



# MKTG801

## Principles of International Marketing

S1 Day 2019

*Department of Marketing*

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#### **Disclaimer**

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## General Information

Unit convenor and teaching staff

Unit Convenor

Dr June Buchanan

[june.buchanan@mq.edu.au](mailto:june.buchanan@mq.edu.au)

Contact via Email

Credit points

4

Prerequisites

MKTG696 or ICOM892

Corequisites

Co-badged status

Unit description

As geographical and cultural barriers diminish, increasing opportunities appear for companies to market and sell their products internationally. International marketing is the multinational process of planning and executing the conception, pricing, promotion and distribution of ideas, goods, and services to create exchanges that satisfy individual and organisational objectives. In this unit, students will apply international marketing theories and concepts to solve international marketing problems ethically and responsibly. Students will develop insights into team dynamics and working in teams with people from different cultures. Students will critically analyse and apply international marketing theories and concepts to develop an international marketing plan.

## 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:

Apply international marketing theories and concepts to solve international marketing problems ethically and responsibly.

Critically analyse and reflect on the team dynamics and working in teams with people from different cultures.

Critically analyse and apply international marketing theories and concepts to develop an

international marketing plan.

## General Assessment Information

Students must regularly check iLearn and their MQ student emails.

## Assessment Tasks

Name	Weighting	Hurdle	Due
<a href="#">Case Studies</a>	30%	No	Weeks 3 - 10 inclusive
<a href="#">Individual Reflection</a>	20%	No	9 am Friday Week 7
<a href="#">International Marketing Plan</a>	50%	No	5 pm Friday Week 13

### Case Studies

Due: **Weeks 3 - 10 inclusive**

Weighting: **30%**

#### Assessment summary – International Marketing Case Studies (30%)

##### Task description

To analyse the case studies you are required to engage in research and identify various aspects of marketing internationally. Emphasis on international marketing frameworks, concepts and theories is expected. You must apply your knowledge of international marketing and ethics and recognise the challenges and opportunities of a situation, make the right decision and judgement, and prioritise justifiable strategies in your written and discussion components of this assessment. At the conclusion of this assignment you must demonstrate your knowledge of ethical and sustainable strategic marketing decisions in international business.

##### Due date

Varied (Before 3 pm of each class from Week 3 to Week 10)

##### Link to learning outcome

1, 2

##### Type of collaboration

Individual

##### Submission

Written answers to case studies: Please submit via Turnitin link in iLearn. Class Discussion each week of the case studies.

##### Format

Please refer to the iLearn Unit Page

## **Length**

Written: 500 words +/-10%. Duration of class discussion: 40 - 60 minutes.

More information and supplementary documents will be located on iLearn and discussed in class. Marking criteria will be on iLearn.

No extensions will be granted. Late submission is subject to penalty. This penalty does not apply when a Special Consideration application has been made and approved.

On successful completion you will be able to:

- Apply international marketing theories and concepts to solve international marketing problems ethically and responsibly.
- Critically analyse and apply international marketing theories and concepts to develop an international marketing plan.

## **Individual Reflection**

Due: **9 am Friday Week 7**

Weighting: **20%**

### **Assessment summary – Reflective Essay (20%)**

#### **Task description**

In this assignment you are required to reflect on the discussion your team has about international marketing planning, supported by academic literature. You need to explain how your team worked on different tasks and how the team overcame the challenges and conflicts. At the conclusion of this assignment you must demonstrate your advance knowledge of, and insights into, working in teams and successfully complete the final task (your Reflective Essay and your IMP).

#### **Due date**

9 am Friday Week 7

#### **Link to learning outcome**

1, 3

#### **Type of collaboration**

Individual

#### **Submission**

Please submit via Turnitin link in iLearn

#### **Format**

Please refer to the iLearn Unit Page

#### **Length**

1500 words+/-10%

More information and supplementary documents will be located on iLearn and discussed in class. Marking criteria will be on iLearn.

No extensions will be granted. Late submission is subject to penalty. This penalty does not apply when a Special Consideration application has been made and approved.

On successful completion you will be able to:

- Critically analyse and reflect on the team dynamics and working in teams with people from different cultures.
- Critically analyse and apply international marketing theories and concepts to develop an international marketing plan.

## International Marketing Plan

Due: **5 pm Friday Week 13**

Weighting: **50%**

**Assessment summary – International Marketing Plan – IMP - (50%) (Team Written 25%; Individual Presentation 25%)**

### Task description

This assignment is a live case and you are required to set some achievable objectives for the company you have been assigned to. The assigned company specialises in artificial intelligence (AI). AI is increasingly influencing marketing internationally. You will have some interaction with senior management during the development, and at the end, of your IMP. You must research and deploy your knowledge of international marketing and identify all necessary steps in designing a marketing plan. You must carefully design a marketing plan that helps the firm to achieve the objectives you have identified in an ethical and sustainable manner. At the conclusion of this assignment you must demonstrate your ability to design an international marketing plan (IMP).

