



# MKTG209

## Global Marketing

S1 Day 2017

*Dept of Marketing and Management*

### Contents

<u>General Information</u>	2
<u>Learning Outcomes</u>	3
<u>General Assessment Information</u>	3
<u>Assessment Tasks</u>	4
<u>Delivery and Resources</u>	9
<u>Unit Schedule</u>	11
<u>Policies and Procedures</u>	12
<u>Graduate Capabilities</u>	14
<u>Changes from Previous Offering</u>	18
<u>Research and Practice</u>	18
<u>Tutors</u>	18
<u>Changes since First Published</u>	19

#### **Disclaimer**

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## General Information

Unit convenor and teaching staff

Unit Convenor

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E4A630

Thursdays 5 - 6 pm. Other times by appointment only - please email.

Please check iLearn for any tutor updates

Tutor

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Contact via Email

Please email Mark directly to arrange a consultation.

Tutor

Rowenna Brown

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Contact via Email

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Tutor

Amir Chitizadeh

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Contact via Email

Please email Amir directly to arrange a consultation.

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 macro and micro 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 antiglobalisation 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, Q&As and in the development a global marketing research paper.

## 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:

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 sustainable marketing strategies including the marketing mix elements, that can be used in a global setting.

Examine the nature of macro and micro environmental factors that influence the strategic evaluation of entry modes and to critically analyse the factors that influence decision-making in the global marketplace to demonstrate an understanding of the challenges, opportunities and ethical considerations presented by these factors.

Collaborate with others effectively, including in groups and in culturally or linguistically diverse contexts to encourage peer-learning and peer support

## 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. You should also refer to the various marking rubrics on iLearn.

## Assessment Tasks

Name	Weighting	Hurdle	Due
<u>Group Research Project</u>	25%	No	Week 12
<u>Case Study</u>	20%	No	Ongoing in tutorial class
<u>Individual Participation</u>	15%	No	Ongoing in tutorial class
<u>Final Examination</u>	40%	No	University Examination Period

### Group Research Project

Due: **Week 12**

Weighting: **25%**

This assessment consists of two parts: Written (group) worth 13 marks and Presentation (individual) worth 12 marks.

The Group Research Project should be a critical reflection of the opportunities and challenges facing organisations in their pursuit of international markets. Select an Australian organisation that markets in at least one overseas market, in addition to domestically. It must be an Australian owned organisation, that is ideally consumer facing (B2C), already competes in the domestic Australian market and is attracted by the opportunity to grow by launching its offering into at least 1 x overseas market. The organisation must be small to medium in size, not an established large multinational. Your assessment task is to consider the organisation's reasons for going global and examine key external and internal factors that impact decision-making in its entry to international markets. You must research and analyse at least three academic articles to assist in your understanding of why organisations choose to go global and the benefits and challenges they face. Then you must research and analyse your selected organisation in terms of its global marketing strategies (either existing or ones you develop for a new market) and compare each strategy (each of the 4 Ps) with the findings of at least three academic journal articles for each P - in addition (not instead of), you may also refer to industry and government reports and newspaper articles. In total, you must incorporate at least **fifteen (15)** academic articles (plus industry and government reports, websites and newspaper articles) in your analysis.

The word limit is 4,000 minimum and 5,000 maximum limit, excluding Title Page, Table of Contents, References List and any Tables/Figures, etc. You should avoid the use of appendices where possible.

Although this is a group assessment and you will be marked on group cohesion and collaboration (as per the Learning Outcome), each group member must include their name next to the heading of the section they have developed. In addition, you must list all sources (academic journal articles, websites, industry and government reports and newspaper articles), in the References list in alphabetical order, under each student's name and SID. DO NOT merely include the student name and SID at the end of each reference. The References section must

clearly display each student's name and SID with all references obtained by that student, underneath. Then the next student's name and SID, etc.

Please note that where there is disparity in the number and quality of academic articles in terms of research and analysis between students in the group, different marks will be allocated. To that end, whilst the group should ensure that the Research Project flows logically, NO group member is expected to carry any of the other group members by doing any of their work for them.

Please refer to the marking rubric for this assessment on iLearn, for guidance.

### Submission

Submit your Group Research Project through the Turnitin link on iLearn. You must submit by Monday of Week 12 - **no later than 5 pm on the 29 May 2017**. No hard copies or soft copies via email, will be accepted.

### Penalties

No extensions will be granted. Late projects will incur a 10% penalty per 24-hour period that they are late, including Saturdays and Sundays. Penalties do not apply when 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.

