



MKTG801

International Marketing

S1 External 2014

Dept of Marketing and Management

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General Information

Unit convenor and teaching staff

Unit Convenor

Kanika Meshram

kanika.meshram@mq.edu.au

Contact via kanika.meshram@mq.edu.au

Credit points

4

Prerequisites

MKTG696 or admission to MIntRelMIntTrdeComLaw or MIntTrdeComLaw or MIntPubDip or PGDipIntTrdeComLaw or PGCertIntTrdeComLaw or admission to MCom or MIntBus or MEc or MActPrac prior to 2011

Corequisites

Co-badged status

N/A

Unit description

This unit will examine the factors that influence marketing strategy in an international setting. Students undertake comprehensive research and analysis of academic articles and apply concepts such as globalisation and anti-globalisation; international economic environments; social and cultural elements of market environments; political-legal environments; international marketing intelligence; market entry; and international product, distribution, pricing and promotional strategies and tactics, to a comprehensive international marketing plan.

Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at <https://www.mq.edu.au/study/calendar-of-dates>

Learning Outcomes

On successful completion of this unit, you will be able to:

To build on students' knowledge to explain the nuances and challenges of doing business in different cultural environment

To critically analyse international marketing concepts under contemporary international environmental conditions

To stimulate students' thinking and knowledge on different international business models

and through scenario based reflective task and interview discussions with experts.

To critically evaluate the marketing strategic decisions encompassing different products adaptation strategies, different market situations and learning from product failures.

To formulate specific sequence of task necessary to develop critical thinking and research skills for the formulation of a professionally presented international marketing plan.

To provide opportunity for knowledge sharing among students and between students and lecturer on real-world marketing issues. Moreover developing student advocates in dealing with international marketing related issues

Assessment Tasks

Name	Weighting	Due
<u>Early Assessment Class Test</u>	20%	Week 5
<u>Weekly Reflective Task</u>	30%	Weekly Task
<u>Interpretive Simulation</u>	20%	Week 7
<u>International Marketing Plan</u>	30%	Week 12

Early Assessment Class Test

Due: **Week 5**

Weighting: **20%**

There will be an online multi-choice class test.

Note: During lecture week 5 you will be provided with a web link under assessments on your unit iLearn. This link will stay online for 48 hours.

This is a 30 min test with 50 compulsory multi-choice questions based on lecture topics 1 to 5. You are required to read as much as you can on the topics to prepare for the test.

A final mark will be added to your iLearn Grade Book.

No extentions will be granted for this assessment task. Students who do not take the test on the exam day will be awarded a zero(0) mark.

Exceptions will be made in case of special consideration applications accepted by the unit convener. In which case 10% weighting will then be moved to your final mark.

On successful completion you will be able to:

- To build on students' knowledge to explain the nuances and challenges of doing business in different cultural environment

- To critically analyse international marketing concepts under contemporary international environmental conditions
- To critically evaluate the marketing strategic decisions encompassing different products adaptation strategies, different market situations and learning from product failures.
- To formulate specific sequence of task necessary to develop critical thinking and research skills for the formulation of a professionally presented international marketing plan.

Weekly Reflective Task

Due: **Weekly Task**

Weighting: **30%**

This is an individual task. And your assessments begins from week 1

Each week you will be provided with either an video or discussion questions to reflect upon.

There will be a weekly blog provided in ilearn under assessments where you have to post your reflection. This blog will remain open for one week.

Students are required to watch the videos and provide a 500 words reflection. Then visit two other students, post a reply of 150 words EACH on their reflection building a discussion. The post has to be relevant and well-written to quality for a full mark.

Students should not exceed the word count limit as that may attract negative marks.

Since this is a weekly task no extensions will be granted for this assessment. Students who failed to do the task on time will be awarded a zero(0) mark.

Exceptions will be made at the discretion of the unit convener under very special, highly sensitive medical cases only. No personal/family issues will be considered.

A final mark will be awarded in iLearn grade book towards the end of the semester.

