MKTG801
International Marketing
S1 Day 2016
Dept of Marketing and Management

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General Information

Unit convenor and teaching staff
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Contact via monica.ren@mq.edu.au
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 PGDipMIntTrdeComLaw or PGCertMIntTrdeComLaw)

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>
</tr>
</thead>
<tbody>
<tr>
<td>AT1- Case Studies</td>
<td>50%</td>
<td>Due: Week 2, 3, 5, 6, 7, 8</td>
</tr>
<tr>
<td>AT2- Seminar</td>
<td>20%</td>
<td>Week 9, 10, 11</td>
</tr>
<tr>
<td>AT3- Creative Production</td>
<td>30%</td>
<td>Week 12 and 13</td>
</tr>
</tbody>
</table>

AT1- Case Studies

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

This is an individual task that involves three components 1) preparation, 2) In class written submission and 3) class participation.

Each week your lecturer will upload a case study on ilearn for your reading. 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 and provide you with A4 size papers to write your responses to case study questions. A rubric for marking criteria your written submission will be provided on ilearn.

Since this is an in class activity that involves both written and participation component.

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.

• 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.

**AT2- Seminar**

_Due: Week 9, 10, 11_  
_Weighting: 20%_

This task involves group research work and a sequence of tasks. 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, present and facilitate a class discussion on the topic. At the end of the discussion provide two questions for students to write and submit their one-page analysis on the topic. 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 assessed based on the novelty of the topic, quality of your topic and your ability to engage the audience and facilitate a class discussion (see detailed marking criteria for AT2 on iLearn).

The actual ONE HOUR per group presentations/seminars take place in week 9, 10 and week 11. A simple presentation on the topic will receive a zero mark. Facilitating a class discussion is a must for this task. The group presentations will be scheduled in week 2 and or week 3.

**Since this activity requires your physical presence, all group members should be present for the task. Marking, however, will be individually accessed.**

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.
• 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 assignment.

AT3- Creative Production

Due: **Week 12 and 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 and present your creative product in class (30 mins presentation). In the report and presentation 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 **Friday 3rd June in Week 12 by 5pm**. A hard copy is submitted to the lecturer in Week 12 lecture.

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.

Presentation groups should be allocated in week 2 and week 3. The actual 30 mins per group presentations take place in week 12 and week 13.

Your creative production will be assessed based on the marking criteria posted on iLearn.

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.
• 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 assignment.

Delivery and Resources

CLASSES

This unit consist of lectures and tutorial activities. 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 prior to the lectures. Our lectures for this unit will be run as a seminar and will cover important topics for the unit. The tutorial activities will consist of case study discussion, presentation/ seminars and creative work (please refer to unit schedule for more details).

The timetable for classes can be found on the University web site at: 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.

ABSENCE IN LECTURES AND TUTORIALS

Attendance will be taken in the lectures and tutorials. You must attend all tutorials and lectures. Medical certificates must be provided if you are to able to attend a class without incurring a penalty.

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.

Mobile phone must be turned OFF and not simply set to SILENT during class. To satisfactorily complete this unit students must participate in class discussions and complete all there assessment tasks.

TECHNOLOGY USED AND REQUIRED

Students are required to learn how to use power point, word processing, iLearn, and media players to play lecture videos. No recording devices are to be used by students to record lecture notes without the permission of the lecturer.

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.

Recomended 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 class discussions and complete all there assessment tasks' requirements.

Unit Schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Lecture Topic</th>
<th>Tutorial Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>4th March</td>
<td>Introduction to international marketing</td>
<td>No tutorial this week</td>
</tr>
<tr>
<td>No.</td>
<td>Date</td>
<td>Topic</td>
<td>Case Study</td>
</tr>
<tr>
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</tr>
<tr>
<td>2</td>
<td>11th Mar</td>
<td>Trade institutions and Trade policies for international marketing</td>
<td>Case Study 1: Env and Int Trade</td>
</tr>
<tr>
<td>3</td>
<td>18th Mar</td>
<td>International environment: economic, political, and legal</td>
<td>Case Study 2: Urbanizing China</td>
</tr>
<tr>
<td>4</td>
<td>25th Mar</td>
<td>Good Friday</td>
<td>Good Friday</td>
</tr>
<tr>
<td>5</td>
<td>1st Apr</td>
<td>International environment; Social and cultural</td>
<td>Case Study 3: IKEA’s global sourcing challenging</td>
</tr>
<tr>
<td>6</td>
<td>8th Apr</td>
<td>International marketing research in the 21st century</td>
<td>Case Study 4: Montreux chocolate USA</td>
</tr>
<tr>
<td>7</td>
<td>29th Apr</td>
<td>Channels of distribution and foreign market entry</td>
<td>Case Study 5: Levendary Café</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Mid-Sem break</td>
</tr>
<tr>
<td>8</td>
<td>6th May</td>
<td>Product management and adaptation in international markets</td>
<td>Case Study 6: L’oreal and the globalization of American beauty</td>
</tr>
<tr>
<td>9</td>
<td>13th May</td>
<td>The role of services in international marketing</td>
<td>Seminar presentation 1</td>
</tr>
<tr>
<td>10</td>
<td>20th May</td>
<td>Pricing in international marketing</td>
<td>Seminar presentation 2</td>
</tr>
<tr>
<td>11</td>
<td>27th May</td>
<td>The future of international marketing</td>
<td>Seminar presentation 3</td>
</tr>
</tbody>
</table>
Learning and Teaching Activities

Lectures

This course consists of 13 weeks of teaching. The learning process for the unit will comprise of lectures, case study based learning and group work. Students are expected to participate in class discussions, read the relevant chapters and case study in advance, watch the recorded videos on iLearn for the lecture topics prior to each week's lecture. Also, follow current developments in international marketing.

Tutorials

For this unit tutorial activities are divided into individual and group work. The individual task consists of case study participation and written submissions. The group work for this unit will involve presentation on current international marketing topics and creative production. Students will lead the class discussion and engage the rest of the class in the activity.

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


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.

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Activity</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>12</td>
<td>3rd June</td>
<td>Creative production presentations week 1</td>
<td>Creative production hard copy report submission to the lecturer in class on Friday 3rd June 2016. Turnitin closes on the same day at 5 pm.</td>
</tr>
<tr>
<td>13</td>
<td>10th June</td>
<td>Creative production presentations week 2</td>
<td></td>
</tr>
</tbody>
</table>
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](http://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/](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 Enquiry Service

For all student enquiries, visit Student Connect at [ask.mq.edu.au](http://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/](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.
- 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- Case Studies
- AT2- Seminar
- AT3- Creative Production

**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:

**Assessment task**

- AT1- Case Studies

**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.

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

- AT2- Seminar
- AT3- Creative Production

Changes from Previous Offering

- 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 pre-class preparation.

Conducting research independently is strongly encouraged.

Issues of sustainability are integrated in the units through case studies, readings, class 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.
## Changes since First Published

<table>
<thead>
<tr>
<th>Date</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>26/02/2016</td>
<td>1. AT 1 has increased from 40% to 50% and AT 3 has decreased from 40% to 30%. 2. More details are provided in 'delivery and resources' section.</td>
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