



# MGSM815

## International Marketing

Term 3 North Ryde 2019

*Department of Marketing*

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#### **Disclaimer**

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## General Information

Unit convenor and teaching staff

Lecturer (Sessional)

Nigel Barker

[nigel.barker@mq.edu.au](mailto:nigel.barker@mq.edu.au)

Contact via 0408890174

N/A

Before or after class or by appointment

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.

## Assessment Tasks

Name	Weighting	Hurdle	Due
<a href="#"><u>Int Market Evaluation</u></a>	40%	No	Day 5 - 16 Aug 2019
<a href="#"><u>Case Study Assignment</u></a>	20%	No	July 19
<a href="#"><u>Final Take-home Exam</u></a>	40%	Yes	Aug 26

### Int Market Evaluation

Due: **Day 5 - 16 Aug 2019**

Weighting: **40%**

#### Individual report:

You are required to develop an international market evaluation report for a company that is looking to expand and move internationally. You will be placed in to groups and each person within the group will be allocated a different possible region under consideration for market expansion.

Working individually students must conduct an extensive market evaluation of their allocated region and present that evaluation in a 2500 word individual report.

A full marking rubric will be available on iLearn

#### Group market entry presentation:

Working in your groups and based on your individual regional analysis you need to develop a market entry proposal for your chosen market.

Your presentation should include an overview of market selection and a full market entry proposal. The presentation should take 10 - 15 minute presentation to take place on the final day of class. You must submit your presentation in powerpoint format to your lecturer on the day of the presentations. .

A full marking rubric for the presentation will be available on iLearn

Length: 2500 words

Format:

Comprehensively researched written report

Weighting:

25% report;

15% presentation.

Submission:

All IMEs must be submitted via Turnitin on iLearn. The written reports are due no later than 9 am **on July 26**. Presentations on Day 5 - August 16.

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 IMEs submitted after 9 am on July 26 2019 until midnight, another 10% deducted for submissions from 12.01 am 27 July 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.

## Case Study Assignment

Due: **July 19**

Weighting: **20%**

Students will be given an case study based on international marketing issues. Working individually students must answer the allocated questions and submit them in a written report.

The case study will be made available following the first intensive session via iLearn.

Submissions:

Written report (max 2000 words) - via Turnitin, no later than 9.00am July 19 2019.

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.
- 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.

## Final Take-home Exam

Due: **Aug 26**

Weighting: **40%**

**This is a hurdle assessment task (see [assessment policy](#) for more information on hurdle assessment tasks)**

Students must complete a final take-home exam which will cover all the material from the subject. The format will be discussed in class but it will include a case study and topic based questions.

The exam will become active on August 19 and students will have until August 26 to submit their final paper.

Submission is via Turnitin on iLearn

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.

## 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)

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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**



**Unit Schedule**

Day	Lecture Topic	Textbook Chapter	Additional Activities
1	Introduction to International Marketing	1	Formation of Teams Allocation of business for market analysis
	Global Market Research, Segmentation, Targeting and Positioning (STP)  <b>Library research skills presentation: Lisa Fittock</b>	6, 7	Case study: Whirlpool Keeps its cool Pg 225
2	The Global Economic , Trade, Political and Legal Environments	2, 3 & 5	Case study: Will the Euro survive? Pg 122
	Social, Cultural and Contemporary Environmental factors	4	Case study: Soccer in the USA Pg152
3	Competitive Advantage, and Networks	16, 17	Case study: Lego Pg 545
	Global Market Entry Strategies	8 & 9	Case study: Jaguar's passage to India Pg 322
4	Brand and Product Decisions in Global Marketing	10	Case study: The Smart Car Pg 356
	Pricing Decisions	11	Case study: Global automakers target low income earners Pg 358
5	Global Marketing Channels and Physical Distribution	12	Case study: Tesco strikes out in USA Pg 423

International Communications	13 & 14	IME Report Due Final Presentations
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## 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 \(https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central\)](https://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](https://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 - Capable of Professional and Personal Judgment and Initiative

Our postgraduates will demonstrate a high standard of discernment and common sense in their professional and personal judgment. They will have the ability to make informed choices and decisions that reflect both the nature of their professional work and their personal perspectives.

This graduate capability is supported by:

#### Assessment task

- Final Take-home Exam

### 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.
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- 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.

## **Assessment tasks**

- Int Market Evaluation
- Case Study Assignment
- Final Take-home Exam

## **PG - Critical, Analytical and Integrative Thinking**

Our postgraduates will be capable of utilising and reflecting on prior knowledge and experience, of applying higher level critical thinking skills, and of integrating and synthesising learning and knowledge from a range of sources and environments. A characteristic of this form of thinking is the generation of new, professionally oriented knowledge through personal or group-based critique of practice and theory.

This graduate capability is supported by:

### **Assessment task**

- Final Take-home Exam

## **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.
- 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.

## Assessment tasks

- Int Market Evaluation
- Case Study Assignment

## 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.

## Assessment tasks

- Int Market Evaluation

- Case Study Assignment

## Changes from Previous Offering

Adjustment to class schedule to include case study allocation and Library Research session.

## 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.

## Changes since First Published

Date	Description
02/07/ 2019	Removal of learning outcome that relates to teamwork theories. Not relevant.
13/06/ 2019	Adjustment to class schedule to include case study allocation and guest speaker details.