT Vista site to download peer evaluation form). Ideally, each member of the group will be allocated the grades earned by the group as a whole. However, if there are consistently poor evaluations of group member(s), marks for poorly performing students may be adjusted accordingly. It is therefore in your interest to make your group work effectively to ensure that it delivers high quality output. Working in groups is always challenging, but this is how marketing happens in reality. Students also tend to learn a great deal from fellow group members as the course progresses.

4.3 Assignment Submission Procedure

Assignments are to be handed in to the lecturer in charge in class on the due date. A coversheet is required to be attached to all work submitted.

4.4 Late Submission

Information about late submission of assignments, including penalties, is available on the School of Marketing's website

[http://www2.marketing.unsw.edu.au/nps/servlet/portalservice?GI_ID=System.LoggedOutInheritableArea&maxWnd= Current Policies](http://www2.marketing.unsw.edu.au/nps/servlet/portalservice?GI_ID=System.LoggedOutInheritableArea&maxWnd=Current_Policies)

5. ACADEMIC HONESTY AND PLAGIARISM

The University regards plagiarism as a form of academic misconduct, and has very strict rules regarding plagiarism.

Plagiarism is the presentation of the thoughts or work of another as one's own.* Examples include:

- direct duplication of the thoughts or work of another, including by copying work, or knowingly permitting it to be copied. This includes copying material, ideas or concepts from a book, article, report or other written document (whether published or unpublished), composition, artwork, design, drawing, circuitry, computer program or software, web site, Internet, other electronic resource, or another person's assignment without appropriate acknowledgement;
- paraphrasing another person's work with very minor changes keeping the meaning, form and/or progression of ideas of the original;
- piecing together sections of the work of others into a new whole;
- presenting an assessment item as independent work when it has been produced in whole or part in collusion with other people, for example, another student or a tutor; and,
- claiming credit for a proportion a work contributed to a group assessment item that is greater than that actually contributed.†

Submitting an assessment item that has already been submitted for academic credit elsewhere may also be considered plagiarism.

The inclusion of the thoughts or work of another with attribution appropriate to the academic discipline does *not* amount to plagiarism.

Students are reminded of their Rights and Responsibilities in respect of plagiarism, as set out in the University Undergraduate and Postgraduate Handbooks, and are encouraged to seek advice from academic staff whenever necessary to ensure they avoid plagiarism in all its forms.

The Learning Centre website is the central University online resource for staff and student information on plagiarism and academic honesty. It can be located at:

www.lc.unsw.edu.au/plagiarism/index.html

The Learning Centre also provides substantial educational written materials, workshops, and tutorials to aid students, for example, in

- correct referencing practices;
- paraphrasing, summarising, essay writing, and time management;
- appropriate use of, and attribution for, a range of materials including text, images, formulae and concepts.

Individual assistance is available on request from The Learning Centre.

The library also provides a very useful online ELISE tutorial for all UNSW students, and is available at:

<http://elise.library.unsw.edu.au/home/welcome.html>

Students are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting, and the proper referencing of sources in preparing all assessment items.

* Based on that proposed to the University of Newcastle by the St James Ethics Centre. Used with kind permission from the University of Newcastle

† Adapted with kind permission from the University of Melbourne.

6. COURSE RESOURCES

(A) Text (Required):

The text that is *required* for this course is available from the University Bookshop:

Kotabe, M., Peloso and Helsen, K., (2008) *Global Marketing Management (4th ed)*, John Wiley and Sons, Brisbane.

Textbook website (Student access site):

<http://bcs.wiley.com/he-bcs/Books?action=index&itemId=0471755273&bcsId=3514>

(B) Sources for additional reading:

Numerous international marketing books are available in the library. Each provides an overview of the issues in international and global marketing.

Kotabe, M., Peloso, T., Gregory, G, Noble, G., MacArthur, W., Neal, C., Riege, A., and Helsen, K., (2005) *International Marketing: An Asia Pacific Focus*, John Wiley and Sons, Brisbane.

Kotabe, M. and Helsen, K. (2004) *Global Market Management (3rd ed)*, John Wiley and Sons.

Fletcher & Brown (2005) *International Marketing: An Asia-Pacific Perspective (3rd ed)*, Prentice Hall, Sydney, Australia.

