



# MKTG801

## International Marketing

S2 Evening 2014

*Dept of Marketing and Management*

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## General Information

Unit convenor and teaching staff

Unit Convenor

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Monday 4-6

Tutor

Dedar Mahmud

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Only by email

Credit points

4

Prerequisites

MKTG696 or admission to MIntReIMIntTrdeComLaw 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

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 gained from undergraduate marketing fundamentals and develop a comprehensive understanding of marketing applications in the complexities of various international environments/contexts.

To critically evaluate the formulation of marketing strategies and tactics that can be used in an international setting.

To research and critically evaluate various cultural, social, economic and legal factors that influence the choice of market entry.

To critically analyse a number of academic journal articles and to develop in-depth appropriate strategies and tactics for each of the marketing mix elements, based on solid research.

To develop advanced and sophisticated skills in creatively building on existing research in the formulation and writing of a professionally presented (including a solid demonstration of scholarly skills) international marketing plan.

## Assessment Tasks

Name	Weighting	Due
<a href="#"><u>Early Assessment Class Test</u></a>	15%	Week 5
<a href="#"><u>Case Studies</u></a>	30%	Weekly Task
<a href="#"><u>Simulation Exercise</u></a>	25%	Week 10
<a href="#"><u>International Marketing Plan</u></a>	30%	Week 12

### Early Assessment Class Test

Due: **Week 5**

Weighting: **15%**

- This assessment involves a 30 minutes multi-choice class test in your Tutorial time.

**Note:** You will need to carry your own HB pencils and erasers for the test.

- There will be 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 extensions 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 your lecturer will organise a separate exam for you at a

later date.

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## Case Studies

Due: **Weekly Task**

Weighting: **30%**

This assessment involves: weekly written case analysis (15%); case study participation (10%); One reflective task (5%)

- You will be provided with Harvard case studies on iLearn based on your weekly lecture topic. Follow the unit schedule for topics
- Students are required to read the case study in advance, prepare their notes and be ready for class discussion.
- Your lecturer will briefly discuss the case and allocate you two A4 size papers that will have about two to four questions relating to the case.
- You should answer the questions within the tutorial time, return the copy to the lecturer before leaving the class.
- Since this is a weekly task no extensions will be granted. Students who failed to attend the lecture discussion and tuts 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.

Note: there will be one reflective task on the guest speaker in lecture week 7.

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- To research and critically evaluate various cultural, social, economic and legal factors that influence the choice of market entry.

- To critically analyse a number of academic journal articles and to develop in-depth appropriate strategies and tactics for each of the marketing mix elements, based on solid research.
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## Simulation Exercise

Due: **Week 10**

Weighting: **25%**

- This is an individual task. You will be emailed an external web link to Country Manager Simulation Task one week prior around Week 8.
- 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 market share established through product presence in international markets.
- Since this is a web based individual work. No extensions will be granted for this assessment task.

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## International Marketing Plan

Due: **Week 12**

Weighting: **30%**

The break-up of this assessment is equal marks: written report (15%); presentation (15%)

- You are required to prepare a 6000 words launch plan for a fictional product in an international market.
- Note: Students should choose a country which is different to their country of birth/ residence. For e.g. Chinese students will not work on China but some other country.
- 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 plan structure provided on iLearn to develop your report.
- References using at least 10 scholarly journal articles that deeply reflect all aspects of the product launch should be used.
- 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 6 pm on the submission day of Monday in Week 12. Also note that this loss of 10% per day relates to the total assignment mark; 10% for report and for PP slides)
- 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 on iLearn

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## Delivery and Resources

### CLASSES

There are three 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.

### Absences in lectures and tutorials

Attendance will be taken in the tutorials and lectures. You must attend all tutorials and lectures. Medical certificates must be provided if you are to be able to attend a class without incurring a penalty. Please read the full policy located at: [http://www.mq.edu.au/poicy/docs/special\\_consideration/policy.html](http://www.mq.edu.au/poicy/docs/special_consideration/policy.html)

The application for exemption is available at: <http://www.reg.mq.edu.au/Forms/APScons.pdf>

If you have a recurring problem that makes you late, or forces you to leave early, have the courtesy to discuss this with your lecturer/tutor, this will not be allowed as it interrupts the class.

Students must be quiet during classes, unless of course when class participation is required. Mobile phone must be turned OFF and not simply set to SILENT.

### Prizes

Prizes for this unit (if applicable).

[http://www.businessandeconomics.mq.edu.au/postgraduate\\_degree/prizes\\_scholarship](http://www.businessandeconomics.mq.edu.au/postgraduate_degree/prizes_scholarship)

### 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

### 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)

## Unit Schedule

Weeks	Date	Lecture	Tutorial
1	4 <sup>th</sup> August	Introduction to international marketing	No tutorial this week
2	11 <sup>th</sup> August	Trade institutions and Trade policies for international marketing	Harvard Case Study 1: Environment and International Trade
3	18 <sup>th</sup> August	Economic environment; Political, legal and cultural environment	Harvard Case Study 2: Inequality and the American Model
4	25 <sup>th</sup> August	International marketing research in the 21 <sup>st</sup> century	Harvard Case Study 3: Montreaux Chocolate
5	1 <sup>st</sup> September	Channels of distribution and foreign market entry	Early Assessment Class Test
6	8 <sup>th</sup> September	Product management and adaptation in international markets	Harvard Case Study 4: Loreal and Globalization
7	15 <sup>th</sup> September	The role of services in international marketing	Harvard Case Study 5: Population Services International
		Mid-sem break Saturday 20 <sup>th</sup> September, 2014 to Sunday 6 <sup>th</sup> October, 2014	
8	13 <sup>th</sup> October	Guest speaker Steve Ahern, Managing Director Ahern Media and Training Pty Ltd.  Lecture topic: Use of radio broadcasting and social media for international marketing communications	Reflective task on the guest lecture (part of case study assessment)  Turnitin Opens for international marketing plan
9	20 <sup>th</sup> October	Pricing in international marketing	Simulation Exercise Task Part 1
10	27 <sup>th</sup> October	The future of international marketing	Simulation Exercise Task Part 2
11	3 <sup>rd</sup> November	International marketing report presentations week 1	Presentations
12	10 <sup>th</sup> November	International marketing report presentations week 2	International marketing plan submission to Faculty office Level 2; Building E4A from Monday 10 <sup>th</sup> November by 4 pm.  Turnitin closes on the same day at 6 pm



## Learning and Teaching Activities

### Lectures

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.

### Tutorials

The tutorial activity is divided into individual and group work. The individual task consist of multi choice class test and case study analysis. Each week your lecturer will upload a case study on ilearn. Students are required to read the case study in advance and come prepared for class discussion. The group work tutorial activity consist of interpretive simulation which is an online activity and international marketing plan report.

## 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](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](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](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/](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](http://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](http://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

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appropriate strategies and tactics for each of the marketing mix elements, based on solid research.

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## **Assessment tasks**

- Early Assessment Class Test
- Case Studies
- Simulation Exercise
- International Marketing Plan

## **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.
- The tutorial activity is divided into individual and group work. The individual task consist of multi choice class test and case study analysis. Each week your lecturer will upload a case study on ilearn. Students are required to read the case study in advance and come prepared for class discussion. The group work tutorial activity consist of interpretive simulation which is an online activity and international marketing plan report.

## **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**

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## 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:

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## **Changes from Previous Offering**

Changes in assessment task; No final exam for this sem and inclusion of simulation exercise assessment task

## **Research and Practice**

Recommended Journals for your reading

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 Page 12 of 19 system (iLearn)

## Changes since First Published

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