General Information

Unit convenor and teaching staff
Unit convenor and Lecturer
Dr Monica Ren
monica.ren@mq.edu.au
Contact via 9850 8504
E4A 522
Friday 1pm- 2pm or by appointment

June Buchanan
june.buchanan@mq.edu.au

Credit points
4

Prerequisites
MKTG696 or (admission to MIntRelMIntTrdeComLaw or MIntTrdeComLaw or MIntPubDip or PGDipIntTrdeComLaw or PGCertIntTrdeComLaw)

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 http://students.mq.edu.au/student_admin/enrolmentguide/academicdates/

Learning Outcomes

1. To critically evaluate the formulation of marketing strategies and tactics that can be used in an international setting.
2. To research and critically evaluate various cultural, social, economic and legal factors that influence the choice of market entry.
3. 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.

4. 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 assignment.

### Assessment Tasks

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Due</th>
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<tbody>
<tr>
<td>AT1- 6 Case Studies</td>
<td>50%</td>
<td>Week 2, 3, 5, 6, 7, 8</td>
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<tr>
<td>AT2- Seminar</td>
<td>20%</td>
<td>Week 10 &amp; 11</td>
</tr>
<tr>
<td>AT3- Creative Production</td>
<td>30%</td>
<td>Week 13</td>
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#### AT1- 6 Case Studies

**Due:** **Week 2, 3, 5, 6, 7, 8**  
**Weighting:** **50%**

This is an individual task that involves three components 1) reading and preparation, 2) online A4 page written submission and 3) online participation.

Each week your lecturer will upload a case study on ilearn for your reading and preparation. These case studies will be based on your weekly lecture topics provided in the unit schedule section of the unit guide.

Your lecturer will facilitate the case study discussion via online discussion forums.

You will need to write a A4 size (font 12, times new roman) case study analysis based on the questions the lecturer provided.

A rubric for marking criteria your written submission will be provided on ilearn.

The turnitin submission deadlines for the case studies are **week 2, 3, 5, 6, 7, 8 Saturdays 12 pm. (The dates are 12 March; 19 March; 2 April; 9 April; 30 April; 7 May 2016)**

No extensions will be granted. There will be a deduction of 10% of the total available marks made from the total awarded mark for each 24 hour period or part thereof that the submission is late (for example, 25 hours late in submission – 20% penalty). This penalty does not apply for cases in which an application for disruption of studies is made and approved. No submission will be accepted after solutions have been posted.

This Assessment Task relates to the following Learning Outcomes:
• 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.

AT2- Seminar
Due: **Week 10 & 11**
Weighting: **20%**

This task involves group research work and a sequence of tasks.

First, you will be required to identify a current hot topic in international marketing/international business following lecture week topics 7, 8,9 and 10. (Channels of distribution and foreign market entry; Product management and adaptation in international markets; The role of services in international marketing; and Pricing in international marketing).

Then, record your **ONE HOUR per group presentations/seminars** and upload this video to the video submission link on iLearn under AT 2- Seminar --> Video submission by **week 10 and 11 Saturday 5 pm (21st & 27th May 2016)**.

Next, you are required to create 1 to 2 discussion questions and engage your fellow classmates to participate in the online forum discussion.

Please note that students only choose one seminar topic/ one set of questions to address, if there are more than one seminar topics in one lecture.

You need to work closely with your group and lecturer for this presentation. Each group will discuss the potential presentation topic with the lecturer prior to the seminar. You will be graded based on **the novelty of the topic, Integration of the seminar topic to lecture material, and the online engagement & facilitation** (see detailed marking criteria for AT 2 on iLearn).

A simple presentation on the topic will receive a zero mark. The group presentations will be scheduled in week 2.

All group members should be present for the task. Marking, however, will be individually assessed.

