



MKTG8001

International Marketing

Session 2, In person-scheduled-weekday, North Ryde 2026

Department of Marketing

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General Information

Unit convenor and teaching staff

Unit Convenor/Lecturer

Lana Nan

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Contact via Email

231, 4 Eastern Road

Wed 3-5pm, by appointment

Credit points

10

Prerequisites

MKTG6096

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 individually and/or in collaboration with peers.

ULO3: Evaluate international market opportunities and issues and providing strategic recommendations individually and/or in collaboration with peers.

General Assessment Information

Late Submission Penalties

If you submit your assessment late, 5% of the total possible marks will be deducted for each day (including weekends), up to 7 days. Submissions more than 7 days late will receive a mark of 0.

Example 1 (out of 100):

If you score 85/100 but submit **20 hours late**, you will lose **5 marks** and receive **80/100**.

Example 2 (out of 30):

If you score 27/30 but submit **20 hours late**, you will lose **1.5 marks** and receive **25.5/30**.

Extensions

Automatic short extension: Some assessments are eligible for automatic short extension. You can only apply for an automatic short extension before the due date.

Special Consideration: If you need more time due to serious issues and for any assessments that are not eligible for Short Extension, you must apply for Special Consideration. Need help? Review the [Special Consideration page](#) for further details.

Assessment Tasks

Name	Weighting	Hurdle	Due	Groupwork/Individual	Short Extension	AI Approach
Skills development: International marketing reflection	25%	No	23/10/2026	Individual	Yes	Open AI
Professional practice: International marketing strategic analysis	30%	No	11/09/2026	Group	No	Observed
Professional practice: International marketing plan	45%	No	06/11/2026	Individual	Yes	Open AI

Skills development: International marketing reflection

Assessment Type ¹: Reflection task

Indicative Time on Task ²: 10 hours

Due: **23/10/2026**

Weighting: **25%**

Groupwork/Individual: Individual

Short extension ³: Yes

AI Approach: Open AI

The purpose of this assessment is to help you develop and apply your skills and expertise in International Marketing through regular engagement with the coursework.

You will work in teams to complete tasks related to key topics during seminars. You will provide an individual reflection on three out of five assigned tutorial activities that you consider your best work at the end of the semester.

Skills in focus:

- Collaboration and communication
- Critical thinking and problem solving
- Global, ethical and environmental citizenship
- Discipline knowledge

Deliverable(s): Written reflection [max 15-page slides] Individual assessment

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 individually and/or in collaboration with peers.
- Evaluate international market opportunities and issues and providing strategic recommendations individually and/or in collaboration with peers.

Professional practice: International marketing strategic analysis

Assessment Type ¹: Presentation task

Indicative Time on Task ²: 20 hours

Due: **11/09/2026**

Weighting: **30%**

Groupwork/Individual: Group

Short extension ³: No

AI Approach: Observed

The purpose of this assessment is to help you conduct the groundwork necessary for successful international marketing, focusing on mastering environmental analysis and strategic planning.

You will work in teams to complete a case study analysis of complex and strategic international marketing issues.

Skills in focus:

- Collaboration and communication
- Critical thinking and problem solving
- Global, ethical and environmental citizenship

- Discipline knowledge

Deliverable(s): Presentation [max 10min] Group assessment

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 individually and/or in collaboration with peers.

Professional practice: International marketing plan

Assessment Type ¹: Professional task

Indicative Time on Task ²: 30 hours

Due: **06/11/2026**

Weighting: **45%**

Groupwork/Individual: Individual

Short extension ³: Yes

AI Approach: Open AI

The purpose of this assessment is to help you develop your expertise in designing successful international marketing plans.

You will reflect on your impressions of international marketing concepts and theories to create an international marketing plan.

Skills in focus:

- Work readiness
- Critical thinking and problem solving
- Global, ethical and environmental citizenship
- Discipline knowledge

Deliverable(s): Written report [max 2000 words] Individual assessment

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 individually and/or in collaboration with peers.
- Evaluate international market opportunities and issues and providing strategic recommendations individually and/or in collaboration with peers.

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

- [Academic Success](#) 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.

³ An automatic short extension is available for some assessments. Apply through the [Service Connect Portal](#).

Delivery and Resources

Delivery Format

- The unit is delivered in a combination of **weekly pre-recorded lectures (1 hour)** and **weekly Face to Face seminars (2 hours)**.
- Seminars starts from **Week 1**.

Teaching and Learning Strategy

- Students should access the unit's iLearn site regularly (**minimum twice a week**) and check for **announcements, updates and posts**.
- Learning activities include individual and group tasks that are to be completed during **private study** and **in seminars**.
- Students are expected to read all learning materials, complete all assigned readings and lectures, and conduct research for the assessment tasks.
- Students are expected to **actively participate** in this unit and during seminars, **finish the weekly lecture, read in advance of seminars, and be prepared to discuss** the materials assigned each week.
- Students are expected to arrive on time and not to leave until the class ends.

Prescribed/Required Textbooks

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

Note: MQ library provides **free access** to the above E-books. More detailed information is provide on ilearn under '**Important Unit Infromation**'.

Recommended Additional Textbooks

- Berndt, Ralph, Claudia Fantapié Altobelli and Matthias Sander, (2023), *International Marketing Management* (Springer Berlin Heidelberg, 1st ed).
- Gillespie, Kate and K Scott Swan, (2022), *Global Marketing* (Routledge, Fifth edition).
- Fletcher, R., & Crawford, H. (2017). *International marketing: An Asia-Pacific perspective* (Seventh edition.). Pearson Australia.

Note: MQ library provides **free access** to the above E-book. More detailed information is provide on ilearn under '**Important Unit Infromation**'.

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.

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.
- 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.
- Software required: e.g., Word processing, PowerPoint, video/media player, Adobe Acrobat Reader.

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>). 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) (<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 connect.mq.edu.au or if you are a Global MBA student contact globalmba.support@mq.edu.au

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/>

Academic Success

[Academic Success](#) provides resources to develop your English language proficiency, academic writing, and communication skills.

- [Ask a Study Coach](#)
- [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 assault
- [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 the [Service Connect Portal](#), or contact [Service Connect](#).

IT Help

For help with University computer systems and technology, visit <https://students.mq.edu.au/support/technology/service-desk>.

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.

Unit information based on version 2026.03 of the [Handbook](#)