### Due date

Written document 9 am Friday Week 13, Individual presentations during Weeks 11 and 12.

### Link to learning outcome

1, 2, 3

### Type of collaboration

Team (written – 25%) and Individual (presentation – 25%)

### Submission

Please submit via Turnitin link in iLearn

### Format

Please refer to the iLearn Unit Page

## **Length**

Team written document: 1,500 words per student. So, for example, 5 team members – 1,500 x 5 = 7,500 words. 4 team members – 1,500 x 4 = 6,000 words. The overall range will be 6000 - 8000 words +/-10%.

Individual presentation time: Maximum 7 minutes. You will be asked to stop once you reach 7 minutes.

More information and supplementary documents will be located on iLearn and discussed in class. Marking criteria will be on iLearn.

No extensions will be granted for the presentations. Late submission is subject to penalty. This penalty does not apply when a Special Consideration application has been made and approved.

On successful completion you will be able to:

- Apply international marketing theories and concepts to solve international marketing problems ethically and responsibly.
- Critically analyse and reflect on the team dynamics and working in teams with people from different cultures.
- Critically analyse and apply international marketing theories and concepts to develop an international marketing plan.

## **Delivery and Resources**

### **TEXTBOOK**

**Keegan, Warren, J. and Mark C. Green (2016), "Global Marketing", Global Edition (9e), Pearson Education. ISBN: 9781292150765**

You can purchase the e-book substantially cheaper (AUS\$60) than the price of the hard copy textbook (US\$123.95) from: <http://www.pearson.com.au/9781292150772>

### **CLASSES**

This unit is run as a seminar. Team work in class is an important focus. This Unit will incorporate interactive learning activities.

The timetable for classes can be found on the University web site at: <http://www.timetables.mq.edu.au/>

### **ABSENCE IN LECTURES AND TUTORIALS**

Attendance will be taken in the seminar. You should strive to attend each class.

If you have a recurring problem that makes you late, or forces you to leave early, have the courtesy to discuss this with your lecturer, as this will not normally be allowed as it interrupts the class.

Mobile phones must be turned OFF and not simply set to SILENT during class.

### **TECHNOLOGY USED AND REQUIRED**

No recording devices are to be used by students to record lecture notes without the permission of the lecturer.

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

### **REQUIRED UNIT MATERIALS AND/OR RECOMMENDED READING**

In addition to the prescribed textbook, the unit is developed on current research and practice in International marketing.

#### **Recommended Journals**

- Journal of International Marketing
- International Journal of Research in Marketing
- Journal of Consumer Research
- Journal of Consumer Behaviour
- Journal of International Consumer Marketing
- European Journal of Marketing
- Journal of Services Research
- Journal of Marketing
- Journal of Brand Management
- International Marketing Review
- International Journal of Research in Marketing

#### **Related Recommended Materials**

For some topics your lecturer can give you references to extra reading material.

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

Sustainability context: The understanding of sustainability, ethics and social responsibility within an international context will be included in lectures and applied in the marketing plan assessments.

### **WHAT IS REQUIRED TO COMPLETE THE UNIT SATISFACTORY**

Students are expected to complete all assessment tasks for this subject. Successful completion of this unit requires the student to achieve an overall mark of at least 50%.

## Unit Schedule

Week	Lecture Topic	Textbook Chapter	Additional Activities
1	Introduction to International Marketing	1	Ice Breaker Formation of Teams (for Team Reflection assessment and for weekly activities) List of International Marketing Case Studies What working in Teams means
2	The Global Economic and Trade Environment	2 & 3	First IMP handout working in teams. Draft Reflective Task 1
3	<b>Research Librarian Presentation</b> Social and Cultural Environments	4	Case Study method - explanation and discussion Draft Reflective Task 2
4	Political and Legal Environment	5	Case Study 1 and class discussion Draft Reflective Task 3
5	Segmentation, Targeting and Positioning (STP)	7	Case Study 2 and class discussion Draft Reflection Task 4
6	Global Market Entry Strategies	9	Case Study 3 and class discussion Draft Reflection Task 5
7	Brand and Product Decisions in Global Marketing	10	Case Study 4 and class discussion Final Submission of Reflection Task
<b>Recess</b>			You should ensure that you are up to date with the handouts for your IMP. You should have developed at least a draft for your IMP from the handouts provided to you thus far.
8	Pricing Decisions	11	Case Study 5 and class discussion
9	Global Marketing Channels and Physical Distribution	12	Case Study 6 and class discussion
10	International Communications	13 & 14	Case Study 7 and class discussion
11	Pitch to industry		IMP Individual Presentations



12	Pitch to industry	IMP Individual Presentations
13	The Future of International Marketing	<b>International Marketing Plans due no later than 5 pm on the Friday of Week 13.</b>

## Learning and Teaching Activities

### Lectures

This course consists of 13 weeks of teaching. The learning process for the unit will comprise of team international marketing case studies incorporating ethics, team work involving brainstorming components of the IMP, individual presentations to industry and team work reflections. Students are expected to fully participate in all team work and class discussions, read the relevant lecture chapters and weekly case studies in advance and conduct sufficient research, analysis and application of academic articles for the marketing plan and the weekly case studies. Students should follow current developments in international marketing and include a strong focus on ethics, corporate social responsibility and sustainability. Students must check iLearn on a regular basis. In class activities will be posted on iLearn, so in addition to Announcements and Notices, students must be aware of pre- and in-class requirements for each week.

### Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central \(https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central\)](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central). Students should be aware of the following policies in particular with regard to Learning and Teaching:

- [Academic Appeals Policy](#)
- [Academic Integrity Policy](#)
- [Academic Progression Policy](#)
- [Assessment Policy](#)
- [Fitness to Practice Procedure](#)
- [Grade Appeal Policy](#)
- [Complaint Management Procedure for Students and Members of the Public](#)
- [Special Consideration Policy](#) (**Note: The Special Consideration Policy is effective from 4 December 2017 and replaces the Disruption to Studies Policy.**)

Undergraduate students seeking more policy resources can visit the [Student Policy Gateway \(https://students.mq.edu.au/support/study/student-policy-gateway\)](https://students.mq.edu.au/support/study/student-policy-gateway). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

If you would like to see all the policies relevant to Learning and Teaching visit [Policy Central \(https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/p\)](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/p)

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## Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: <https://students.mq.edu.au/study/getting-started/student-conduct>

## Results

Results published on platform other than [eStudent](#), (eg. iLearn, Coursera etc.) 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) or if you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto:globalmba.support@mq.edu.au)

## Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

## Learning Skills

Learning Skills ([mq.edu.au/learningskills](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)

If you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto:globalmba.support@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

### PG - Discipline Knowledge and Skills

Our postgraduates will be able to demonstrate a significantly enhanced depth and breadth of knowledge, scholarly understanding, and specific subject content knowledge in their chosen fields.

This graduate capability is supported by:

#### Learning outcomes

- Apply international marketing theories and concepts to solve international marketing problems ethically and responsibly.
- Critically analyse and reflect on the team dynamics and working in teams with people from different cultures.
- Critically analyse and apply international marketing theories and concepts to develop an international marketing plan.

#### Assessment tasks

- Case Studies
- Individual Reflection
- International Marketing Plan

### PG - Research and Problem Solving Capability

Our postgraduates will be capable of systematic enquiry; able to use research skills to create new knowledge that can be applied to real world issues, or contribute to a field of study or practice to enhance society. They will be capable of creative questioning, problem finding and problem solving.

This graduate capability is supported by:

#### Learning outcomes

- Apply international marketing theories and concepts to solve international marketing problems ethically and responsibly.
- Critically analyse and reflect on the team dynamics and working in teams with people from different cultures.
- Critically analyse and apply international marketing theories and concepts to develop an international marketing plan.

#### Assessment tasks

- Case Studies
- Individual Reflection

- International Marketing Plan

## PG - Engaged and Responsible, Active and Ethical Citizens

Our postgraduates will be ethically aware and capable of confident transformative action in relation to their professional responsibilities and the wider community. They will have a sense of connectedness with others and country and have a sense of mutual obligation. They will be able to appreciate the impact of their professional roles for social justice and inclusion related to national and global issues

This graduate capability is supported by:

### Learning outcomes

- Apply international marketing theories and concepts to solve international marketing problems ethically and responsibly.
- Critically analyse and reflect on the team dynamics and working in teams with people from different cultures.
- Critically analyse and apply international marketing theories and concepts to develop an international marketing plan.

### Assessment tasks

- Case Studies
- Individual Reflection
- International Marketing Plan

## Changes from Previous Offering

IMP changed from individual submission (50%) to team written submission (25%) and individual presentation 'pitch to industry' (25%). Business Ethics case study has been changed from team written (15%) to individual written (15%). Individual presentation (15%) remains the same. Case studies have changed from solely business ethics to international marketing case studies incorporating ethical issues.

These changes have been approved by Dr Vida Siahtiri, **Head of Marketing Specialisation in Master of Commerce**

## Global issues, Sustainability and Social Responsibility

Lectures and assessments will incorporate global issues, sustainability, ethics and social responsibility.

## Research and Practice; Global and Sustainability

This unit draws on extensive research. Conducting research independently both individually and as a team, is essential in order to successfully pass this Unit.

Issues of ethics, sustainability and corporate social responsibility are integrated in the lectures and must be given consideration in your international marketing plan. In addition, weekly tasks incorporate ethics in the international marketing case studies.

International marketing creates students' awareness of marketing in an international context. This includes the many diversified aspects, including contemporary challenges facing businesses, that need to be considered when marketing internationally.