MKTG8001
Principles of International Marketing
Session 1, Special circumstances 2021
Department of Marketing

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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 activities on campus, and most will keep an online version available to those students unable to return or those who choose to continue their studies online.

To check the availability of face-to-face 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 |  
|----------------------------------|-----------------|
| **Unit Convener**                | Ivan Ho         |
| **Email**                        | i.ho@mq.edu.au  |
| **Contact**                      | Email or iLearn |
| **Location**                     | Room 145, 3 Management Drive |
| **Office Hours**                 | Monday 4-5pm via Zoom |

<table>
<thead>
<tr>
<th>Credit points</th>
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<tbody>
<tr>
<td>10</td>
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<table>
<thead>
<tr>
<th>Prerequisites</th>
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<tbody>
<tr>
<td>MKTG696 or MKTG6096 or MGNT607 or MGNT609 or MKTG6009</td>
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<table>
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<th>Corequisites</th>
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<th>Co-badged status</th>
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<tr>
<th>Unit description</th>
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<tr>
<td>International Marketing is ‘the name of the game’ for many businesses. And while some geographical and cultural barriers may diminish, global markets offer increasing opportunities – and challenges - for companies to market and sell their products and services internationally. International marketing is the multinational process of planning and executing the marketing of a firm’s offering. Marketing is always complex because diverse segments need to be targeted, and this complexity is multiplied in international markets. In this unit, students will learn and apply international marketing theories and concepts to address opportunities and challenges. Students will critically analyse ‘real world’ issues, and explore challenges and opportunities in the creation of international marketing strategies.</td>
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## Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at [https://students.mq.edu.au/important-dates](https://students.mq.edu.au/important-dates)

## Learning Outcomes

On successful completion of this unit, you will be able to:

- **ULO1**: Demonstrate knowledge of international marketing theories/concepts
- **ULO2**: Critically analyse and apply international marketing theories/concepts to diverse real-world contexts
ULO3: Evaluate international market opportunities and issues and providing strategic recommendations

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

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Hurdle</th>
<th>Due</th>
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<tbody>
<tr>
<td>Participatory task</td>
<td>20%</td>
<td>No</td>
<td>Week 2-12</td>
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<tr>
<td>Presentation about a product and its landscape in</td>
<td>15%</td>
<td>No</td>
<td>Week 6</td>
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<tr>
<td>international markets</td>
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<tr>
<td>International Marketing Case Study</td>
<td>25%</td>
<td>No</td>
<td>Week 9</td>
</tr>
<tr>
<td>International Marketing Report</td>
<td>40%</td>
<td>No</td>
<td>Week 13</td>
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Participatory task
Assessment Type: Participatory task
Indicative Time on Task: 12 hours
Due: Week 2-12
Weighting: 20%

Students will participate in oral discussions and activities during the workshops.

On successful completion you will be able to:

- Demonstrate knowledge of international marketing theories/concepts
- Critically analyse and apply international marketing theories/concepts to diverse real-world contexts
- Evaluate international market opportunities and issues and providing strategic recommendations
Presentation about a product and its landscape in international markets

Assessment Type 1: Presentation
Indicative Time on Task 2: 10 hours
Due: Week 6
Weighting: 15%

In this proposal, each student evaluates a product and its landscape in international markets and apply relevant theory. Length: 5 minutes maximum and 5 powerpoint slides

On successful completion you will be able to:
  • Demonstrate knowledge of international marketing theories/concepts
  • Critically analyse and apply international marketing theories/concepts to diverse real-world contexts

International Marketing Case Study

Assessment Type 1: Case study/analysis
Indicative Time on Task 2: 14 hours
Due: Week 9
Weighting: 25%

This is an individual assessment task where each student is required to complete a case study analysis of complex and strategic international marketing issues. Length: 1500 words +/- 10%

On successful completion you will be able to:
  • Demonstrate knowledge of international marketing theories/concepts
  • Critically analyse and apply international marketing theories/concepts to diverse real-world contexts

International Marketing Report

Assessment Type 1: Report
Indicative Time on Task 2: 24 hours
Due: Week 13
Weighting: 40%

This is an individual assessment task where each student is to reflect on their own impression of international marketing concepts and theories to create international marketing plan. Length: 2000 words +/- 10%

On successful completion you will be able to:
  • Demonstrate knowledge of international marketing theories/concepts
• Critically analyse and apply international marketing theories/concepts to diverse real-world contexts
• Evaluate international market opportunities and issues and providing strategic recommendations

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 Learning Skills Unit 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

Teaching and Learning Strategy

• The unit is delivered in a combination of weekly pre-recorded lectures (1.5 hours) and workshops (1.5 hours).
• Students are expected to be active and engaged learners, contributing fully to workshop activities and discussions.
• Learning activities include individual and group tasks that are to be completed during private study and in the workshops.

Scheduled Learning Activities

• Students are expected to actively participate in this unit and during workshops, to read in advance of workshops, and to be prepared to work in small groups and discuss the materials assigned each week.

Non-Scheduled Learning Activities

• Students are expected to read all learning materials provided in preparation for the lectures and workshops (21 hours), complete all assigned readings (15 hours), and conduct research for the assessment tasks (15 hours).

Prescribed Textbook


Recommended Text
Recommended Learning Resources

- Macquarie University Library and Google Scholar provide students with access to electronic databases, including academic peer-reviewed journals, books, articles, and videos.
- Students are also encouraged to read peer-reviewed journals from other disciplines when relevant.

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). 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). 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).

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: https://students.mq.edu.au/admin/other-resources/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 Enquiry Service

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

Equity 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.

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.