



Nanchang University
ECON303: Asian-Australian Trade
(Last Updated in Jan. 2025)

Credit: 4

Contact Hours

This course is composed of 24 lecture sessions, 3 tutorial sessions and 9 office hours. Each lecture session takes 2 contact hours in length; each tutorial session takes 3 contact hours in length; There will be a Q-A review session (3 contact hours) and Final Exam (3 contact hours) at the end of this term. This course has 72 contact hours in total.

Course Description

This course aims to provide students with sound understanding of marketing strategy in the context of trade between Australia and Asian countries. By extending the knowledge of business, students are expected to understand the mechanism behind nations' monetary policy and strategies.

Note: This Syllabus is subject to change based on the needs of the class.

Required Textbook

Strategies for Asia Pacific, Author: Keegan and Green

Grading

| | |
|----------------|-----|
| •Participation | 5% |
| •Homework | 10% |
| •Paper | 15% |
| •Midterm | 30% |
| •Final Exam | 40% |

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|-----------|---------|----------|
| A+ 96-100 | A 90-95 | A- 85-89 |
| B+ 82-84 | B 78-81 | B- 75-77 |
| C+ 71-74 | C 66-70 | C- 62-65 |
| D 60-61 | F < 60 | |



Course Schedule

The course has 24 class sessions in total. All sessions are 2 contact hours in length. At the end of this term, there will be a Q-A review session(3 contact hours) and Final Exam (3 contact hours).

Note: the course outline and required readings are subject to change.

Class 1:

Introduction

Class 2:

Scope and Challenge of International Marketing 1

Class 3:

Scope and Challenge of International Marketing 2

Class 4:

Dynamic Environment of International Trade

Class 5:

Culture Dynamics 1

Class 6:

Culture Dynamics 2

Class 7:

Introduction to Group Project

Class 8:

Culture and Management Styles 1

Class 9:

Culture and Management Styles 2

Class 10:

Political Environment

Class 11:

International Legal Environment

Class 12:

Review Class 1-11



Class 13:
Midterm Exam

Class 14:
Business System

Class 15:
Developing Global Vision

Class 16:
Economic Development

Class 17:
Case Study: Asian Marketing

Class 18:
Case Study: Regional Marketing

Class 19:
Planning and Organization

Class 20:
Product and Service

Class 21:
Integrated Marketing Communications

Class 22:
Selling and Sales Management

Class 23:
Group Presentation

Class 24:
Preparations for the Final Exam

Attending Policy

Regular and prompt attendance is required. Under ordinary circumstances, you may miss two times without penalty. Each absence over this number will lower your course grade by a third of a letter and missing more than five classes may lead to a failing grade in the course. Arriving late and/or leaving before the end of the class period are equivalent to absences.



Policy on “Late Withdrawals”

In accordance with university policy, appeals for late withdrawal will be approved **ONLY** in case of medical emergency and similar crises.

Academic Honesty

Nanchang University expects all students to do their own work. Instructors will fail assignments that show evidence of plagiarism or other forms of cheating, and will also report the student's name to the University administration. A student reported to the University for cheating is placed on disciplinary probation; a student reported twice is suspended or expelled.

General Expectations:

Students are expected to:

- Attend all classes and be responsible for all materials covered in class and otherwise assigned;
- Complete the day's required reading and assignments before class;
- Review the previous day's notes before class and make notes about questions you have about the previous class or the day's reading;
- Participate in class discussions and complete required written work on time;
- Refrain from texting, phoning or engaging in computer activities unrelated to class during the class period;
- While class participation is welcome, even required, you are expected to refrain from private conversations during the class period.

Special Needs or Assistance

Please contact the Administrative Office immediately if you have a learning disability, a medical issue, or any other type of problem that prevents professors from seeing you have learned the course material. Our goal is to help you learn, not to penalize you for issues which mask your learning.