Douglas and Craig. (2002). *International Marketing Research (2nd ed.)*, John Wiley and Sons: Australia.

Czinkota, M. & Ronkainen, I. (2007). *International Marketing (8th ed)*, Thompson South-western Publishing

Czinkota, M., Ronkainen, I., Moffett, M., & Moynihan, E. (2002). *Global Business (2nd Ed.)*. Sydney, Australia: The Dryden Press.

Keegan, Warren, J. & Green, Mark C. (2003). *Global Marketing (3rd ed.)* Prentice Hall Pub.: Sydney, Australia.

Meloan, T. & Graham, J. (2001). *International and Global Marketing: Concepts and Cases*, Irwin McGraw-Hill: Boston, MA.

Cateora, Philip R and Graham, John. (2007) *International Marketing (13th ed.)*, Irwin McGraw-Hill: Boston, MA

Douglas, S. & Craig, C. S. (2001). *Global Marketing Strategy*, Irwin McGraw-Hill: Boston, MA.

Newspapers/Magazines

Sydney Morning Herald (Bus. Sec.)
Australian Financial Review
The Australian (Mark. Sec.)
B&T Magazine
Marketing Management

Academic Journals

Journal of International Marketing
Harvard Business Review
Journal of International Business Studies
Journal of Global Marketing
Journal of Advertising

Advertising News
Business Review Weekly (BRW)
Advertising Age

International Journal of Advertising
International Marketing Review
Business Horizons
Management International Review
Journal of Int'l Consumer Marketing
Journal of International Management
Columbia Journal of World Business
Sloan Management Review

(C) WebCT site:

This course will have a WebCT Vista site. You can access this at:
<http://vista.elearning.unsw.edu.au/webct/entryPageIns.dowebct>

If you have not used WebCT Vista before, you should go to:
<http://support.vista.elearning.unsw.edu.au/content/default.cfm?ss=0>
and follow instructions on how to register etc.

WebCT Vista is a critical resource for the course and will be used as follows:

- All lecture notes, in the form of PowerPoint files, will be posted under the 'Lectures' icon 24 hours before the actual lecture (no hard copies of the notes will be distributed at lectures).
- Any course materials (e.g., web links, project guides, peer evaluations forms, etc.) will be posted under appropriate icons.
- Any course announcements will be made on the 'Bulletin Board'. Please check this regularly.
- Any readings, cases, course materials relevant to assignments and preparation for lectures and tutorials
- The Bulletin Board can also be used by students to communicate with other class members (note that the authors of all messages will identified), as well as with the lecturer outside of office hours.
- Links to useful web sites will also be posted on the course Home Page.

Note that the Bulletin Board is not to be relied upon as a means of communicating with the lecturer/tutor regarding personal matters or issues relating to a student in particular (email should be used), but rather for general enquiries dealing with course materials, assessments, etc.

7. COURSE EVALUATION AND DEVELOPMENT

Each year, we seek feedback from students and other stakeholders about the courses we offer in the School of Marketing and continual improvements are made based on this feedback. Our teaching team reflects on a range of feedback sources over time. This continuous improvement process can affect one or more particular areas of the course, whether this has to do with structure, content, resources, delivery or assessment. The Course and Teaching Evaluation and Improvement (CATEI) Process is one of the ways in which we gather student evaluative feedback. Using the CATEI results, we communicate significant changes within the course to subsequent cohorts of students.

For example, based on student feedback regarding allocation for course assessments, we have adjusted the weights of assessments, placing greater emphasis on the course project (where more time is spent) and less emphasis on individual assignments. Additionally, we have integrated specific cases and materials focusing on projects and cases with 'real' companies, with the end-product being an entry plan that the company could implement in its long-term strategy. We use constructive feedback throughout the course, with the end goal to engage in continuous improvement of this course during the semester as well as for the proceeding year in which the course is taught.

8. STUDENT RESPONSIBILITIES AND CONDUCT

For information on your responsibilities regarding workload, general conduct and behaviour, and keeping informed, please refer to the School of Marketing's website: http://www2.marketing.unsw.edu.au/nps/servlet/portalservice?GI_ID=System.LoggedOutInheritableArea&maxWnd=Current_Policies

8.1 Workload

It is expected that you will spend at least **ten hours** per week studying this course. This time should be made up of reading, research, working on exercises and problems, and attending classes. In periods where you need to complete assignments or prepare for examinations, the workload may be greater.

