



# MKTG209

## Global Marketing

MQC3 Day 2014

*Dept of Marketing and Management*

### Contents

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<u>General Information</u>	2
<u>Learning Outcomes</u>	2
<u>General Assessment Information</u>	3
<u>Assessment Tasks</u>	3
<u>Delivery and Resources</u>	6
<u>Unit Schedule</u>	7
<u>Policies and Procedures</u>	8
<u>Graduate Capabilities</u>	10
<u>Research and Practice</u>	13

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## General Information

Unit convenor and teaching staff

Moderator

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Credit points

3

Prerequisites

MKTG101

Corequisites

Co-badged status

Unit description

This unit is designed to introduce students to the management of global marketing. It considers environmental factors and how marketing management decisions are affected by both external and internal environmental factors in foreign markets. It develops an awareness and understanding of global marketing concepts including: global competitiveness and anti-globalisation sentiments; market entry options; global pricing; product and promotional factors, including the issue of standardisation versus customisation and distribution and logistics practices; global selling; and negotiation techniques. Additionally the unit requires students to analyse a number of academic articles and apply the findings when answering case study questions.

## 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 provide students with an understanding of marketing in a global environment/context.  
To develop students' skills in the understanding of marketing strategies that can be used in a global setting.

To analyse the factors that inter-relate in the global marketplace and determine their function in relation to marketing decisions.

To examine the nature of cultural, social, economic and legal factors that can determine/influence the nature of entry.

To evaluate the strategic alternatives for entry and expansion into overseas markets.

To understand the importance of developing in-depth appropriate strategies and tactics for each of the marketing mix elements.

## General Assessment Information

Please refer to the document on iLearn - "Elaboration of Assessments" - for detailed explanation of each assessment. You must also refer to this document for the Case Study schedule and for the Peer Evaluation compulsory form.

## Assessment Tasks

Name	Weighting	Due
<u>Individual Assignment</u>	20%	Week 4 in tutorial class
<u>Case Study</u>	30%	Ongoing in tutorial class
<u>Participation</u>	10%	Ongoing in tutorial class
<u>Final Examination</u>	40%	University Examination Period

### Individual Assignment

Due: **Week 4 in tutorial class**

Weighting: **20%**

Must be based on a minimum of 4 peer-reviewed academic articles. A soft copy must be submitted to Turnitin prior to the commencement of your tutorial and hard-copies (Word document and a print-out of your Turnitin Originality Index/% report) handed to your tutor, in the class in which it is due.

Submission

Week 4 to your tutor in your registered tutorial.

## Penalties

No extensions will be granted. Students who have not submitted the task prior to the deadline will be awarded a mark of 0 for the task, except for cases in which an application for special consideration is made and approved.

On successful completion you will be able to:

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## Case Study

Due: **Ongoing in tutorial class**

Weighting: **30%**

20% written and 10% presentation. Must be based on a minimum of 3 peer-reviewed academic articles per each group member. A soft copy must be uploaded to Turnitin prior to tutorial commencement. A hard copy (Word document) of your case study, along with a print-out of your Turnitin Originality % report, must be handed to your tutor on the day it is due. 2,000 to 3,000 words in length. You must hand a hard copy of your PP slide presentation to your tutor, before you begin your presentation.

### Submission

Please refer to the Lecture and Tutorial Schedule for due dates.

## Penalties

No extensions will be granted. Students who have not submitted the task prior to the deadline will be awarded a mark of 0 for the task, except for cases in which an application for special consideration is made and approved.

On successful completion you will be able to:

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## Participation

Due: **Ongoing in tutorial class**

Weighting: **10%**

Each student should submit a question for the case study presenting group and a suggested answer to that question, based on at least one peer-reviewed academic journal article related to global marketing.

### Submission

You must bring along at least one peer-reviewed academic journal article to tutorials every week there is a case study presentation. You will develop a question and suggested answer during tutorial. Your tutor will collect your tutorial work, mark it and give it back to you the following week. Please note that if you do not bring your academic article(s) to class related to that week, then you will receive zero.

### Extension

Absolutely no extensions, as this defeats the whole purpose, which is to foster collaborative learning.

### Penalties

No academic article(s) brought to class in the correct week related to that week's case study topic, will receive zero.

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for each of the marketing mix elements.

