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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
Some on-campus classes have moved online for the first two weeks of Session, before returning to campus in Week 3. If you are studying a unit outside of the primary Session 2 timetable, please contact your teaching staff team for further details.

Some classes/teaching activities cannot be moved online and must be taught on campus. To find out if you are enrolled in one of these classes/teaching activities, you can check to see if your unit is on the list of units with mandatory on-campus classes/teaching activities.

Your Unit Convenor will provide more information via an iLearn announcement when your iLearn unit becomes available.
General Information

Unit convenor and teaching staff
Unit Convenor/Lecturer/Workshop
Pardis Mohajerani
pardis.mohajerani@mq.edu.au
Contact via Via Email
Room 136, 3 Management Drive
Wednesdays 12 pm-2 pm via Zoom

Credit points
10

Prerequisites
MKTG696 or MKTG6096 or MGNT607 or MGNT609 or MKTG6009

Corequisites

Co-badged status

Unit description
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.

Important Academic Dates
Information about important academic dates including deadlines for withdrawing from units are available at 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 submissions of assignments

Sometimes unavoidable circumstances occur that might prevent you from submitting an assignment on time and, in that case, you may be eligible to lodge a Special Consideration request. Unless a Special Consideration request has been submitted and approved, please note that no extensions to assignment deadlines will be granted. Assignments that are submitted late will attract a late penalty:

1. 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.
2. No assignment will be accepted more than 72 hours after the due date and time (incl. weekends) after the original due date.
3. No late submissions will be accepted for timed assessments (e.g., quizzes, online tests) or for tasks with a weighting of 10% or less of the total unit assessment.

Please refer to iLearn for more detailed information about each assessment task.

Assessment Tasks

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Hurdle</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>International Marketing Case Study</td>
<td>25%</td>
<td>No</td>
<td>Week 9</td>
</tr>
<tr>
<td>Participatory task</td>
<td>20%</td>
<td>No</td>
<td>Weeks 2 to 12</td>
</tr>
<tr>
<td>Presentation about a product and its landscape in international markets</td>
<td>15%</td>
<td>No</td>
<td>Week 7</td>
</tr>
<tr>
<td>International Marketing Report</td>
<td>40%</td>
<td>No</td>
<td>Week 13</td>
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</tbody>
</table>

International Marketing Case Study

Assessment Type: Case study/analysis
Indicative Time on Task: 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

Participatory task
Assessment Type: Participatory task
Indicative Time on Task: 12 hours
Due: Weeks 2 to 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: Presentation
Indicative Time on Task: 10 hours
Due: Week 7
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 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.

• Students must familiarise themselves with the unit’s iLearn site.

• Students should access the unit’s iLearn site regularly (minimum twice a week) and check for updates and posts.

• Details of teaching times and locations are available at: http://students.mq.edu.au/students_min/timetables

• Students are expected to participate in classes, be prepared to discuss the assigned activities assigned each week.

• Students are expected to arrive on time and not to leave until the class ends.

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 Additional 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.

TECHNOLOGY USED & REQUIRED
• The course will make use of iLearn and email for communication with the teaching staff and between students.
• Students will need access to a reliable Internet service to complete this unit.
• Software required: e.g., Word processing, PowerPoint, video/media player, Adobe Acrobat Reader.
• Use of a PC, laptop and smart devices is required to complete tasks on iLearn, to access iLearn for course materials and to read the textbook.

SATISFACTORY COMPLETION OF UNIT

Students are required to accumulate at least 50% of the total marks possible in order to satisfactorily pass this unit.

Unit Schedule

Please refer to iLearn for more detailed information about Unit Schedule.

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](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](http://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/](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 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](http://ask.mq.edu.au)

If you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto: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/](http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/).
Unit guide MKTG8001 Principles of International Marketing

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

<table>
<thead>
<tr>
<th>Date</th>
<th>Description</th>
</tr>
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<tbody>
<tr>
<td>15/07/2021</td>
<td>late submission policy change again.</td>
</tr>
<tr>
<td>14/07/2021</td>
<td>late submission</td>
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