MKTG209
Global Marketing
S1 Day 2016
Dept of Marketing and Management

Contents

General Information ......................................................... 2
Learning Outcomes .......................................................... 3
General Assessment Information ........................................... 3
Assessment Tasks ............................................................ 3
Delivery and Resources ..................................................... 6
Unit Schedule ............................................................... 8
Policies and Procedures ..................................................... 8
Graduate Capabilities ....................................................... 10
Changes from Previous Offering ......................................... 12
Global and Sustainability .................................................. 13
Research and Practice ....................................................... 13

Disclaimer
Macquarie University has taken all reasonable measures to ensure the information in this publication is accurate and up-to-date. However, the information may change or become out-dated as a result of change in University policies, procedures or rules. The University reserves the right to make changes to any information in this publication without notice. Users of this publication are advised to check the website version of this publication [or the relevant faculty or department] before acting on any information in this publication.

http://unitguides.mq.edu.au/unit_offerings/57727/unit_guide/print
### General Information

**Unit convenor and teaching staff**

**Unit Convenor**
Frances Chang  
frances.chang@mq.edu.au  
Contact via email  
E4A507  
Mondays, 3 to 4 pm  

**Tutor**
Maryam Mathers  
maryam.mathers@mq.edu.au  
Contact via email  
TBA  
email for appointment  

Lawrence Potter  
lawrence.potter@mq.edu.au  
Contact via email  
TBA  
email for appointment  

**Unit Moderator**
June Buchanan  
june.buchanan@mq.edu.au  
Contact via email  
TBA  
n/a  

June Buchanan  
june.buchanan@mq.edu.au  

**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. Additionally the unit requires students to analyse a number of academic articles and apply the findings when answering case study questions and individual research paper.

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. Provide students with discipline-specific knowledge of marketing concepts in a global environment and in a global context.
2. Develop students’ skills in the understanding and development of marketing strategies, including the marketing mix elements that can be used in a global setting.
3. Critical analysis of factors that influence decision-making in the global marketplace and to understand the challenges and opportunities presented by these factors.
4. Examine the nature of cultural, social, economic and legal factors that influence and determine the strategic evaluation of entry modes and expansion into international markets.

General Assessment Information
Please refer to the specific assessment guidelines on iLearn

Assessment Tasks

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual Research Essay</td>
<td>20%</td>
<td>Week 5, 29 March by 9am</td>
</tr>
<tr>
<td>Case Study and Presentation</td>
<td>30%</td>
<td>From Week 7, ongoing</td>
</tr>
<tr>
<td>Individual Participation</td>
<td>10%</td>
<td>Ongoing in class and online</td>
</tr>
<tr>
<td>Final Exam</td>
<td>40%</td>
<td>University Exam Period</td>
</tr>
</tbody>
</table>
Individual Research Essay

Due: **Week 5, 29 March by 9am**  
Weighting: **20%**

The Individual Research Essay should be a critical reflection of the opportunities and challenges facing organizations in their pursuit of international markets. Select an organisation. Research and analyse your selected organisation in terms of its global marketing strategies. Consider the organisation's reasons for going global, examine key external and internal factors that impact decision-making in its entry to international markets. Information for this assessment needs to be gathered from multiple sources such as academic journal articles (at least 4 quality peer-reviewed journals), industry and government reports, websites and newspaper articles.

Submit your Individual Report through Turnitin on iLearn. Submit by Tuesday, 29 March 2016 no later than 9am in the morning. No hard copies will be accepted. No extensions will be granted. Late essays will incur a 10% penalty per 24-hour period that they are late. Saturday and Sunday each count as one day. Penalty does not apply in cases in which an application for disruption is made and approved. Late penalty applies to the revised deadline if an application for Disruption to Studies is made and approved.

The Individual Report Assessment guideline is available on iLearn. Please refer to it for more details.

