MKTG8001
Principles of International Marketing
Session 1, In person-scheduled-weekday, North Ryde 2023

Department of Marketing

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General Information

Unit convenor and teaching staff
Unit Convener
Ivan Ho
i.ho@mq.edu.au
Contact via Email or iLearn
Room 219, 4 Eastern Road
Wednesday 1-2pm 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://www.mq.edu.au/study/calendar-of-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 Submission Penalty

Unless a Special Consideration request has been submitted and approved, a 5% penalty (of the total possible mark) will be applied each day a written assessment is not submitted, up until the 7th day (including weekends). After the 7th day, a grade of ‘0’ will be awarded even if the assessment is submitted. Submission time for all written assessments is set at 11.55pm. A 1-hour grace period is provided to students who experience a technical concern.

For any late submissions of time-sensitive tasks, such as scheduled tests/exams, performance assessments/presentations, and/or scheduled practical assessments/labs, students need to submit an application for Special Consideration.

Assessment Tasks

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Hurdle</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Practice-based activities</td>
<td>20%</td>
<td>No</td>
<td>Week 2-12</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 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>
</tr>
</tbody>
</table>

Practice-based activities

Assessment Type 1: Participatory task
Indicative Time on Task 2: 12 hours
Due: Week 2-12
Weighting: 20%

Students will participate in discussions and activities during the workshops.

On successful completion you will be able to:

- 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 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

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

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: 2500 words
On successful completion you will be able to:

- 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 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**

**Teaching and Learning Strategy**

- The unit is delivered in a combination of weekly pre-recorded lectures (1 hour) and workshops (2 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 should access the unit’s iLearn site regularly and check for updates and posts.
- Details of teaching times and locations are available at: https://timetables.mq.edu.au/2023/

**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.

Unit Schedule

Please refer to [iLearn](https://ilearn.mq.edu.au) 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). 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
- Assessment Procedure
- Complaints Resolution 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). 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) and use the search tool.

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct.
Academic Integrity

At Macquarie, we believe academic integrity – honesty, respect, trust, responsibility, fairness and courage – is at the core of learning, teaching and research. We recognise that meeting the expectations required to complete your assessments can be challenging. So, we offer you a range of resources and services to help you reach your potential, including free online writing and maths support, academic skills development and wellbeing consultations.

Student Support

Macquarie University provides a range of support services for students. For details, visit http://students.mq.edu.au/support/

The Writing Centre

The Writing Centre provides resources to develop your English language proficiency, academic writing, and communication skills.

- Workshops
- Chat with a WriteWISE peer writing leader
- Access StudyWISE
- Upload an assignment to Studiosity
- Complete the 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

Macquarie University offers a range of Student Support Services including:

- IT Support
- Accessibility and disability support with study
- Mental health support
- Safety support to respond to bullying, harassment, sexual harassment and sexual
Social support including information about finances, tenancy and legal issues

Student Advocacy provides independent advice on MQ policies, procedures, and processes

Student Enquiries
Got a question? Ask us via AskMQ, or contact Service Connect.

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.