



MKTG3015

Global Marketing

Session 2, Special circumstance 2020

Department of Marketing

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Disclaimer

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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

June Buchanan

june.buchanan@mq.edu.au

Email to request a zoom consultation

Credit points

10

Prerequisites

130cp at 1000 level or above including ((MKTG202 or MKTG2002) or (MKTG204 or MKTG2004) or (MKTG208 or MKTG2008))

Corequisites

Co-badged status

Unit description

The world is becoming increasingly globalised. Companies need the competency to think globally to evaluate the global marketplace, identify challenges in various markets outside their domestic market, and effectively engage in a range of processes required for successful marketing globally.

This unit develops students' knowledge of the management of global marketing by examining the key environmental factors and how marketing management decisions are affected by those environmental factors. Students learn about global competitiveness, market entry options, and standardisation versus customisation of market offerings.

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: Analyse and explain global marketing theories and challenges for a range of stakeholders.

ULO2: Apply analytical thinking and disciplinary knowledge in identifying issues in a global context.

ULO3: Effectively communicate insights and decisions in both verbal and written forms in the context of the macro and micro environment.

ULO4: Critically reflect on the dynamics of collaborating to solve problems in global marketing.

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
individual workshop/online activities	80%	No	Assessment 1: Week 4; Assessment 2: Week 6
Critical reflection	20%	No	Week 12 Thursday 5 pm

individual workshop/online activities

Assessment Type [1](#): Project

Indicative Time on Task [2](#): 35 hours

Due: **Assessment 1: Week 4; Assessment 2: Week 6**

Weighting: **80%**

Assessment 1: In Workshop/online activities worth 30%. Individually assessed. Assessment 2: The Group Presentation will be assessed as a group (25%) and also assessed individually (25%) The group presentation s a maximum of 7 minutes for each student - the overall project requires students to critically analyse the Porter Diamond Model for the home and host country supported by academic literature.

On successful completion you will be able to:

- Analyse and explain global marketing theories and challenges for a range of stakeholders.
- Apply analytical thinking and disciplinary knowledge in identifying issues in a global context.
- Effectively communicate insights and decisions in both verbal and written forms in the

context of the macro and micro environment.

Critical reflection

Assessment Type ¹: Reflective Writing

Indicative Time on Task ²: 10 hours

Due: **Week 12 Thursday 5 pm**

Weighting: **20%**

Assessment 3: This is an individual assessment which requires students to critically reflect on working with their group members. Length: max. 1,500 words

On successful completion you will be able to:

- Critically reflect on the dynamics of collaborating to solve problems in global marketing.

¹ 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.

² 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

Weekly lectures and tutorials. Tutorials commence Week 2.

Lectures are pre-recorded.

Students are expected to prepare assigned tasks for the weekly tutorials (f2f and/or online) and to fully participate in their tutorials.

Students submit written assessments to the Turnitin link on iLearn. Students record their presentations and provide the ECHO recording link in the submission link on iLearn.

Prescribed text is:

Fletcher and Crawford (2017). International Marketing : An Asia Pacific Perspective (7th Edition). Pearson

<https://pearson.com.au/9781488611162>

International Marketing: An Asia-Pacific Perspective eBook, 7th Edition

<https://pearson.com.au/9781488611179>

Unit Schedule

Please refer to [iLearn](#)

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 <https://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.