



# MKTG8001

## Principles of International Marketing

Session 2, Special circumstance 2020

*Department of Marketing*

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#### Disclaimer

Macquarie University has taken all reasonable measures to ensure the information in this publication is accurate and up-to-date. However, the information may change or become out-dated as a result of change in University policies, procedures or rules. The University reserves the right to make changes to any information in this publication without notice. Users of this publication are advised to check the website version of this publication [or the relevant faculty or department] before acting on any information in this publication.

#### Notice

As part of [Phase 3 of our return to campus plan](#), most units will now run tutorials, seminars and other small group learning activities on campus for the second half-year, while keeping an online version available for those students unable to return or those who choose to continue their studies online.

To check the availability of face-to-face and online activities for your unit, please go to [timetable viewer](#). To check detailed information on unit assessments visit your unit's iLearn space or consult your unit convenor.

## General Information

Unit convenor and teaching staff

UC, Lecturer

June Buchanan

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

Contact via email

Email to request a zoom consultation

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

## 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: Further information on submitting an Application for Special Consideration can be found at <https://students.mq.edu.au/study/my-study-program/special-consideration>

## Assessment Tasks

Name	Weighting	Hurdle	Due
<a href="#">Interactive Activity</a>	20%	No	Case Study: Week 4; Simulation Reflection: Week 7
<a href="#">Research Project</a>	50%	No	Week 12
<a href="#">Teamwork Reflective Essay</a>	30%	No	Week 9

### Interactive Activity

Assessment Type [1](#): Case study/analysis

Indicative Time on Task [2](#): 8 hours

Due: **Case Study: Week 4; Simulation Reflection: Week 7**

Weighting: **20%**

Students work in teams on the activity. Students work on the case study together - the individual component is a recorded presentation on the case study. Students play the simulation together then submit an individual reflection on the simulation. Length of written: 1,500 word. Length of case study recorded presentation: 7 minutes per student.

On successful completion you will be able to:

- Critically analyse and apply international marketing theories and concepts to assess and solve international marketing problems ethically and responsibly.

### Research Project

Assessment Type [1](#): Project

Indicative Time on Task [2](#): 24 hours

Due: **Week 12**

Weighting: **50%**

Students work in teams of 4 and each team chooses one topic from the 4 Ps of international marketing. The team-based written Research Project (25%) is a maximum of 2,000 words. The individual component is a recorded presentation, of up to 7 minutes.

On successful completion you will be able to:

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

## Teamwork Reflective Essay

Assessment Type <sup>1</sup>: Reflective Writing

Indicative Time on Task <sup>2</sup>: 20 hours

Due: **Week 9**

Weighting: **30%**

This assessment requires students to research, analyse and apply teamwork concepts in an international marketing context. This written reflection is team based (15%) and the recorded presentation (15%) is individually assessed. Length of written: 1,000 words. Length of recorded presentation: max. 7 minutes per student.

On successful completion you will be able to:

- Critically analyse and apply international marketing theories and concepts to assess and solve international marketing problems ethically and responsibly.
- Examine and critically reflect on team dynamics and individual practices that impact on working relationships with others as part of a team

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<sup>1</sup> If you need help with your assignment, please contact:

- the academic teaching staff in your unit for guidance in understanding or completing this type of assessment
- the [Writing Centre](#) for academic skills support.

<sup>2</sup> Indicative time-on-task is an estimate of the time required for completion of the assessment task and is subject to individual variation

## Delivery and Resources

Fully online.

Pre-recorded weekly lectures

One hour Workshops each week via Zoom

## Unit Schedule

Please refer to 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](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 <https://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 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](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.