MKTG209
Global Marketing
D2 2012
Marketing and Management

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General Information

Unit convenor and teaching staff
Unit Convenor
June Buchanan
june.buchanan@mq.edu.au
Contact via june.buchanan@mq.edu.au
E4A630
Monday 2-4 pm. Other times by appointment only - please email.

Other Staff
Brenton Price
brenton.price@mq.edu.au
Contact via brenton.price@mq.edu.au
Thurs by appointment only – please email to confirm

Credit points
3

Prerequisites
MKTG101

Corequisites

Co-badged status

Unit description
This unit is designed to introduce students to the management of global marketing, using the marketing concept. It considers environmental factors and how marketing management decisions are affected by those environmental factors. It develops an awareness and understanding of global marketing concepts including: global competitiveness; anti-globalisation sentiments; market entry options; global pricing; product and promotional standardisation versus customisation; distribution and logistics practices; global selling; and negotiation techniques. Additionally the unit requires students analyse a number of academic articles and apply the findings when answering case study questions.

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

1. To provide students with an understanding of marketing in a global environment/context.
2. To develop students’ skills in the understanding of marketing strategies that can be used in a global setting.

3. To analyse the factors that inter-relate in the global marketplace and determine their function in relation to marketing decisions.

4. To examine the nature of cultural, social, economic and legal factors that can determine/influence the nature of entry.

5. To evaluate the strategic alternatives for entry and expansion into overseas markets.

6. To understand the importance of developing in-depth appropriate strategies and tactics for each of the marketing mix elements.

**Assessment Tasks**

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Essay</strong></td>
<td>15%</td>
<td>Week 7</td>
</tr>
<tr>
<td><strong>Case Study</strong></td>
<td>30%</td>
<td>Ongoing</td>
</tr>
<tr>
<td><strong>Participation</strong></td>
<td>15%</td>
<td>Ongoing</td>
</tr>
<tr>
<td><strong>Final Examination</strong></td>
<td>40%</td>
<td>University Examination Period</td>
</tr>
</tbody>
</table>

**Essay**

*Due: Week 7
Weighting: 15%*

Must be based on a minimum of 4 peer-reviewed academic articles per each group member. A soft copy must be submitted to Turnitin prior to the commencement of your tutorial and a hard-copy (Word document and a print-out of your Turnitin Originality Index/% report).

**Submission**

Week 7 to your tutor in your registered tutorial.

**Extension**

No extensions will be granted. Late essays will be accepted up to 72 hours after the submission deadline, with penalties.

**Penalties**

There will be a deduction of 5% from the total awarded mark for each day it is late (note: the loss of 5 marks begins on the day the assignment is due, once the tutorial commencement time has passed).

This Assessment Task relates to the following Learning Outcomes:

- To provide students with an understanding of marketing in a global environment/context.
- To develop students’ skills in the understanding of marketing strategies that can be used
in a global setting.

• To analyse the factors that inter-relate in the global marketplace and determine their function in relation to marketing decisions.

• To examine the nature of cultural, social, economic and legal factors that can determine/influence the nature of entry.

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Case Study
Due: **Ongoing**
Weighting: **30%**

20% written and 10% presentation. Must be based on a minimum of 3 peer-reviewed academic articles per each group member. A soft copy must be uploaded to Turnitin prior to tutorial commencement. A hard copy (Word document) of your case study, along with a print-out of your Turnitin Originality % report, must be handed to your tutor on the day it is due. 2,000 to 3,000 words in length. You must hand a hard copy of your PP slide presentation to your tutor, before you begin your presentation.

**Submission**

Please refer to the Lecture and Tutorial Schedule for due dates.

**Extension**

No extensions will be granted.

**Penalties**

Students who have not submitted their case study by the deadline will be awarded a mark of 0 for the case study.

This Assessment Task relates to the following Learning Outcomes:

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• To examine the nature of cultural, social, economic and legal factors that can determine/influence the nature of entry.

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• To understand the importance of developing in-depth appropriate strategies and tactics for each of the marketing mix elements.
Participation

Due: Ongoing  
Weighting: 15%

Each student should submit a question for the case study presenting group and a suggested answer to that question, based on at least one peer-reviewed academic journal article related to global marketing.

Submission

Every week there is a case study presentation.

Extension

Absolutely no extensions, as this defeats the whole purpose, which is to foster collaborative learning.

