



# MKTG209

## Global Marketing

S2 Day 2017

*Dept of Marketing and Management*

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#### **Disclaimer**

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## General Information

Unit convenor and teaching staff

Unit Convenor/Lecturer

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E4B Tutors' Room

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Tutor

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E4B Tutors' Room

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Credit points

3

Prerequisites

MKTG101

Corequisites

Co-badged status

### Unit description

This unit is designed to introduce students to the management of global marketing. It considers 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 Project</u>	30%	No	Week 7 and Week 12
<u>Case Study</u>	20%	No	Ongoing in tutorial class
<u>Individual Participation</u>	10%	No	Ongoing in tutorial class
<u>Final Examination</u>	40%	No	University Examination Period

### Group Project

Due: **Week 7 and Week 12**

Weighting: **30%**

This assessment is for group of 4 to 5 students. It is vital that groups are formed in Week 2 (each group must have at least one 'local' student and at least one 'international' student). Unless approved by the Unit Convenor, individual submission will NOT be accepted and marked.

This assessment consists of two reports: Environmental Analysis (15%) and Marketing Plan (15%). In essence, the two reports, when put together, form the nucleus of a Marketing Plan. Each group will select a product (or service) concept and a country/region of activity. The product must belong to an Australian owned organisation, which 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 overseas markets. The organisation must be small to medium in size, not an established large multinational. Students are expected to use charts, diagrams, and point form where possible, and not to pad out the reports. Please refer to the marking rubric for this assessment on iLearn, for guidance.

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. Please note that where there is disparity in the quality of research and analysis between students in the group, different marks will be allocated, based on group members' peer evaluations. To that end, whilst the group should ensure that the project flows logically, NO group member is expected to carry any of the other group members by doing any of their work for them. Each group member must complete a "peer evaluation form" for each report and submit it to their tutor on the day of their tutorial for the week following the submission, by Week 8 (for Environmental Analysis) and Week 13 (for Marketing Plan). The Unit Convenor has the final say in all group mark adjustments.

**Environmental Analysis: 15% (7.5% group + 7.5% individual) – due by Week 7 Friday 11:59pm**

Drawing on your understanding of the relevant global marketing issues, assume you are responsible for the marketing of a product to a foreign market and undertake an in-depth and extensive environmental analysis, the task is to consider the organisation's reasons for going

overseas and examine key environmental factors that impact decision-making in its entry to the selected foreign market. To ensure you only focus on relevant areas, conduct your analysis in the context of the impact the environmental factors will have on key areas of your marketing strategy (e.g., segmentation, targeting and positioning strategies, and the 4p's). If an environmental issue does not impact on any of these areas, it is irrelevant and therefore should not be included in your analysis. Please ensure that you supplement these areas with a rich variety of relevant academically referred sources plus industry and government reports, websites and newspaper articles, dating no further back than 2010. The word limit for Environmental Analysis is 2500 words, excluding Title Page, Table of Contents, References List and any Tables/Figures, etc. The 7.5% individual component is based on the group members' peer evaluations.

**Marketing Plan: 15% (7.5% group + 7.5% individual) – due by Week 12 Friday 11:59pm**

Marketing Plan follows on from Environmental Analysis and is designed to be equally practical so that you will learn how to apply International Marketing theories in your workplace. In Environmental Analysis, you undertook the groundwork for a sound marketing plan. You will then complete the Marketing Plan based on your understanding of the current global marketing issues. Again, you need to support your findings from detailed research by drawing on a variety of other sources including academic journal articles, industry and government reports, websites and newspaper articles, dating no further back than 2010. The word limit for Marketing Plan is 3000 words, excluding Title Page, Table of Contents, References List and any Tables/Figures, etc. The 7.5% individual component is based on the group members' peer evaluations.

Submission

Submit both reports through the Turnitin link on iLearn, no hard copies or soft copies via email, will be accepted. The documents MUST be in Microsoft Word format, submissions in other formats will NOT be marked. You must submit by the due dates as specified above.

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%**

This assessment is for group of 4 to 5 students. It consists of 10% written component (group) and 10% presentation component (individual). Unless approved by the Unit Convenor, individual submission of the written component will NOT be accepted and marked.

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). The word limit for your written case study (group) is 2000 words. 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. Anyone 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 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 component is worth 10% and the individual presentation component is worth 10%.

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

### Submission

Submit your written work through the Turnitin link on iLearn, no hard copies or soft copies via email, will be accepted. The documents **MUST** be in Microsoft Word format, submissions in other formats will **NOT** be marked. 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.

On successful completion you will be able to:

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## Individual Participation

Due: **Ongoing in tutorial class**

Weighting: **10%**

This is individual assessment of participation which will be assessed throughout the semester.

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. For tutorials where there is a case study presentation, 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 peer-reviewed academic journal article(s) 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.

For tutorials where there is no case study presentation, participation will be assessed on the extent to which a student actively participates in tutorial class discussions.