On successful completion you will be able to:

- To critically analyse international marketing concepts under contemporary international environmental conditions
- To stimulate students' thinking and knowledge on different international business models and through scenario based reflective task and interview discussions with experts.
- To provide opportunity for knowledge sharing among students and between students and lecturer on real-world marketing issues. Moreover developing student advocates in dealing with international marketing related issues

Interpretive Simulation

Due: **Week 7**

Weighting: **20%**

This is an individual task. You will be provided with a web link to Country Manager Simulation Task in iLearn assessment task folder in Week 7.

This task is about launching a toothpaste brand in either Latin America or Asia.

A set of instructions will guide you through the process and steps in fulfillment of the task.

This task is based on your prior knowledge on market entry, segmentation and 4Ps in an international context.

You will be evaluated at the end of the task based on your research and best course of actions taken to establish the product presence in international markets.

Since this is a web based individual work. No extensions will be granted for this assessment task.

On successful completion you will be able to:

- To build on students' knowledge to explain the nuances and challenges of doing business in different cultural environment
- To stimulate students' thinking and knowledge on different international business models and through scenario based reflective task and interview discussions with experts.
- To critically evaluate the marketing strategic decisions encompassing different products adaptation strategies, different market situations and learning from product failures.

International Marketing Plan

Due: **Week 12**

Weighting: **30%**

This assessment involves group work of about 3 members.

Its about preparing an marketing plan to launch a fictional product in an international market. A fictional product can be selected based on what customer(s) needs you are aiming to target and satisfy.

Your marketing plan should contain all aspects of product development, market research analysis along with future scope for your product.

Follow the marking criteria provided in iLearn Assessment Summary link to structure your report.

Your plan must be referenced using at least 15 scholarly journal articles that deeply reflect all aspects of the product launch.

Any late submissions will be penalised. Late reports will result in loss of 10 marks each day it is late (Note: the loss of 10 marks begins after 4 pm on the submission day of Tuesday in Week

12). Also note that this loss of 10% per day relates to the total assignment mark (15% for report)

Note: although this project is undertaken on a group basis, students will be awarded an individual mark. These marks may differ for each group member, depending on the quality of work submitted. To that end, all groups must ensure that they clearly identified each group member's contribution in the student participant form provided under assessment summary tab on iLearn

Marketing Plan Structure

Your plan should strictly be of 8000 words (excluding references and appendices). Any write up more than that will attract a 10% penalty.

All exhibits should be double-spaced, with 2.5 cm margins and 12 point Times New Roman font with Havard Style referencing

A typical marketing plan contains A) Executive summary; B) Clear Table of Content; C) Product Introduction; D) Conclusion section and Future Scope; and other parts of the plan as provided in the marking guide appendix 2.

IMPORTANT SUBMISSION INFORMATION

All Marketing Plans need to be electronically submitted to the plagiarism software (Turnitin) by Tuesday, 3rd June, 2014 uptill 6pm.

For you convenience Turnitin will remain open from Tuesday 29th April, 2014 to Tuesday, 3rd June, 2014. Turnitin will be set up for repeat submissions so do take advantage of this facility.

ONLY ONE GROUP MEMBER WILL SUBMIT THE REPORT TO TURNITIN. If more than one person submits the report indicating 100% plagiarism all group members will be awarded a Zero (0) mark.

Any reports with more than 30% overwrite (plagiarisum) will receive Zero Mark

Each student will email a 'Student Participation Feedback Form' to your lecturer. This form is provided in Assessment Summary tab in iLearn. Reports will not be marked until you submit this feedback form.

On successful completion you will be able to:

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- To formulate specific sequence of task necessary to develop critical thinking and research skills for the formulation of a professionally presented international marketing plan.

- To provide opportunity for knowledge sharing among students and between students and lecturer on real-world marketing issues. Moreover developing student advocates in dealing with international marketing related issues

Delivery and Resources

Classes

There are 3 hours of classes each week. These are run as a seminar and will consist of lectures and presentations.

The timetable for classes can be found on the University web site at: <http://www.timetables.mq.edu.au/>

Students are required to form into groups in Week 2 of semester. It is therefore important that, once you are enrolled in a group, you should remain in that group as changing would be disruptive to your fellow students, both those in the group you have left and those in the group you aim to join anytime after Week 2.

Required and Recommended Texts and/or Materials

The lecture slides can be downloaded from iLearn and are from the recommended textbook:

Recommended Text books (you can buy any one)

Czinkota, M., Ronkainen, I., Sutton-Brady, C., Beal, T. et al., (2014). International Marketing 3rd Asia Pacific Edition. South Melbourne, Australia, Cengage.

