



MKTG8001

Principles of International Marketing

Session 2, Special circumstances 2021

Department of Marketing

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Session 2 Learning and Teaching Update

The decision has been made to conduct study online for the remainder of Session 2 for all units WITHOUT mandatory on-campus learning activities. Exams for Session 2 will also be online where possible to do so.

This is due to the extension of the lockdown orders and to provide certainty around arrangements for the remainder of Session 2. We hope to return to campus beyond Session 2 as soon as it is safe and appropriate to do so.

Some classes/teaching activities cannot be moved online and must be taught on campus. You should already know if you are in one of these classes/teaching activities and your unit convenor will provide you with more information via iLearn. If you want to confirm, see the list of [units with mandatory on-campus classes/teaching activities](#).

Visit the [MQ COVID-19 information page](#) for more detail.

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

Name	Weighting	Hurdle	Due
International Marketing Case Study	25%	No	Week 9
Participatory task	20%	No	Weeks 2 to 12
Presentation about a product and its landscape in international markets	15%	No	Week 7
International Marketing Report	40%	No	Week 13

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

Participatory task

Assessment Type ¹: Participatory task

Indicative Time on Task ²: 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 ¹: Presentation

Indicative Time on Task ²: 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/student_admin/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

- Green, M., & Keegan, W. (2020). *Global marketing* (Tenth edition, Global edition.). Pearson Education.

Recommended Additional Text

- Fletcher, R., & Crawford, H. (2017). *International marketing: An Asia-Pacific perspective* (Seventh edition.). Pearson Australia.

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 \(https://policies.mq.edu.au\)](https://policies.mq.edu.au). 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](#)

Students seeking more policy resources can visit [Student Policies \(https://students.mq.edu.au/support/study/policies\)](https://students.mq.edu.au/support/study/policies). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

To find other policies relating to Teaching and Learning, visit [Policy Central \(https://policies.mq.edu.au\)](https://policies.mq.edu.au) and use the [search tool](#).

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.

Changes since First Published

Date	Description
15/07/2021	late submission policy change again.
14/07/2021	late submission