Over-commitment has been a cause of failure for many students. You should take the required workload into account when planning how to balance study with employment and other activities.

8.2 Attendance

Your regular and punctual attendance at lectures is expected in this course. University regulations indicate that if students attend less than eighty per cent of scheduled classes (both lectures and tutorials) they may be refused final assessment.

8.3 Special Consideration and Supplementary examinations

Details relating to UNSW procedures for special consideration and supplementary exams can be found at:

<https://my.unsw.edu.au/student/atoz/SpecialConsideration.html>

- Applications for special consideration (including supplementary examinations) must go through UNSW Central administration (within 3 working days of the assessment to which it refers) – applications will **not** be accepted by teaching staff;
- Applying for special consideration does not automatically mean that you will be granted additional assessment or that you will be awarded an amended result;
- If you are making an application for special consideration (through UNSW Central Administration) please notify your Lecturer in Charge;
- Please note that a register of applications for Special Consideration is maintained. History of previous applications for Special Consideration is taken into account when considering each case.

Australian School of Business (ASB) Policy and Process for Special Consideration and Supplementary Exams in Undergraduate Courses

In the ASB, requests for special consideration are determined by a Faculty wide panel which will advise the Lecturer in Charge of appropriate action.

If the Faculty panel (see above) grants a special consideration request, this may entitle the student to sit a supplementary examination. In such cases the following procedures will apply:

- Supplementary exams will be scheduled centrally and will be held approximately two weeks after the formal examination period. Actual date will be advised by mid-semester.
- Where a student is granted a supplementary examination as a result of a request for special consideration, the student's original exam (if completed) will not be marked and only the mark achieved in the supplementary examination will count towards the final grade.

Further information concerning supplementary examinations is available on the 'Policies and Guidelines for Current Students' page of the ASB website: www.business.unsw.edu.au/currentstudents.

8.4 General Conduct and Behaviour

Students are expected to conduct themselves with consideration and respect for the needs of their fellow students and teaching staff. Conduct which unduly disrupts or interferes with a class, such as ringing or talking on mobile phones, is not acceptable and students may be asked to leave the class. More information on student conduct is available at: www.my.unsw.edu.au

8.5 Occupational Health and Safety

UNSW policy requires each person to work safely and responsibly, in order to avoid personal injury and to protect the safety of others. For more information, see <https://my.unsw.edu.au/student/atoz/OccupationalHealth.html>

8.6 Keeping Informed

You should take note of all announcements made in lectures, tutorials or on the course web site. From time to time, the University will send important announcements to your university e-mail address without providing you with a paper copy. You will be deemed to have received this information. It is also your responsibility to keep the University informed of all changes to your contact details.

9. ADDITIONAL STUDENT RESOURCES AND SUPPORT

The University and the ASB provide a wide range of support services for students, including:

Learning and Study Support:

- **ASB Education Development Unit**

The Education Development Unit (EDU) provides learning support and assistance to all students in the ASB, to enable them to enhance the quality of their learning. The EDU services are free, and tailored to meet the academic needs of students in the Australian School of Business.

The role of the EDU is to provide

- A range of support initiatives for students from the Australian School of Business in relation to their transition to university;
- Learning skills development, resources and activities for Business students
- Academic writing and skills workshops throughout the session;
- Printed and online study skills resources, such as referencing guides, report writing and exam preparation;
- A drop-in EDU Office containing books and resources that can be borrowed;
- A limited consultation service for students with individual or small group learning needs.

The EDU website www.business.unsw.edu.au/edu contains information, online resources and useful links as well as providing information and dates for workshops. More information about the EDU services including resources, workshop details and registration, and consultation request forms are available from the EDU Office.

EDU Contact Details

Location Room GO7 Ground Floor,
 West Wing, Australian School of Business Building
Telephone: 02 9385 5584
Email: Edu@unsw.edu.au
Website www.business.unsw.edu.au/edu

- **UNSW Learning Centre** (<http://www.lc.unsw.edu.au>)

In addition to the EDU services, the UNSW Learning Centre provides academic skills support services for all UNSW students. The Learning Centre is located on Level 2 of the Library and can be contacted by phone: 9385 3890 or through their website.