### Submission

You must bring along two 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. 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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- 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.

## 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.

On successful completion you will be able to:

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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.

## 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

### Prescribed text:

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

### Recommended text:

Fletcher and Crawford (2017). International Marketing : An Asia Pacific Perspective (7th Edition). Pearson.

### 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 Group Project Reports 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>No tutorials this week, tutorials commence in Week 2</b>
2	Economic Environment	2	"Getting to Know You" Group Formation <b>Allocation of Case Studies</b>
3	Political and Legal Environment	3	Discussing relevant academic journal articles for case studies and group project Reinforcing 'how to reference' - in-text and in the References List Introducing Austrade
4	Cultural Environment, Understanding Global Consumers	4 and 5	<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
5	International Marketing Research	6	<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

6	Segmentation and Positioning	7	Workshop on Group Project - Environmental Analysis
7	International Market Selection and Entry	8	<p><b>Case Study 7</b> - Group written document uploaded to iLearn prior to tutorial commencement and individual presentations handed to tutor before presentation commences</p> <p>Rest of class - Q&amp;A must be submitted to your tutor after case study presentation</p> <p><b>Environmental Analysis is due by 11:59pm Friday 15 September</b></p>
<b>Mid Session Break</b>			
8	Developing New Goods and Services for International Markets	9	<p>Discussing Market Entry Strategies</p> <p><b>Peer Evaluation form for Environmental Analysis submitted in tutorial</b></p>
9	Marketing Goods and Services in International Markets	10	<p><b>Case Study 8</b> - Group written document uploaded to iLearn prior to tutorial commencement and individual presentations handed to tutor before presentation commences</p> <p>Rest of class - Q&amp;A must be submitted to your tutor after case study presentation</p>
10	International Marketing Communications	11	<p><b>Case Study 10</b> - Group written document uploaded to iLearn prior to tutorial commencement and individual presentations handed to tutor before presentation commences</p> <p>Rest of class - Q&amp;A must be submitted to your tutor after case study presentation</p>
11	Channels of Distribution and Logistics	12	Workshop on Group Project - Marketing Plan
12	Pricing in International Markets	14	<p>Discussing the debate about "Standardization or Adaptation" in Global Marketing</p> <p>Each student - Q&amp;A must be submitted to your tutor</p> <p><b>Marketing Plan is due by 11:59pm Friday 3 November</b></p>
13	<i>Final Examination Format, Hints and Example(s)</i>		<p><i>Tutorial evaluations</i></p> <p>Wrap-Up – any questions?</p> <p>Examples of answering exam questions effectively</p> <p><b>Peer Evaluation form for Marketing Plan submitted in tutorial</b></p>

## 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.businessandeconomics.mq.edu.au/new\\_and\\_current\\_students/undergraduate\\_current\\_students/how\\_do\\_i/grade\\_appeals/](http://www.businessandeconomics.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.
- Collaborate with others effectively, including in groups and in culturally or linguistically diverse contexts to encourage peer-learning and peer support

## **Assessment tasks**

- Group 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**

- 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 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

- Provide students with discipline-specific knowledge of marketing concepts in a global environment and in a global context.
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- Collaborate with others effectively, including in groups and in culturally or linguistically diverse contexts to encourage peer-learning and peer support

## Assessment tasks

- Group Project
- Case Study
- Individual Participation

## 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 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 Project
- Case Study
- Individual Participation
- Final Examination

## **Changes from Previous Offering**

- Group project is divided into two progress reports (i.e., environmental analysis and marketing plan), and the presentation of group project report is removed.
- The value/weighting of group project is increased from 25% to 30%, whilst the value/weighting of individual participation is decreased from 15% to 10%.
- There are minor changes in the Unit Schedule - teaching activities have been updated in accordance with the group project.

## **Research & Practice, Global contexts & Sustainability**

- Research & Practice

This unit gives students opportunities to conduct their own research to supplement their group case study answers and their weekly individual Q&A sheets. This in turn provides students with scholarly skills which will benefit them in current and future studies and in their 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 database. 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

- Global contexts & Sustainability

This unit provide students with discipline-specific knowledge of marketing concepts, current issues, trends and research in a global environment and in a global context, allowing them to develop, analyse, justify and evaluate market entry and longer term marketing plans for foreign markets.

Based on the analysis of macro and micro environmental factors that influence designated foreign market segments, this unit 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.

## 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
03/ 08/ 2017	Small typos are corrected.

Date	Description
03/ 08/ 2017	1. Progress report A and B have been precisely named as Environmental Analysis and Marketing Plan 2. Written work submitted through the Turnitin on ilearn must be in Microsoft Word format, PDF format is not allowed 3. Peer Evaluation form must be submitted in tutorial class, not through ilearn 4. Word limit for case study is reduced from 3000 words to 2000 words 5. Unit schedule is updated accordingly: 5 instead of 6 case studies throughout the semester, due to small class size per tutorial