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**AT3- Creative Production**

**Due:** Week 13  
**Weighting:** 30%

This task gives you the opportunity to work with a group and come up with a creative product/outcome that can be marketed internationally. A creative product could be anything like a film, advertisement, website, physical product, service, market research that can make an international impact. Use your explicit and tacit knowledge to facilitate creatively. Think big, surprise us. Focus on continents instead of countries like Asia (South East Asia), Europe, Latin America. Don’t restrict yourself to lecture topics only - think beyond.

All you have to do is maintain a weekly reflective journal on your group meetings, discussions/agenda, outcomes that lead you to your creative production. Then write a 2000 word (approximately 10 pages excluding references) report. In the report, tell us about your creative product, its marketability and how you come up with this idea/your research to support the idea.

Reports should be submitted to Turnitin by one group member only on Sat 11th June, Week 13 by 5 pm.

You will be graded based on the **Novelty of the topic, Integration of the seminar topic to lecture material, Research & analysis, and Writing** (see detailed marking criteria for AT 3 on iLearn).

No extensions will be granted. There will be a deduction of 10% of the total available marks made from the total awarded mark for each 24 hour period or part thereof that the submission is late (for example, 25 hours late in submission – 20% penalty). This penalty does not apply for cases in which an application for disruption of studies is made and approved. No submission will be accepted after solutions have been posted.
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**Delivery and Resources**

**CLASSES**

This unit consists of online activities. In order to maximize the value of your learning experience, we also offer 3 face-to-face sessions.

The dates are as follows:

- Week 2 12th March  Topic assessment: Case studies;
- Week 10 21st May  Topic assessment: Seminars;
- Week 13 11th June  Topic assessment: Creative productions.

*It is essential to prepare in a persistent manner.*

The lecturer-to-students 'traditional style' lectures are video recorded. It is students' responsibility to conduct self-study.

The online forums and discussion forums will be the main channels for lecturer to students and students to students communications.

The timetable for classes can be found on the University web site at: [http://www.timetables.mq.edu.au/](http://www.timetables.mq.edu.au/) Students are required to form 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.

**TECHNOLOGY USED AND REQUIRED**
Students are required to learn how to use power point, word processing, iLearn, video recording and uploading, as well as media players to play lecture videos.

Unit web page The web page for this unit can be found at: iLearn http://ilearn.mq.edu.au

REQUIRED UNIT MATERIALS AND/OR RECOMMENDED READING

The unit is developed on current research and practice in International marketing.

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

Global context of the unit: The unit itself is based on international perspective. Each week students will learn how global business operate and can be operated. In addition, the assessment tasks outlined for this unit will develop students knowledge on current international business practices.

Sustainability context: The understanding of sustainability within international context will be emphasized in case study discussions and assessed course task.