Technical support:

For any technical support issues (difficulty logging in to websites, problems downloading documents, etc) you can contact the UNSW IT Service Desk at: (02) 9385 1333 ; Email: servicedesk@unsw.edu.au

Counselling support - <http://www.counselling.unsw.edu.au>

Students experiencing problems of a personal or academic nature are encouraged to contact the Counselling Service at UNSW. This consultation service is free and confidential and run by professional counsellors. The Counselling Service also conducts workshops on topics such as 'Coping With Stress' and 'Procrastination'. The

Counselling Service is located on Level 2, Quadrangle East Wing, and can be contacted on 9385 5418.

Library training and support services - <http://info.library.unsw.edu.au>

Disability Support Services – Those students who have a disability that requires some adjustment in their teaching or learning environment are encouraged to discuss their study needs with the Course Coordinator or the Equity Officer (<http://www.studentequity.unsw.edu.au/disabil.html>). Early notification is essential to enable any necessary adjustments to be made.

In addition, it is important that all students are familiar with University policies and procedures in relation to such issues as:

- **Examination procedures** and advice concerning illness or misadventure <https://my.unsw.edu.au/student/academiclife/assessment/examinations/examinationrules.html>
- **Occupational Health and Safety** policies and student responsibilities; <https://my.unsw.edu.au/student/atoz/OccupationalHealth.html>

10. COURSE SCHEDULE

<i>Week</i>	<i>Date</i>	<i>Topic</i>	<i>Assigned Readings</i>
1	09 Mar	<ul style="list-style-type: none"> ➤ Course Outline ➤ Globalization Imperative ➤ Economic Environment 	Text: Kotabe Ch 1, 2
2	16 Mar	<ul style="list-style-type: none"> ➤ Political and Legal Environments ➤ Discussion of Case Analysis Techniques 	Text: Kotabe Ch 2,5 Article 1: China and India: The power of two Article 2: Global Costs of Opacity Case 1: How to Analyze a Case
3	23 Mar	<ul style="list-style-type: none"> ➤ Cultural Environment ➤ Ben & Jerry's Case discussion 	Text: Kotabe Ch 4 Article 3: Chinese Neg. Case 2: Ben and Jerry's in Japan
4	30 Mar	<ul style="list-style-type: none"> ➤ Global Segmentation and Positioning 	Text: Kotabe Ch 7 Article 4: Inside the Mind of the Chinese Consumer Article 5: The New Indian Consumer
5	06 April	<ul style="list-style-type: none"> ➤ Market Entry Strategies ➤ Anheuser-Busch vs. SABMiller Case discussion 	Text: Kotabe Ch 8 Article 6: Internationalization Processes in China Case 3: Anheuser-Busch vs. SABMiller
EASTER HOLIDAY BREAK (APRIL 10 – 19)			
6	20 April	<ul style="list-style-type: none"> ➤ Global Marketing Research ➤ CASE OUTLINE DUE: Anheuser-Busch vs. SABMiller 	Text: Kotabe Ch 6
7	27 April	<ul style="list-style-type: none"> ➤ Global Sourcing Strategy ➤ Walmart in China Case discussion 	Text: Kotabe Ch 10 Article 7: Smarter Offshoring Case 4: Walmart in China
8	04 May	<ul style="list-style-type: none"> ➤ Global Strategies for Emerging Markets ➤ Wumart in China Case discussion 	Article 8: Emerging Giants Article 9: Strategies that Fit Emerging Markets Case 5: Wumart in China
9	11 May	<ul style="list-style-type: none"> ➤ Country of Origin Stereotypes ➤ Global Branding Strategies ➤ CASE OUTLINE DUE: Wumart in China 	Text: Kotabe Ch 12 Article 10: How Global Brands Compete
10	18 May	<ul style="list-style-type: none"> ➤ Global Marketing Communications 	Text: Kotabe Ch 14 Article 11: Coordinating International Advertising - Goodyear Case Revisited
11	25 May	<ul style="list-style-type: none"> ➤ Global Pricing 	Text: Kotabe Ch 13 Article 12: Competing with Gray Mkts
12	01 June	<ul style="list-style-type: none"> ➤ Global Marketing and the Internet ➤ Group Projects Due 	Text: Kotabe Ch 19