This Assessment Task relates to the following Learning Outcomes:

- Provide students with discipline-specific knowledge of marketing concepts in a global environment and in a global context.
- Develop students’ skills in the understanding and development of marketing strategies, including the marketing mix elements that can be used in a global setting.
- Critical analysis of factors that influence decision-making in the global marketplace and to understand the challenges and opportunities presented by these factors.
- Examine the nature of cultural, social, economic and legal factors that influence and determine the strategic evaluation of entry modes and expansion into international markets.

Case Study and Presentation

Due: **From Week 7, ongoing**  
Weighting: **30%**

Working in groups, this assessment provides the opportunity for students to critique and analyse an assigned Case. All questions of the Case must be thoroughly analysed, critique and presented in a written report and class presentation. Your analysis must be justified and
supported by theories, models and concepts on global marketing. At least 4 quality peer-reviewed academic articles must be included.

Groups present sections of their Case study in tutorials. On the day of first two presentations, the group prepare a 2-page summary of their presentation to the tutor. On the day of the second presentation, group submit, before presentation, a 10-page report through Turnitin on iLearn. No extension will be granted. Late reports will incur a 10% penalty per 24-hour period that they are late. Saturday and Sunday each count as one day. Penalty does not apply in cases in which an application for disruption is made and approved. Late penalty applies to the revised deadline if an application for Disruption to Studies is made and approved.

Each student must present at least once. At the time of the second presentation, group members submit their peer evaluations of all fellow group members. In situations of unsatisfactory contributions by a group member, individual group work will be moderated based.

The Group Case Study and Presentation Assessment guideline is available on iLearn. Please refer to it for more details.

This Assessment Task relates to the following Learning Outcomes:

- Provide students with discipline-specific knowledge of marketing concepts in a global environment and in a global context.
- Develop students' skills in the understanding and development of marketing strategies, including the marketing mix elements that can be used in a global setting.
- Critical analysis of factors that influence decision-making in the global marketplace and to understand the challenges and opportunities presented by these factors.
- Examine the nature of cultural, social, economic and legal factors that influence and determine the strategic evaluation of entry modes and expansion into international markets.

**Individual Participation**

**Due:** Ongoing in class and online  
**Weighting:** 10%

Students are expected to contribute to discussions during class (both in lectures and tutorials). In addition there are opportunities for students to participate online through iLearn. These opportunities should be used to share ideas and engage actively in peer-to-peer conversations on global marketing issues.

Tutor will evaluate and award participation marks based on the quality and quantity of contributions of ideas and constructive comments.

While attendance is a prerequisite for in-class participation, attendance does not constitute participation. Students who do not contribute to the discussion, either in-class or online, will received 0 out of 10 marks.
This Assessment Task relates to the following Learning Outcomes:

- Provide students with discipline-specific knowledge of marketing concepts in a global environment and in a global context.
- Develop students’ skills in the understanding and development of marketing strategies, including the marketing mix elements that can be used in a global setting.

Final Exam
Due: University Exam Period
Weighting: 40%

The final examination is included as an assessment task for this unit to provide assurance that the student has attained the knowledge and skills assessed by the exam. The exam will be held during the University's formal examination period. Details of the final exam will be released by week 13.

This Assessment Task relates to the following Learning Outcomes:

- Provide students with discipline-specific knowledge of marketing concepts in a global environment and in a global context.
- Critical analysis of factors that influence decision-making in the global marketplace and to understand the challenges and opportunities presented by these factors.
- Examine the nature of cultural, social, economic and legal factors that influence and determine the strategic evaluation of entry modes and expansion into international markets.

Delivery and Resources

Classes
1 x 2 hour lecture and 1 x 1 hour tutorial each week, i.e. 3 hours of class each week unless otherwise indicated in the lecture schedule

Classes may vary due to public holidays.

The timetable can be found on the University website at http://students.mq.edu.au/student_admin/timetables.

Attendance will be taken in 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.

All students must complete a peer assessment for the group case study.

