



# MGSM815

## International Marketing

Term 1 North Ryde 2019

*Department of Marketing*

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## General Information

Unit convenor and teaching staff

Unit Convenor

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Credit points

4

Prerequisites

MGSM820 or MGNT607

Corequisites

Co-badged status

Unit description

This unit addresses the issues which confront the domestic business when it decides to market its products (goods and/or services) in foreign countries. Studies include macro business environmental risks assessment, evaluation of market entry options and selection of the appropriate entry mode, and formulation of international marketing strategy and programs, in addition to the practical problems encountered in implementing international marketing strategies and marketing programs in foreign countries.

## 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:

Critically assess and integrate the complex array of international marketing intelligence and information to make commercial and responsible business decisions.

Synthesise and respond appropriately to the different cultural, socio-economic, political and legal mindsets and recognise one's own cultural bias when making marketing

decisions.

Critically assess the complex cultural, ethical, social & environmental factors globally, and isolate potential self-referencing influences that impact on the organisation, for more responsible international business decision-making and management practice.

Critically analyse multinational stakeholder relationships to generate international marketing strategies that create and deliver sustainable value across global networks.

Examine teamwork theories and practices and reflect on its application within the collective learning environment of this unit.

## General Assessment Information

Students must regularly check iLearn and their MQ student emails.

## Assessment Tasks

Name	Weighting	Hurdle	Due
<a href="#"><u>International Marketing Plan</u></a>	50%	No	Day 5 - 2 March 2019
<a href="#"><u>Business Ethics Case Studies</u></a>	30%	No	Days 2, 3 and 4
<a href="#"><u>Individual Reflection</u></a>	20%	No	Day 4

### International Marketing Plan

Due: **Day 5 - 2 March 2019**

Weighting: **50%**

You are required to develop a comprehensive international marketing plan (IMP) based on a specific (given) Australian advanced technology organisation. You will be briefed by a senior person of that company on the afternoon of Day 1. You will start working on various components of your IMP from Day 1 and continue to do so for Days 2, 3, 4 and part of Day 5. In addition to including CSR, ethics and sustainability factors in your IMP, you should address the issue of the self-reference criterion and its impact when marketing internationally.

You should refer to the marking rubric on iLearn.

Length: 6000 to 8000 words

Format:

Comprehensively researched written report

Weighting:

25% for team written IMP; 25% individual presentation pitch to industry

Submission:

All IMPs must be submitted via Turnitin on iLearn. The written team document is due no later than **1 pm on Day 5**.

Penalties:

No extensions will be granted unless a formal Special Consideration has been submitted and approved. There will be a deduction of 10% of the total available marks made from the total awarded mark for each 24 hour period or part thereof that the submission is overdue - for example, 10% will be deducted for IMPs submitted after 1 pm on 2 March 2019 until midnight, another 10% deducted for submissions from 12.01 am 3 March 2019 until midnight, etc.

On successful completion you will be able to:

- Critically assess and integrate the complex array of international marketing intelligence and information to make commercial and responsible business decisions.
- Synthesise and respond appropriately to the different cultural, socio-economic, political and legal mindsets and recognise one's own cultural bias when making marketing decisions.
- Critically assess the complex cultural, ethical, social & environmental factors globally, and isolate potential self-referencing influences that impact on the organisation, for more responsible international business decision-making and management practice.
- Critically analyse multinational stakeholder relationships to generate international marketing strategies that create and deliver sustainable value across global networks.

## Business Ethics Case Studies

Due: **Days 2, 3 and 4**

Weighting: **30%**

Students are expected to participate in weekly class activities and to engage in team activities.

One class activity will be an analysis of ethics business case studies. Students will be required to work in teams (the size of the teams will be dependent on the number of students in each class) on one of these case studies and they will be assessed via:

- 1) Written document (team mark) 15%
- 2) In-class presentation (individual mark) 15%

Submissions:

Presentation - in class, during the team's allocated day.

Written - via Turnitin, prior to the presentation day.

Penalties:

No extensions will be granted unless a Special Consideration is applied for and approved. A deduction of 10% of the total available marks will be deducted for each 24 hour period or part

thereof that the submission is overdue.

