



MKTG8001

Principles of International Marketing

Session 1, Weekday attendance, North Ryde 2020

Department of Marketing

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General Information

Unit convenor and teaching staff

UC and Lecturer

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Wednesdays 1 - 2 pm

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Credit points

10

Prerequisites

MKTG696 or MKTG6096 or MGNT607 or MGNT609 or MKTG6009

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 via 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:

ULO1: Critically analyse and apply international marketing theories and concepts to

assess and solve international marketing problems ethically and responsibly.

ULO2: Examine and critically reflect on team dynamics and individual practices that impact on working relationships with others as part of a team

ULO3: Develop a well justified international marketing plan for a company's international expansion

Assessment Tasks

Coronavirus (COVID-19) Update

Assessment details are no longer provided here as a result of changes due to the Coronavirus (COVID-19) pandemic.

Students should consult [iLearn](#) for revised unit information.

[Find out more about the Coronavirus \(COVID-19\) and potential impacts on staff and students](#)

General Assessment Information

Late assessment submissions must also be submitted through the appropriate submission link in [iLearn](#). No extensions will be granted unless an application for [Special Consideration](#) is made 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 late. Late submissions will not be accepted after solutions have been discussed and/or made available.

Note: applications for [Special Consideration Policy](#) must be made within 5 (five) business days of the due date and time.

Delivery and Resources

Coronavirus (COVID-19) Update

Any references to on-campus delivery below may no longer be relevant due to COVID-19.

Please check here for updated delivery information: https://ask.mq.edu.au/account/pub/display/unit_status

TEXTBOOK

Keegan, Warren, J. and Mark C. Green (2019), "Global Marketing", Global Edition (10e), Pearson Education. ISBN: 9781292304021

You can purchase the e-book substantially cheaper (AUS\$60) than the price of the hard copy textbook (US\$123±) from: <https://www.pearson.com.au/9781292304021>

CLASSES

Weekly classes consist of mini-lectures and student interactive weekly 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.

Unit Schedule

Coronavirus (COVID-19) Update

The unit schedule/topics and any references to on-campus delivery below may no longer be relevant due to COVID-19. Please consult [iLearn](#) for latest details, and check here for updated delivery information: https://ask.mq.edu.au/account/pub/display/unit_status

Please see iLearn for details.

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.*)

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 or if you are a Global MBA student contact 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) provides academic writing resources and study strategies to help you improve your marks and take control of your study.

- [Getting help with your assignment](#)
- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module](#)

The Library provides online and face to face support to help you find and use relevant information resources.

- [Subject and Research Guides](#)
- [Ask a Librarian](#)

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

If you are a Global MBA student contact 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/.

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.

Changes since First Published

Date	Description
03/02/ 2020	Typo (two words with similar meaning next to each other) in one of the assessments, deleted.