Fletcher, R. and Crawford, H. (2014). International Marketing: An Asia-Pacific Perspective 6th Edition. French Forest, Australia, Pearson Australia.

The textbook is available from the Co-Op Bookshop

Recommended journals

- Journal of international marketing
- International journal of research in marketing
- Journal of consumer research
- Journal of consumer behaviour
- Journal of international consumer marketing
- European journal of marketing
- Journal of services research
- Journal of marketing
- Journal of Brand management
- International marketing review
- International journal of research in marketing

Related Recommended Materials

For some topics your lecturer can give you references of extra reading material

Technology Required and Used

Students are required to learn how to use power point, word processing and the learning management system (iLearn)

Unit Web Page

The web page for this unit can be found at: <http://iLearn.mq.edu.au/login/MQ/>

Please check this site each week for lecture slides (available for downloading and printing). In addition, other notes will be posted on the site from time to time. It is incumbent upon each student to regularly check iLearn (i.e. at least once a week)

Learning and Teaching Activities

The course consist of 13 teaching weeks. The teaching and learning process will comprise of lectures, case studies, group work and class participation. Students are expected to participate in class discussions; read in advance the relevant chapter of the textbook; follow current developments in the business sector.

Changes since the last offering of this unit: This is an online delivery module. Hence we changed the assessment task and upgraded and introduced new text books

Unit Schedule

Week	Date	Lecture	Tutorial
1	4th March, 2014	Introduction to International Marketing (Chapter 1)	Reflective Task 1 Ice breaker excersie for group formation
2	11th March, 2014	The Economic Environment	Reflective Task 2 Ice breaker excersie for group formation
3	18th March, 2014	Trade Institutions and Trade Policies for International Marketing	Reflective Task 3
4	25th March, 2014	Political, Legal and Cultural Environment	Reflective Task 4
5	1st April, 2014	International Marketing Research in the 21st Century	Early Assessment Class Test
6	8th April, 2014	Channels of Distribution and Foreign Market Entry	Reflective Task 5
		Mid-Sem Break Saturday 12th April, 2014 to Sunday, 27th April, 2014	Turnitin Opens for International Marketing Plan Submission

7	29th April, 2014	Product Management and Adaptation in International Marketing	Interpretive Simulation Task
8	6th May, 2014	The Role of Services in International Marketing	Reflective Task 6
9	13th May, 2014	Pricing in International Marketing	Reflective Task 7
10	20th May, 2014	International Marketing Communication	Reflective Task 8
11	27th May, 2014	International Marketing Strategy, Planning, Implementation and Control	Reflective Task 9
12	3rd June, 2014	The Future of International Marketing	Reflective Task 10 International Marketing Plan Submission to Turnitin by 6 pm on 3rd June, 2014
13	12th June, 2014	Wrap up video session	Reflective Task on the unit

Learning and Teaching Activities

Lectures

During lectures, theory and concepts will be discussed. We will establish links between theory and your personal experiences during class discussions. Additionally, DVDs will give illustrations of real-world examples. The lecture notes will be posted on <http://learn.mq.edu.au/>. For your own convenience it is recommended to print hard copies of the respective notes before coming to class. The recording (video or tape) of lectures or tutorials is not permitted. If you miss a class/tutorial, ask a colleague for their notes.

Tutorials

During tutorials, students will lead a discussion of assigned Harvard Case Study and hand in a case analysis to the lecturer

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](#). Students should be aware of the following policies in particular with regard to Learning and Teaching:

Academic Honesty Policy http://mq.edu.au/policy/docs/academic_honesty/policy.html

Assessment Policy <http://mq.edu.au/policy/docs/assessment/policy.html>

Grading Policy <http://mq.edu.au/policy/docs/grading/policy.html>

Grade Appeal Policy <http://mq.edu.au/policy/docs/gradeappeal/policy.html>

Grievance Management Policy http://mq.edu.au/policy/docs/grievance_management/policy.html

Disruption to Studies Policy http://www.mq.edu.au/policy/docs/disruption_studies/policy.html *The Disruption to Studies Policy is effective from March 3 2014 and replaces the Special Consideration Policy.*

In addition, a number of other policies can be found in the [Learning and Teaching Category](#) of Policy Central.