On successful completion you will be able to:

- Critically assess and integrate the complex array of international marketing intelligence and information to make commercial and responsible business decisions.
- Critically assess the complex cultural, ethical, social & environmental factors globally, and isolate potential self-referencing influences that impact on the organisation, for more responsible international business decision-making and management practice.
- Critically analyse multinational stakeholder relationships to generate international marketing strategies that create and deliver sustainable value across global networks.

## Individual Reflection

Due: **Day 4**

Weighting: **20%**

Length: 1,500 words

Format: Please refer to the marking rubric and instructions on iLearn.

This assessment task requires students to individually reflect on the Weekly Activities undertaken in teams, and to document their learning in (1) an individual reflection essay of up to 1,500 words and (2) a reflective journal. You must research, analyse and apply academic journal articles on teams to develop your knowledge of teamwork and support your reflections.

Submission:

The individual reflection must be submitted via Turnitin on iLearn, no later than **9 am Friday 1 March 2019**. The reflection essay should be no more than 1,500 (=/- 10%) words and include your weekly reflective journal entries.

Penalties:

No extensions will be granted. There will be a deduction of 10% of the total available marks made from the total awarded mark for each 24 hour period or part thereof that the submission is late (for example, 25 hours late in submission – 20% penalty). This penalty does not apply for cases in which an application for Special Consideration is made and approved.

On successful completion you will be able to:

- Synthesise and respond appropriately to the different cultural, socio-economic, political and legal mindsets and recognise one's own cultural bias when making marketing decisions.
- Critically assess the complex cultural, ethical, social & environmental factors globally, and isolate potential self-referencing influences that impact on the organisation, for more

responsible international business decision-making and management practice.

- Examine teamwork theories and practices and reflect on its application within the collective learning environment of this unit.

## **Delivery and Resources**

### **Required 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>

### **Recommended Readings (Periodicals)**

- Asia Pacific International Journal of Marketing
- Asian Wall Street Journal
- Business America
- Business International (and Business Asia, Europe, etc.)
- Business Horizons
- California Management Review
- Columbia Journal of World Business Economist
- European Journal of Marketing
- European Research
- Fortune
- Global Trade Executive
- Harvard Business Review
- International Journal of Advertising
- International Journal of Research in Marketing
- International Trade Reporter
- Journal of Business Research
- Journal of International Business Studies
- Journal of International Management
- Journal of Marketing
- Management International Review
- The Economist
- Wall Street Journal
- <http://www.collegejournal.com/countryprofiles/>

### **Useful Websites (subject to change without notice)**

- Austrade - [www.austrade.gov.au](http://www.austrade.gov.au)
- World Trade Organisation – [www.wto.org](http://www.wto.org)
- International business resources on the WWW – [ciber.bus.msu.edu/busres.htm](http://ciber.bus.msu.edu/busres.htm)
- Internet resources for exporters – [www.exportusa.com/resources.htm](http://www.exportusa.com/resources.htm)
- International business sources – <http://www.oneonta.edu/library/subject/intbus.html>
- Country Commercial Guide (very important source for Major Project)

[http://www.state.gov/www/about\\_state/business/com\\_guides/2001/index.html](http://www.state.gov/www/about_state/business/com_guides/2001/index.html)

### References (optional)

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Winram, Steve (1984) The Opportunity for World Brands, *International Journal of Advertising*, 3, pp. 17-26.

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## **MGSM iLearn**

The web page for this unit can be found at: <https://ilearn.mq.edu.au/login/MGSM>

## **Unit Schedule**

Students are required to attend all classes. The unit will be presented as follows:



Day	Topic	Textbook Chapter	Activities
1	The Importance of International Marketing; International Trade, Economic Environment; International Social and Cultural Environments; Political and Legal Environment	1 - 5	<ul style="list-style-type: none"> <li>- Introduction to International Marketing</li> <li>- Ice Breaker</li> <li>- Formation of Teams</li> <li>- Allocation of Business Ethics Case Studies</li> <li>- What working in teams means</li> <li>- Work in teams in class on allocated business ethics case study</li> <li>- Explanation of IMP</li> <li>- IMP handouts</li> <li>- Guest lecture from the high technology company explaining the 'product' your IMP will be based on.</li> </ul>
2	International Market Research; STP; Market Entry Strategies; Product and Brand decisions	6 - 10	<ul style="list-style-type: none"> <li>- Business Ethics Case Study presentation 1</li> <li>- IMP Handouts</li> <li>- Reflections</li> </ul>
3	Pricing Decisions; Channels and Physical Distribution; International Communications	11 - 14	<ul style="list-style-type: none"> <li>- Business Ethics Case Study presentation 2</li> <li>- IMP Handouts</li> <li>- Reflections</li> </ul>
4	Competitive Advantage and CSR	16 -17	<ul style="list-style-type: none"> <li>- Business Ethics Case Study presentations 3 and 4</li> <li>- IMP Handouts</li> <li>- Reflections</li> <li>- <b>Submit Reflective document no later than 9 am Friday 1 March 2019</b></li> </ul>
5	Pitch to Industry		<ul style="list-style-type: none"> <li>- Continue to work on IMPs</li> <li>- <b>Submit IMP by 1 pm Saturday 2 March 2019</b></li> </ul>

