

MKTG3310 Exam Notes

Week 1

- Planet money t-shirt example
- World linked & independent
- Asian century

Week 2

- Currency
- Purchase power
- Inflation
- Role of government
- Big mac example

Week 3

- Culture
- Language
- Materiality
- Iceberg
- Tutorial: Does proximity to Asia breed complacency for agricultural trade?
 - o Australia's natural advantage
 - o Characteristics brand Australian agricultural products
 - o Trade agreements

Week 4

- Market research
- Value of country
- Methods
- Tutorial: Barbie doll in China
 - o Physiological and cultural concepts
 - o International marketing lessons

Week 5

- Opportunities
- Geotribes map example
- Entry mode
- Tutorial: The challenges of market research in emerging markets: A practitioner perspective from Sub-Saharan Africa
 - o Research process
 - o Emic approach
 - o Etic approach

Week 6

- Purifier of water example
- Product acceptance
- Skin lightening example
- Adaptation vs. standardisation
- Bottom of pyramid

Week 7

- Tutorial: Marketing halal meat products to Indonesian consumers