## Final Examination

Due: **University Examination Period**

Weighting: **40%**

Examination conditions

Information on the format of the final examination will be provided in Week 13. Your answers to the examination questions must be supported by solid research based on academic articles for your individual essay/research report, your Q&As and your group case study. Failure to include evidence of your academic research may result in a failure.

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## Delivery and Resources

### Classes

- There are 3 hours of face-to-face teaching per week consisting of a 1 x 2 hour lecture and 1 x 1 hour tutorial.
- Students are required to form into groups.
- Attendance will be taken in the tutorials.
- Medical certificates must be provided if you are not able to attend a class without incurring a penalty.
- Students are expected to arrive on time, and not leave until the class ends.
- If you have a recurring problem that makes you late, or forces you to leave early, please have the courtesy to discuss this with your lecturer/tutor.
- Mobile phone must be turned OFF and not simply set to 'silent'.
- Students who disturb or are disruptive in lectures and/or tutorial class will be asked to leave.
- All students must complete a peer assessment for the case study – both presentation and written components. Furthermore, the written assignment must identify clearly the

names of each person that did each section.

### Required and Recommended Texts and/or Materials

Czinkota, M, Ronkainen, I. Sutton-Brady, C. Beal, T. and Stegemann, N. (2014),  
“International Marketing”, 3rd Asia-Pacific Edition, Cengage Learning Australia Pty Limited

The textbook is available from the Co-Op Bookshop. You will need to buy this textbook for the following reasons:

- The lecture slides on iLearn are based on the textbook. The slides used in Lectures are fundamentally based on these same lecture slides, although additional material (information, links, video clips, etc.) have been added.

### Unit Web Page

Please note that the unit’s logon iLearn address is: <http://ilearn.mq.edu.au>

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).

You must upload your Individual Essay, Group Case study through the appropriate Turnitin link. IT IS YOUR RESPONSIBILITY TO ENSURE THAT YOU SUBMIT YOUR ASSIGNMENTS TO THE CORRECT TURNITIN LINK - UNDER YOUR CORRECT TUTOR'S NAME, ON THE CORRECT DATE. Failure to do so will result in a loss of marks.

## Learning and Teaching Activities

- Presentation of the subject involves lectures and tutorials, student presentations and videos. Emphasis is placed on student participation using case study presentations and interactive Q&As. A written case study will be undertaken on a group/team basis.

## Unit Schedule

Week	Lecture	Chapter	Tutorial
1	Introduction to the Unit Introduction to Global Marketing	1	Group Formation
2	Economic Environment Trade Policy	2 3	<b>Allocation of Individual Research Topic</b> <b>Allocation of Case Studies</b>

3	Political and Legal Environment	4	Discussion of relevant academic journal articles for case studies. Reinforcing 'how to reference'
4	Cultural Environment	5	<b>Individual Research Paper Due – soft copy to Turnitin and hard copies (Word and Turnitin Originality % - full print-out) to your tutor</b>
5	Market Entry	7	Discussion questions.
6	Channels of Distribution and Logistics	8	Case Study 1 & Q&As
7	Product Policy and Adaptation in International Markets	9	Case Study 2 & Q&As
<b>21 December to 4 January Mid-Session Break</b>			
8	Product and Brand Management in International Markets	10	Case Study 3 & Q&As
9	Marketing Services Globally	11	Case Study 4 & Q&As
10	Pricing in International Markets	12	Case Study 5 & Q&As
11	International Marketing Communications	13	Case Study 6 & Q&As
12	Social Networks and Communications	14	
13	<i>Final Examination Format, Hints and Example(s)</i>		Discussion of exam practice answers. <i>Tutorial evaluations</i> Wrap-Up – any questions?

## 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/)

## Academic Honesty

The nature of scholarly endeavour, dependent as it is on the work of others, binds all members of the University community to abide by the principles of academic honesty. Its fundamental principle is that all staff and students act with integrity in the creation, development, application and use of ideas and information. This means that:

- all academic work claimed as original is the work of the author making the claim
- all academic collaborations are acknowledged
- academic work is not falsified in any way
- when the ideas of others are used, these ideas are acknowledged appropriately.