Prizes

Prizes for this unit: [http://www.businessandeconomics.mq.edu.au/undergraduate_degrees/prizes_scholarships](http://www.businessandeconomics.mq.edu.au/undergraduate_degrees/prizes_scholarships)

Required and Recommended Text and/or materials


The textbook is available as an ebook or hard copy. It is available from the Co-Op Book Shop and reserve copies are held at the University library.

Suggested Reading: Academic Journals

International Business Review
International Marketing Review
Journal of International Marketing
Journal of Global Marketing
Journal of International Business Studies
Journal of World Business

Additional relevant resources


Unit Web Page

Please note that the unit’s logon iLearn address is: [http://ilearn.mq.edu.au](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 and discussion forums are available for online participation.

It is incumbent upon each student to regularly check iLearn (i.e. at least once a week). Where stated in your assessments, you must upload your reports through the appropriate Turnitin link. IT IS YOUR RESPONSIBILITY TO ENSURE THAT YOU SUBMIT YOUR ASSESSMENTS 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.

Technology Used
Students are expected to have knowledge of working with Microsoft Word, Excel and PowerPoint. Also it is expected that students get themselves familiar with iLearn, Google Scholar, and other required online databases.

Requirements to complete this unit satisfactory

Students are expected to complete all assessment tasks for this subject. Failure to complete all assessment tasks will normally result in failure of the entire unit. Transference of marks is not permissible across assessment tasks.

Unit Schedule

A Weekly schedule of lecture and tutorial activities is available on iLearn.

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.

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/

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.

**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

**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

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

• Develop students’ skills in the understanding and development of marketing strategies, including the marketing mix elements that can be used in a global setting.
• Critical analysis of factors that influence decision-making in the global marketplace and to understand the challenges and opportunities presented by these factors.
• Examine the nature of cultural, social, economic and legal factors that influence and determine the strategic evaluation of entry modes and expansion into international markets.

Assessment tasks

• Individual Research Essay
• Case Study and Presentation
• Individual Participation
• Final Exam

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

• Provide students with discipline-specific knowledge of marketing concepts in a global environment and in a global context.
• Develop students’ skills in the understanding and development of marketing strategies, including the marketing mix elements that can be used in a global setting.
Examine the nature of cultural, social, economic and legal factors that influence and determine the strategic evaluation of entry modes and expansion into international markets.

Assessment tasks

• Case Study and Presentation
• Final Exam

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

• Provide students with discipline-specific knowledge of marketing concepts in a global environment and in a global context.
• Develop students’ skills in the understanding and development of marketing strategies, including the marketing mix elements that can be used in a global setting.
• Critical analysis of factors that influence decision-making in the global marketplace and to understand the challenges and opportunities presented by these factors.
• Examine the nature of cultural, social, economic and legal factors that influence and determine the strategic evaluation of entry modes and expansion into international markets.

Assessment tasks

• Individual Research Essay
• Case Study and Presentation
• Individual Participation
• Final Exam

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**

- Provide students with discipline-specific knowledge of marketing concepts in a global environment and in a global context.
- Develop students’ skills in the understanding and development of marketing strategies, including the marketing mix elements that can be used in a global setting.
- Critical analysis of factors that influence decision-making in the global marketplace and to understand the challenges and opportunities presented by these factors.
- Examine the nature of cultural, social, economic and legal factors that influence and determine the strategic evaluation of entry modes and expansion into international markets.

**Assessment tasks**

- Individual Research Essay
- Case Study and Presentation
- Individual Participation
- Final Exam

**Changes from Previous Offering**

An Individual Research Essay replaces Quizzes as the first assessment. Included: recommended journal reference sources and global marketing related websites.
Global and Sustainability

This Unit draws on global practices of sustainability in addressing global marketing projects. Students have the opportunity to engage in social issues that affect community and society at large.

Research and Practice

This Unit builds on marketing principles of understanding the external and internal environments from which marketers operate. Additionally, a strong premise of the marketing concept requires in-depth understanding of the target audience. To achieve deep knowledge of the environments, including the target audience, requires students to source secondary data from Macquarie University library and other external sources and to apply the research findings to their assessments. Students are reminded to consider ethical implications of conducting research.