WHAT IS REQUIRED TO COMPLETE THE UNIT SATISFACTORY

To satisfactorily complete this unit, students must participate in online discussions and complete all there assessment tasks' requirements (e.g. video presentation, group reports, etc.).
# Unit Schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Self-study Lecture Topic</th>
<th>Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>4&lt;sup&gt;th&lt;/sup&gt; March</td>
<td>Introduction to international marketing</td>
<td>No tutorial this week</td>
</tr>
<tr>
<td>2</td>
<td>11&lt;sup&gt;th&lt;/sup&gt; March</td>
<td>Trade institutions and Trade policies for international marketing</td>
<td>Case Study 1: Env and Int Trade (Online discussion forum &amp; A4 Page turnitin online submission: 12 March Saturday 12 pm )</td>
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<tr>
<td>3</td>
<td>18&lt;sup&gt;th&lt;/sup&gt; March</td>
<td>International environment: economic, political, and legal</td>
<td>Case Study 2: Urbanizing China (Online discussion forum &amp; A4 Page turnitin online submission: 19 March Saturday 12 pm)</td>
</tr>
<tr>
<td>4</td>
<td>25&lt;sup&gt;th&lt;/sup&gt; March</td>
<td>Good Friday</td>
<td>Good Friday</td>
</tr>
<tr>
<td>5</td>
<td>1&lt;sup&gt;st&lt;/sup&gt; April</td>
<td>International environment; Social and cultural</td>
<td>Case Study 3: IKEA’s global sourcing challenging (Online discussion forum &amp; A4 Page turnitin online submission: 2 April Saturday 12 pm)</td>
</tr>
<tr>
<td>6</td>
<td>8&lt;sup&gt;th&lt;/sup&gt; April</td>
<td>International marketing research in the 21&lt;sup&gt;st&lt;/sup&gt; century</td>
<td>Case Study 4: Montreux chocolate USA (Online discussion forum &amp; A4 Page turnitin online submission: 9 April Saturday 12 pm)</td>
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<td></td>
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<td></td>
<td>Mid-Sem break</td>
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<tr>
<td>7</td>
<td>29&lt;sup&gt;th&lt;/sup&gt; April</td>
<td>Channels of distribution and foreign market entry</td>
<td>Case Study 5: Levendary Café (Online discussion forum &amp; A4 Page turnitin online submission: 30 April Saturday 12 pm)</td>
</tr>
<tr>
<td>8</td>
<td>6&lt;sup&gt;th&lt;/sup&gt; May</td>
<td>Product management and adaptation in international markets</td>
<td>Case Study 6: L’oreal and the globalization of American beauty (Online discussion forum &amp; A4 Page turnitin online submission: 7 May Saturday 12 pm)</td>
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</tbody>
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### 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**

- **New Assessment Policy in effect from Session 2 2016**
  For more information visit [http://students.mq.edu.au/events/2016/07/19/new_assessment_policy_in_place_from_session_2/](http://students.mq.edu.au/events/2016/07/19/new_assessment_policy_in_place_from_session_2/)

- **Assessment Policy prior to Session 2 2016**

- **Grading Policy prior to Session 2 2016**

- **Grade Appeal Policy**

- **Complaint Management Procedure for Students and Members of the Public**

- **Disruption to Studies Policy**

  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/)
Results

Results shown in iLearn, or released directly by your Unit Convenor, are not confirmed as they are subject to final approval by the University. Once approved, final results will be sent to your student email address and will be made available in eStudent. For more information visit ask.mq.edu.au.

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 Enquiry Service

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

Equity 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.

IT Help

For help with University computer systems and technology, visit http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/.

When using the University’s IT, you must adhere to the Acceptable Use of IT Resources 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 critically evaluate the formulation of marketing strategies and tactics that can be used in an international setting.
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Assessment tasks

• AT1- 6 Case Studies
• AT2- Seminar
• AT3- Creative Production

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 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.
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Assessment tasks

- AT1- 6 Case Studies
- AT3- Creative Production

PG - Capable of Professional and Personal Judgment and Initiative

Our postgraduates will demonstrate a high standard of discernment and common sense in their professional and personal judgment. They will have the ability to make informed choices and decisions that reflect both the nature of their professional work and their personal perspectives.

This graduate capability is supported by:

Learning outcomes

- 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.

Assessment tasks

- AT1- 6 Case Studies
- AT2- Seminar
- AT3- Creative Production

Changes from Previous Offering

- Change of assessments
- Added total number of cases to 6
- Replaced some dated cases
- Reconstructed marking rubrics for all assessments
- Changed percentage grades for AT2 and AT3
- Removed mid-term test

Research and Practice; Global and Sustainability

This unit draws on extensive research from real world case studies. Students will be provided extensive case studies every week prior to the lectures. This will allow them to relate these cases
to their own practical experiences and considerably expand their knowledge of International Marketing through adequate online and offline self-study and online discussions.

Conducting research independently is strongly encouraged.

Issues of sustainability are integrated in the units through case studies, readings, online discussion, and presentations.

International marketing is creating students' awareness of marketing in the global context. The diversified aspects that one should consider while marketing globally.