Further information on the academic honesty can be found in the Macquarie University Academic Honesty Policy at [http://www.mq.edu.au/policy/docs/academic\\_honesty/policy.html](http://www.mq.edu.au/policy/docs/academic_honesty/policy.html)

## Grades

Macquarie University uses the following grades in coursework units of study:

- HD - High Distinction
- D - Distinction
- CR - Credit
- P - Pass
- F - Fail

Grade descriptors and other information concerning grading are contained in the Macquarie University Grading Policy which is available at:

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

## Grading Appeals and Final Examination Script Viewing

If, at the conclusion of the unit, you have performed below expectations, and are considering lodging an appeal of grade and/or viewing your final exam script please refer to the following website which provides information about these processes and the cut off dates in the first instance. Please read the instructions provided concerning what constitutes a valid grounds for appeal before appealing your grade.

[http://www.businessandconomics.mq.edu.au/new\\_and\\_current\\_students/undergraduate\\_current\\_students/how\\_do\\_i/grade\\_appeals/](http://www.businessandconomics.mq.edu.au/new_and_current_students/undergraduate_current_students/how_do_i/grade_appeals/)

## 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

### Discipline Specific Knowledge and Skills

Our graduates will take with them the intellectual development, depth and breadth of knowledge, scholarly understanding, and specific subject content in their chosen fields to make them competent and confident in their subject or profession. They will be able to demonstrate, where

relevant, professional technical competence and meet professional standards. They will be able to articulate the structure of knowledge of their discipline, be able to adapt discipline-specific knowledge to novel situations, and be able to contribute from their discipline to inter-disciplinary solutions to problems.

This graduate capability is supported by:

## **Learning outcomes**

- To provide students with an understanding of marketing in a global environment/context.
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## **Assessment tasks**

- Individual Assignment
- Case Study
- Participation
- Final Examination

## **Critical, Analytical and Integrative Thinking**

We want our graduates to be capable of reasoning, questioning and analysing, and to integrate and synthesise learning and knowledge from a range of sources and environments; to be able to critique constraints, assumptions and limitations; to be able to think independently and systemically in relation to scholarly activity, in the workplace, and in the world. We want them to have a level of scientific and information technology literacy.

This graduate capability is supported by:

## **Learning outcomes**

- To provide students with an understanding of marketing in a global environment/context.
- To develop students' skills in the understanding of marketing strategies that can be used in a global setting.
- To analyse the factors that inter-relate in the global marketplace and determine their function in relation to marketing decisions.
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## Assessment tasks

- Individual Assignment
- Case Study
- Participation
- Final Examination

## Problem Solving and Research Capability

Our graduates should be capable of researching; of analysing, and interpreting and assessing data and information in various forms; of drawing connections across fields of knowledge; and they should be able to relate their knowledge to complex situations at work or in the world, in order to diagnose and solve problems. We want them to have the confidence to take the initiative in doing so, within an awareness of their own limitations.

This graduate capability is supported by:

## Learning outcomes

- To provide students with an understanding of marketing in a global environment/context.
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## Assessment tasks

- Individual Assignment
- Case Study
- Participation
- Final Examination

## Engaged and Ethical Local and Global citizens

As local citizens our graduates will be aware of indigenous perspectives and of the nation's historical context. They will be engaged with the challenges of contemporary society and with knowledge and ideas. We want our graduates to have respect for diversity, to be open-minded, sensitive to others and inclusive, and to be open to other cultures and perspectives: they should have a level of cultural literacy. Our graduates should be aware of disadvantage and social justice, and be willing to participate to help create a wiser and better society.

This graduate capability is supported by:

### Learning outcomes

- To provide students with an understanding of marketing in a global environment/context.
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### Assessment tasks

- Individual Assignment
- Case Study
- Participation
- Final Examination

## Research and Practice

This unit gives you opportunities to conduct your own research to supplement your individual research report, group case study answers and your weekly individual Q&A sheets. This in turn provides you with scholarly skills which will benefit you in current and future studies and in your future careers.

You must ensure that your articles are (a) relevant to the topic/marketing concept being studied and (b) are peer-reviewed. To check eligibility, check the journal name through Ulrich's data base. Please ensure that your journal articles are a minimum of 12 pages long and are preferably no older than five years old (since publication). Relevant journals include, but are not limited to, the following:

Journal of International Marketing

Journal of Global Marketing

International Journal of Research in Marketing

International Review of Management and Marketing

International Marketing Review

Journal of Macromarketing

Journal of Public Policy and Marketing