



ASSIGNMENT MEMORANDUM

SUBJECT : INTERNATIONAL MARKETING 3 (M3)

ASSIGNMENT : 2ND SEMESTER 2011

PRESCRIBED TEXTBOOK:

CATEORA *ET AL*, INTERNATIONAL MARKETING, 14TH EDITION.

CHAPTERS COVERED:

MAINLY CHAPTERS 11 AND 16 FROM THE PRESCRIBED TEXTBOOK, BUT ALSO CHAPTERS 2 TO 7.

Please note:

Evidence of extensive secondary research especially by consulting relevant Internet sources must be shown.

As alluded to in the assignment question paper, students need to have read on the organisation SABMiller and the beer market in India. There is a wealth of information on the Internet and rather than simply regurgitating the theory from the prescribed textbook, students are required to apply and relate the relevant information they have found on SABMiller, the Indian beer market and the country environment in general to the different questions.

QUESTION 1

[45]

- 1.1. In providing a brief account of the company character of SABMiller as an international marketer in the beer market, students need to include in the discussion amongst other relevant aspects, company philosophy, objectives, resources, management style, organisation, products and other relevant issues. For each one of these relevant aspects of company character, **4 marks** will be awarded for **any 5** well discussed company character-related issues that shows evidence that students have researched the issues reasonably well. The answer is therefore worth **20 marks**. Students should refer to **Exhibit 11.1(Chapter 11 – Developing Global Marketing Strategies)** in the prescribed textbook addressing the international planning process with reference to Phase 1 of the planning process.

- 1.2. For this question, students should refer to **Exhibit 11.1(Chapter 11 – Developing Global Marketing Strategies)** in the prescribed textbook addressing the international planning process with reference to Phase 1 of the planning process and more specifically the section on host country constraints. A good answer needs to show an understanding of the general issues involved in so far as host country constraints are concerned i.e. economic, political/legal, competitive, cultural, distribution structures, technology levels, and any other factor/s that are deemed to be relevant. Students need to again show application of the theory to a practical situation and should be done with evidence of extensive reading. Arguments could range from that there are constraints or no constraints but irrespective of the stance taken, so long as the answer can be justified with evidence and application, and interpretation based on reading relevant sources of information. A well-reasoned and researched answer is worth **25 marks**.

QUESTION 2**[45]**

Chapter 16 of the prescribed textbook (**Integrated Marketing Communications and International Advertising**), forms the basis of both 2.1. and 2.2.

- 2.1. For this question, a student needs to show that he/she has a reasonable knowledge of SABMiller and especially the Indian beer market in order to provide convincing advice on how beer can be effectively promoted by an international marketer. Again, the basic theoretical issues need to be alluded to from the requisite chapter – i.e. sales promotions, publicity, public relations, advertising, and other approaches. Again, convincing arguments need to be provided based on evidence of research/reading and application of theory. A well-reasoned and clearly articulated answer is worth **20 marks**.
- 2.2. The answer to this question could vary. Some students may have discovered through their research that an important factor that SABMiller needs to take into account in advertising in the Indian market is the legal factor that prohibits beer/alcohol advertising. As a result, there may be indirect legal ways in which a beer producer can advertise in India and any well thought out convincing argument in this regard based on appropriate research would be acceptable as an answer. Students who may not have ascertained through their research that advertising of beer is illegal in India and may have assumed that it is legal would be given the benefit if the following issues, where appropriate, have been alluded to: advertising strategy and goals, product attributes and benefits, regional segmentation, creative challenges in message development (legal issues, linguistic issues, media limitations, etc.) and the issues concerning media planning (availability, costs, coverage, availability). In general though, any convincing argument/s based on facts and requisite research showing appropriate application is worth **25 marks**.

PRESENTATION [10]

The student is reminded that a good presentation of this assignment is considered important and can earn up to an additional 10 marks.