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: https://students.mq.edu.au/support/student_conduct/

Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

Learning Skills

Learning Skills (mq.edu.au/learningskills) provides academic writing resources and study strategies to improve your marks and take control of your study.

- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module for Students](#)
- [Ask a Learning Adviser](#)

Student Services and Support

Students with a disability are encouraged to contact the [Disability Service](#) who can provide appropriate help with any issues that arise during their studies.

Student Enquiries

For all student enquiries, visit Student Connect at ask.mq.edu.au

IT Help

For help with University computer systems and technology, visit <http://informatics.mq.edu.au/help/>.

When using the University's IT, you must adhere to the [Acceptable Use Policy](#). The policy applies to all who connect to the MQ network including students.

Graduate Capabilities

PG - Discipline Knowledge and Skills

Our postgraduates will be able to demonstrate a significantly enhanced depth and breadth of

knowledge, scholarly understanding, and specific subject content knowledge in their chosen fields.

This graduate capability is supported by:

Learning outcomes

- To build on students' knowledge to explain the nuances and challenges of doing business in different cultural environment
- To critically analyse international marketing concepts under contemporary international environmental conditions
- To stimulate students' thinking and knowledge on different international business models and through scenario based reflective task and interview discussions with experts.
- To critically evaluate the marketing strategic decisions encompassing different products adaptation strategies, different market situations and learning from product failures.
- To formulate specific sequence of task necessary to develop critical thinking and research skills for the formulation of a professionally presented international marketing plan.

Assessment tasks

- Early Assessment Class Test
- Weekly Reflective Task
- Interpretive Simulation
- International Marketing Plan

PG - Critical, Analytical and Integrative Thinking

Our postgraduates will be capable of utilising and reflecting on prior knowledge and experience, of applying higher level critical thinking skills, and of integrating and synthesising learning and knowledge from a range of sources and environments. A characteristic of this form of thinking is the generation of new, professionally oriented knowledge through personal or group-based critique of practice and theory.

This graduate capability is supported by:

Learning outcomes

- To build on students' knowledge to explain the nuances and challenges of doing business in different cultural environment
- To critically analyse international marketing concepts under contemporary international environmental conditions
- To stimulate students' thinking and knowledge on different international business models and through scenario based reflective task and interview discussions with experts.

- To critically evaluate the marketing strategic decisions encompassing different products adaptation strategies, different market situations and learning from product failures.
- To formulate specific sequence of task necessary to develop critical thinking and research skills for the formulation of a professionally presented international marketing plan.

Assessment tasks

- Early Assessment Class Test
- Weekly Reflective Task
- Interpretive Simulation
- International Marketing Plan

PG - Research and Problem Solving Capability

Our postgraduates will be capable of systematic enquiry; able to use research skills to create new knowledge that can be applied to real world issues, or contribute to a field of study or practice to enhance society. They will be capable of creative questioning, problem finding and problem solving.

This graduate capability is supported by:

Learning outcomes

- To build on students' knowledge to explain the nuances and challenges of doing business in different cultural environment
- To critically analyse international marketing concepts under contemporary international environmental conditions
- To stimulate students' thinking and knowledge on different international business models and through scenario based reflective task and interview discussions with experts.
- To critically evaluate the marketing strategic decisions encompassing different products adaptation strategies, different market situations and learning from product failures.
- To formulate specific sequence of task necessary to develop critical thinking and research skills for the formulation of a professionally presented international marketing plan.

Assessment tasks

- Weekly Reflective Task
- Interpretive Simulation
- International Marketing Plan

Research and Practice

This unit gives you the opportunity to conduct your own research on different marketing topics related to the unit. The following list of journals are recommended for the unit. You lecturer will time to time refer to these journals for teaching resources

Recommended Journals

- Journal of international marketing
- International journal of research in marketing
- Journal of consumer research
- Journal of consumer behaviour
- Journal of international consumer marketing
- European journal of marketing
- Journal of services research
- Journal of marketing
- Journal of Brand management
- International marketing review
- International journal of research in marketing

Changes since First Published

Date	Description
04/02/2014	The Prerequisites was updated.