On successful completion you will be able to:

- 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 sustainable marketing strategies including the marketing mix elements, that can be used in a global setting.
- Examine the nature of macro and micro environmental factors that influence the strategic evaluation of entry modes and to critically analyse the factors that influence decision-making in the global marketplace to demonstrate an understanding of the challenges, opportunities and ethical considerations presented by these factors.
- Collaborate with others effectively, including in groups and in culturally or linguistically diverse contexts to encourage peer-learning and peer support

## Case Study

Due: **Ongoing in tutorial class**

Weighting: **20%**

10% written (group) and 10% presentation (individual). This assessment provides the opportunity for students to critique and analyse an assigned case study. This must be based on a minimum of 2 peer-reviewed academic articles per each group member. A soft copy must be uploaded to Turnitin prior to tutorial commencement (no hard copies or soft copies via email, will be accepted). Your written case study (group) should be 2,000 to 3,000 words in length. Each group member must clearly state the section that they are responsible for, next to the relevant

heading. You must also list the academic journal articles under each student's name and SID, in the References list. Please note that the written component of the case study is a group assessment, therefore you will be marked on group cohesion and collaboration (as per the Learning Outcome), However, where there is a difference in the number and quality of academic articles and analysis and application, students will be awarded a different mark accordingly. Please refer to the case study written marking rubric. You must hand a hard copy of your PP slide presentation (with each group member's individual contribution clearly stated) to your tutor, before you begin your presentation.

You must include the student name and SID next to the heading completed by that student for both the group written and the individual presentation components. Please refer to the Elaboration of Assessments document on iLearn for further information. Also refer to the marking rubrics for each of these two assessment components, on iLearn.

Each group will have a maximum of 40 minutes to present their case study, including class discussion based on Q&As from the rest of the class. Timing for each group member will be strictly monitored by your tutor. For example, if there are five members in the group, then each group member will have exactly 8 minutes maximum to present, including their class discussion/ involvement. Anybody going over the 8 minute limit will be asked to terminate their presentation on the spot.

Many case studies have three questions - some have four. Where there are more group members than there are case study questions, then if there are five students for example, one should be responsible for the Introduction and another for the Conclusion (both the introduction and conclusion must be backed up with academic article research - a minimum of two per student). Each student in the group should include a question, or ask questions from the rest of the class with the Q&A they have prepared at the beginning of tutorial, in order to generate class discussion, at the end of their individual part of the presentation. This must strictly be contained within the time limit for each presenting student. Refer to the case study presentation rubric.

Rubrics for the written and presentation components are available on iLearn.

Each group member must submit their peer evaluation of all fellow group members for the written component of the case study, to their tutor on the day the case study is due. In situations of unsatisfactory contributions by a group member, the mark will be moderated. To that end, it is essential that you clearly identify each section of the written case study by showing the student name and SID, including in the References list. The Unit Convenor has the final say in all group mark adjustments. **The group written assessment is worth 10% and the individual component is worth 10%.**

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

#### Submission

Please refer to the Lecture and Tutorial Schedule in this Unit Guide for due dates.

#### Penalties

No extensions will be granted. Students submitting **after** the due time on the due day (i.e. after

the start of their registered tutorial), will incur a 10% penalty per 24-hour period that they are late, including Saturdays and Sundays. Penalties do not apply when an application for disruption is made and approved. If the revised extended Deadline is not met, late penalties apply.

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## Individual Participation

Due: **Ongoing in tutorial class**

Weighting: **15%**

Students are expected to contribute to discussions during class (both in lectures and tutorials). These opportunities should be used to share ideas and engage actively in peer-to-peer conversations on global marketing issues. As each presenting group will be allocated a mark for generating class discussion for their case study, it is a requirement that each non-presenting student should submit a question for the case study group and a suggested answer to that question, based on at least one peer-reviewed academic journal article related to the global marketing topic for that week. Hint: The global marketing topic is related to the chapter/s that the case study is related to - refer to the Elaboration of Assessments document on iLearn for the schedule of case studies - when they are due and which chapter they related to for your Q&A.

Marks for the weekly Q&As will be awarded based on the following:

1 academic article = a maximum of 1.5 mark

2 academic articles = a maximum of 2 marks

3 academic articles = a maximum of 2.5 marks

4 or more academic articles = a maximum of 3 marks

### 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 be given a strict 15 minute limit from the start of the tutorials (i.e. up to 15 minutes past the hour) to develop a question and suggested answer. At the end of each tutorial where there is a case study presentation, 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. No extensions or exceptions will be given.

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## Final Examination

Due: **University Examination 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. Please note it is a strict requirement of Macquarie University that students are available for the entire duration of the session they are enrolled in, which includes the scheduled and supplementary examination period. Under not circumstances will approval be given for students who have made other arrangements including for travel, any time during the entire period of the session - i.e. the session DOES NOT finish in Week 13 or at the end of the formal examination period (if you have approval to sit the supplementary exam). Each student is responsible for checking the Macquarie University Final Examination Timetable, as any misreading of the final exam timetable is not acceptable for the granting of a supplementary exam.