## 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](http://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central) (<http://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/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/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

- Critically assess and integrate the complex array of international marketing intelligence and information to make commercial and responsible business decisions.
- Synthesise and respond appropriately to the different cultural, socio-economic, political and legal mindsets and recognise one's own cultural bias when making marketing decisions.
- Critically assess the complex cultural, ethical, social & environmental factors globally, and isolate potential self-referencing influences that impact on the organisation, for more responsible international business decision-making and management practice.
- Critically analyse multinational stakeholder relationships to generate international marketing strategies that create and deliver sustainable value across global networks.
- Examine teamwork theories and practices and reflect on its application within the collective learning environment of this unit.

### Assessment tasks

- International Marketing Plan

- Business Ethics Case Studies
- Individual Reflection

## 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

- Critically assess and integrate the complex array of international marketing intelligence and information to make commercial and responsible business decisions.
- Synthesise and respond appropriately to the different cultural, socio-economic, political and legal mindsets and recognise one's own cultural bias when making marketing decisions.
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- Critically analyse multinational stakeholder relationships to generate international marketing strategies that create and deliver sustainable value across global networks.
- Examine teamwork theories and practices and reflect on its application within the collective learning environment of this unit.

### Assessment tasks

- International Marketing Plan
- Business Ethics Case Studies
- Individual Reflection

## 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

- Critically assess and integrate the complex array of international marketing intelligence

and information to make commercial and responsible business decisions.

- Synthesise and respond appropriately to the different cultural, socio-economic, political and legal mindsets and recognise one's own cultural bias when making marketing decisions.
- Critically assess the complex cultural, ethical, social & environmental factors globally, and isolate potential self-referencing influences that impact on the organisation, for more responsible international business decision-making and management practice.
- Critically analyse multinational stakeholder relationships to generate international marketing strategies that create and deliver sustainable value across global networks.
- Examine teamwork theories and practices and reflect on its application within the collective learning environment of this unit.

## Assessment tasks

- International Marketing Plan
- Business Ethics Case Studies
- Individual Reflection

## Changes from Previous Offering

None

## Alignment with MGSM's mission-driven attributes

**Leadership:** Develops skills required of business leaders with respect to the synthesis of a wide array of international business related information in order to make well-informed and robust strategic decision.

**Global mindset:** Assessment of the implications of strategic decisions from not just a whole of entity perspective, but also from the home and host countries' perspective, across a wide spectrum of stakeholders

**Citizenship:** Application of a true and fair view approach to appreciating and reporting where discretion exists related to international business policies and strategies

**Creating sustainable value:** Promotes a forward-looking perspective on the impact of decisions on the international business position and performance of the entity

## Attendance Policy (MGSM)

The interactive environment of the classroom is central to the MGSM experience. Students are required to attend the full duration of all classes for the units in which they are enrolled. We recognise that exceptional circumstances may occur, such as unavoidable travel on behalf of your organization or the serious illness or injury of you or a close family member.

Special consideration may be given for a maximum of 20% non-attendance for such

circumstances as long as lecturers are contacted in advance, and supporting documentation provided, to request exemption from attendance. Failure to abide by these conditions may result in automatic withdrawal, with academic and/or financial penalty. The full Student Attendance Policy is published in the MGSM Student Handbook at <https://students.mgsm.edu.au/handbook>

## **Content Disclaimer**

The content of this unit is provided for educational purposes only and no decision should be made based on the material without obtaining independent professional advice relating to the particular circumstances involved.