



MKTG801

International Marketing

MQC S2 Evening 2014

Dept of Marketing and Management

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General Information

Unit convenor and teaching staff

Moderator

Kanika Meshram

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LIC

Brenton Price

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please contact your lecturer for further details.

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 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 |
|-------------------------------------|-----------|-------------|
| <u>Early Assessment Class Test</u> | 10% | Week 4 |
| <u>Case Studies</u> | 35% | Weekly Task |
| <u>International Marketing Plan</u> | 25% | Week 12 |
| <u>Final Exam</u> | 30% | Exam Week |

Early Assessment Class Test

Due: **Week 4**

Weighting: **10%**

There will be a 30 minutes multi-choice class test in your Tutorial time.

This test will be 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.

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 10% weighting will then be moved to the final exam.

On successful completion 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 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.

Case Studies

Due: **Weekly Task**

Weighting: **35%**

Part A) Written case analysis (20%); Part B) Class participation (15%);

This is an individual task. You will be provided with a list of case studies on iLearn based on your weekly lecture topic.

Students are required to read the case study in advance, prepare their notes and be ready for class discussion. Your lecturer will randomly collect 3x cases for grading during the semester so you should be prepared to return the copy to the lecturer before leaving the class. Participation is based on your prepared discussion for the session.

No extensions will be granted for this assessment. 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.

On successful completion 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.

International Marketing Plan

Due: **Week 12**

Weighting: **25%**

Part A) Written Report (15%) and Part B) Group Presentation (10%)

This assessment involves group work.

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 (appendix 2) provided in iLearn marking guide folder to structure your report.

Your plan must be referenced using at least 10 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 in Week 12). Also note that this loss of 10% per day relates to the total assignment mark (15% for report and 5% for PP slides)

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 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 Harvard 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.

Your presentation ppt should have about 8 to 15 slides that provide a summary of your report. See marking guide appendix 3 in iLearn for assistance.

IMPORTANT SUBMISSION INFORMATION

All Marketing Plans need to be submitted in class and electronically to the plagiarism software (Turnitin) by the due date. Turnitin will be set up for unlimited submissions so to take advantage of that 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 25% similarity will receive Zero Mark

Each student will submit a 'Student Participation Feedback Form' to your lecturer. This form is provided in appendix 1 of your iLearn marking guide folder. Reports will not be marked until you submit this feedback form.

On successful completion you will be able to:

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- 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.

Final Exam

Due: **Exam Week**

Weighting: **30%**

A two hour final exam for this unit will be held during the university exam period. Please note that questions will be based on lecture topics and information provided by the guest speaker in Week 7.

A final exam is included as an assessment task for this unit to provide assurance that:

A) the product belongs to the student and B) the student has attained the knowledge and skills tested in the exam.

There will be four questions-three short answer questions and one compulsory question. You must answer two short answer questions, plus the compulsory question.

You are expected to present yourself for examination at the time and place designated in the University Examination timetable. The timetable will be available in Draft form approximately eight weeks before the commencement of the examinations and in Final form approximately four

weeks before the commencement of the examination. <http://exams.mq.edu.au/>

The only exception to not sitting an examination at the designated time is because of documented illness or unavoidable disruption. In these circumstances you may wish to consider applying for Special Consideration. The University's policy on special consideration process is available at: http://www.mq.edu.au/policy/docs/special_consideration/policy.html

If a supplementary examination is granted as a result of the special consideration process the examination will be scheduled after the conclusion of the official examination period.

The Macquarie University examination policy details the principles and conduct of examinations at the university. The policy is available at:

<http://www.mq.edu.au/policydocs/examination/policy.htm>

On successful completion you will be able to:

- 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.

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: upgraded and introduced new text books and revised assessment work

Unit Schedule

| Week | Class Date | Lecture | Text Chapter / Tutorial |
|------|------------|---|--|
| 1 | 6 August | Introduction to International Marketing | Ch1 |
| 2 | 13 August | Trade Institutions and Trade Policies for International Marketing | Ch2 |
| 3 | 20 August | The Economic Environment | Ch3 / |
| 4 | 27 August | International Marketing Research in the 21st Century | Ch6 / Case Study 1 |
| 5 | 3 Sept | Political, Legal and Cultural Environment | Ch 4 & 5 / Class Test |
| 6 | 10 Sept | Channels of Distribution and Foreign Market Entry | Ch 8 / Case Study 2 |
| 7 | 17 Sept | Product & Brand Management | Ch 9 / Case Study 3 |
| | | Mid-Sem Break (22nd Sept to 6th Oct) | Turnitin Opens for International Marketing Plan Submission |
| 8 | 8 Oct | Product Management and Adaptation in International Marketing | Ch 10 / Case Study 4 |
| 9 | 15 Oct | The Role of Services in International Marketing | Ch 11 / Case Study 5 |
| 10 | 22 Oct | Pricing in International Marketing | Ch 12 / Case Study 6 |
| 11 | 29 Oct | The Future of International Marketing | Ch 15 / Consultation Week for International Marketing Plan |
| 12 | 5 Nov | International Marketing Plan Presentation Week 1 | |
| 13 | 12 Nov | International Marketing Plan Presentation Week 2 | |

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 gained from undergraduate marketing fundamentals and develop a comprehensive understanding of marketing applications in the complexities of various international environments/contexts.
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- To research and critically evaluate various cultural, social, economic and legal factors that influence the choice of market entry.
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- 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

- Early Assessment Class Test

- Case Studies
- International Marketing Plan
- Final Exam

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 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.
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- 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

- Early Assessment Class Test
- Case Studies
- International Marketing Plan
- Final Exam

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 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

- Case Studies
- International Marketing Plan
- Final Exam

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. Your 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. |