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 research project, your Q&As and your case study. Failure to include evidence of your academic research may result in a failure, as superficial learning evidenced for example, by answers based solely on the textbook, does not meet the learning outcomes for this Unit.



Therefore, it makes good strategic sense for each student to diligently research, analyse and apply their academic articles based on their various assessments, throughout session as not only will it help with their assessment marks, but it will also prepare each student to perform satisfactorily in the final exam.

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## Delivery and Resources

### Classes

- There are 3 hours of face-to-face teaching per week for each student consisting of a 1 x 2 hour lecture and 1 x 1 hour tutorial.
- 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 tutorial, you should remain in that particular tutorial, as changing would be disruptive to your fellow students, both those in the tutorial you have left and those in the tutorial you aim to join any time after Week 2.
- Attendance will be taken in the tutorials.
- **Professional Authority Form (PAF) must be submitted through the official channel (Disruption to Studies) if you are not able to attend a tutorial class when an assessment is due, without incurring a penalty. Please note that you will not be able to hand your tutor a hard copy of your Q&A outside of your tutorial time. You may however submit a soft copy of your Q&A to your tutor prior to the commencement of your tutorial, ONLY if you have submitted a PAF. Your mark for the Q&A will only be recorded if your Disruption to Studies is approved.**
- 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 and for the research project. Furthermore, the written assignment for the case study and for the research project, must identify clearly the names of each person that did each section.

## Prizes

Prizes for this unit: Wiley will provide a \$100 book voucher prize for the top performing student (i.e. the student who achieves the highest mark) in MKTG209

### Required and Recommended Texts and/or Materials

Kotabe, Marshall, Ang, Griffiths, Voola, Roberts and Helsen ((2014). International Marketing, 4th Asia-Pacific Edition, Wiley

The textbook is available from the Co-Op Bookshop. If you wish to purchase a hard copy of the text, you can also do that here <http://www.wileydirect.com.au/buy/international-marketing-4th-asi-a-pacific-edition/> You can purchase at 20% discount with free postage to anywhere in Australia. Please note that 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.
- The case studies are only available from the textbook

### 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, documents and Announcements may 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 Research Report and 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 this Unit 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. Students are expected to undertake detailed research and analysis applied to

your group research paper, your group written case study, your individual case study presentation and your Q&As.

## Unit Schedule

Week	Lecture	Chapter	Tutorial
1	Introduction to the Unit  Introduction to Global Marketing	1	<b>None - Tutorials commence in Week 2</b>
2	<b>Research Librarian Presentation</b>  Economic Environment	2	"Getting to Know You"  Group Formation  <b>Allocation of Case Studies</b>
3	Sustainability Marketing in a Global Context - <b>Guest Lecture</b>		Discussion of relevant academic journal articles for case studies and research project.  Reinforcing 'how to reference' - in-text and in the References List.
4	Political and Legal Environment	3	Reinforcing what Sustainability means in global marketing.
5	Cultural Environment	4	<b>Case Study 1</b> - Group written document uploaded to iLearn prior to tutorial commencement and individual presentations handed to tutor before presentation commences.  Rest of class - Q&A must be submitted to your tutor after case study presentation.
6	Understanding Global Consumers, International Marketing Market Research, Segmentation and Positioning	5, 6 and 7	<b>Case Study 2</b> - Group written document uploaded to iLearn prior to tutorial commencement and individual presentations handed to tutor before presentation commences.  Rest of class - Q&A must be submitted to your tutor after case study presentation.
7	Market Entry	8	<b>Case Study 3</b> - Group written document uploaded to iLearn prior to tutorial commencement and individual presentations handed to tutor before presentation commences.  Rest of class - Q&A must be submitted to your tutor after case study presentation.
	<b>17 April to 1 May Mid Session Break including Good Friday, Easter Monday and ANZAC day</b>		

8	Developing New Goods and Services for Global/International Markets	9	<b>Case Study 4</b> - Group written document uploaded to iLearn prior to tutorial commencement and individual presentations handed to tutor before presentation commences.  Rest of class - Q&A must be submitted to your tutor after case study presentation.
9	Marketing Goods and Services in Global Markets	10	<b>Case Study 5</b> - Group written document uploaded to iLearn prior to tutorial commencement and individual presentations handed to tutor before presentation commences.  Rest of class - Q&A must be submitted to your tutor after case study presentation.
10	International Marketing Communications	11	<b>Case Study 6</b> - Group written document uploaded to iLearn prior to tutorial commencement and individual presentations handed to tutor before presentation commences.  Rest of class - Q&A must be submitted to your tutor after case study presentation.
11	Channels of Distribution and Logistics	12	Research Report Workshop
12	Pricing in International Markets	14	Group Research Report due by 5 pm Monday 29 May  Research Report presentations. Presented by group, but presentation performance marked individually. Each group will have a maximum of 10 minutes to present. All students must arrive ready to present as presentation schedule will be allocated randomly by your tutor. Any presentations not taking place this week due to time constraints, will be assigned to present next week (Week 13).
13	<i>Final Examination Format, Hints and Example(s)</i>		Any remainder of group presentations (maximum of 10 minutes per group).  <i>Tutorial evaluations</i>  Wrap-Up – any questions?  Examples of answering exam questions effectively.

## 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\\_2016.html](http://mq.edu.au/policy/docs/assessment/policy_2016.html)

Grade Appeal Policy <http://mq.edu.au/policy/docs/gradeappeal/policy.html>

Complaint Management Procedure for Students and Members of the Public [http://www.mq.edu.au/policy/docs/complaint\\_management/procedure.html](http://www.mq.edu.au/policy/docs/complaint_management/procedure.html)

Disruption to Studies Policy (in effect until Dec 4th, 2017): [http://www.mq.edu.au/policy/docs/disruption\\_studies/policy.html](http://www.mq.edu.au/policy/docs/disruption_studies/policy.html)

Special Consideration Policy (in effect from Dec 4th, 2017): <https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policies/special-consideration>

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](http://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](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://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

### 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 sustainable marketing strategies including the marketing mix elements, that can be used in a global setting.
- Examine the nature of macro and micro environmental factors that influence the strategic evaluation of entry modes and to critically analyse the factors that influence decision-making in the global marketplace to demonstrate an understanding of the challenges, opportunities and ethical considerations presented by these factors.

## Assessment tasks

- Group Research Project
- Case Study
- Individual 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

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- Examine the nature of macro and micro environmental factors that influence the strategic evaluation of entry modes and to critically analyse the factors that influence decision-making in the global marketplace to demonstrate an understanding of the challenges, opportunities and ethical considerations presented by these factors.

## Assessment tasks

- Group Research Project
- Case Study
- Individual 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

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- Examine the nature of macro and micro environmental factors that influence the strategic evaluation of entry modes and to critically analyse the factors that influence decision-making in the global marketplace to demonstrate an understanding of the challenges, opportunities and ethical considerations presented by these factors.
- Collaborate with others effectively, including in groups and in culturally or linguistically diverse contexts to encourage peer-learning and peer support

### Assessment tasks

- Group Research Project
- Case Study
- Individual Participation
- Final Examination

## Effective Communication

We want to develop in our students the ability to communicate and convey their views in forms effective with different audiences. We want our graduates to take with them the capability to read, listen, question, gather and evaluate information resources in a variety of formats, assess, write clearly, speak effectively, and to use visual communication and communication technologies as appropriate.

This graduate capability is supported by:

### Learning outcome

- Collaborate with others effectively, including in groups and in culturally or linguistically diverse contexts to encourage peer-learning and peer support



## 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

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- Develop students' skills in the understanding and development of sustainable marketing strategies including the marketing mix elements, that can be used in a global setting.
- Examine the nature of macro and micro environmental factors that influence the strategic evaluation of entry modes and to critically analyse the factors that influence decision-making in the global marketplace to demonstrate an understanding of the challenges, opportunities and ethical considerations presented by these factors.
- Collaborate with others effectively, including in groups and in culturally or linguistically diverse contexts to encourage peer-learning and peer support

### Assessment tasks

- Group Research Project
- Case Study
- Individual Participation
- Final Examination

## Socially and Environmentally Active and Responsible

We want our graduates to be aware of and have respect for self and others; to be able to work with others as a leader and a team player; to have a sense of connectedness with others and country; and to have a sense of mutual obligation. Our graduates should be informed and active participants in moving society towards sustainability.

This graduate capability is supported by:

### Learning outcome

- Collaborate with others effectively, including in groups and in culturally or linguistically diverse contexts to encourage peer-learning and peer support

## Changes from Previous Offering

- Research Report (group) replaced Research Essay (individual)
- Re-introduction of individual Q&As
- Please note the minor change in the Unit Description - the Research project is a Group, not Individual, assessment.

## Research and Practice

This unit gives you opportunities to conduct your own research to supplement your 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

## Tutors

Please refer to names and email addresses at the beginning of this Unit guide to contact tutors. Please ensure you write down and remember your tutor's name as you will be penalised if you submit any assessments online to the incorrect tutor link.

## Changes since First Published

Date	Description
23/01/2017	It is a small typo update.