Penalties

Q&As that are not typed, will not be marked. Q&As not handed to your tutor during the relevant tutorial will not be marked.

This Assessment Task relates to the following Learning Outcomes:

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Final Examination

Due: University Examination Period  
Weighting: 40%

Examination conditions

This consists of 7 questions. You must answer 5 of these questions. Your answers must be supported by solid research based on academic articles for your individual essay, your Q&As and your group case study.

This Assessment Task relates to the following Learning Outcomes:

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Delivery and Resources

Classes

There are 3 hours of face-to-face teaching per week consisting of a 1 x 2 hour lecture and 1 x 1 hour tutorial.

The timetable for classes can be found on the University web site at: http://www.timetables.mq.edu.au/

Students are required to form into groups in Week 2 of semester. It is therefore important that, once you are enrolled in a tutorial, you should remain in that particular tutorial, as changing would be disruptive to your fellow students, both those in the tutorial you have left and those in the tutorial you aim to join any time after Week 2.

Attendance will be taken in the tutorials.

Warning: You must attend at least 10 of the 12 tutorials – failure to do so will lead to major deduction from your participation mark and also your group-work contribution.

Medical certificates must be provided if you are not able to attend a class without incurring a penalty.

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

If you have a recurring problem that makes you late, or forces you to leave early, please have the courtesy to discuss this with your lecturer/tutor.

Mobile phone must be turned OFF and not simply set to ‘silent’.

Students who disturb or are disruptive in lectures and/or tutorial class will be asked to leave.

All students must complete a peer assessment for the case study – both presentation and written components. Furthermore, the written assignment must identify clearly the names of each person that did each section.

Prizes

Prizes for this unit: http://www.businessandeconomics.mq.edu.au/undergraduate_degrees/prizes_scholarships

Required and Recommended Texts and/or Materials

Asia-Pacific Edition, Cengage Learning Australia Pty Limited

The textbook is available from the Co-Op Bookshop. You will need to buy this textbook for the following reasons:

- The lecture slides are from the textbook
- The multiple choice questions will be from the textbook publishers database, therefore all the Week 5 Test questions will be based on material in the textbook.

Unit Web Page

Please note that the unit’s logon iLearn address is: http://ilearn.mq.edu.au

Please check this site each week for lecture slides (available for downloading and printing). In addition, other notes will be posted on the site from time to time. It is incumbent upon each student to regularly check iLearn (i.e. at least once a week).

Learning and Teaching Activities

- Presentation of the subject involves lectures and tutorials, student presentations and videos. Emphasis is placed on student participation using case study presentations. A written case study will be undertaken on a group/team basis.
- The schedule of Lectures, Tutorials and other important dates is attached to this outline.

Unit Schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Lecture</th>
<th>Chapter</th>
<th>Tutorial</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Introduction to the Unit Introduction to Global Marketing</td>
<td>1</td>
<td>None</td>
</tr>
<tr>
<td>2</td>
<td>Economic Environment</td>
<td>2</td>
<td>Group Formation</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Allocation of Case Studies</td>
</tr>
<tr>
<td>3</td>
<td>Careers Office and Industry Speakers</td>
<td></td>
<td>Discussion of relevant academic journal articles for case studies</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Reinforcing ‘how to reference’</td>
</tr>
<tr>
<td>4</td>
<td>Trade Institutions and Trade Policy</td>
<td>3</td>
<td>Discussion questions</td>
</tr>
<tr>
<td></td>
<td>Political and Legal Environment</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Week</td>
<td>Topic</td>
<td>Group</td>
<td></td>
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<tr>
<td>------</td>
<td>----------------------------------------------------------------------</td>
<td>---------</td>
<td></td>
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<tr>
<td>5</td>
<td>Cultural Environment</td>
<td>Group 1</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Building the Knowledge Base</td>
<td>Group 2</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Foreign Market Entry</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td><strong>Individual Research Paper Due – soft copy to Turnitin and hard copy to your tutor</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Channels of Distribution and Logistics</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Product Policy and Adaptation in International Markets</td>
<td>Group 3</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Product and Brand Management in International Markets</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Services Marketing</td>
<td>Group 4</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Pricing in International Markets</td>
<td>Group 5</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>International Marketing Communications</td>
<td>Group 6</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(if no case study, then discussion questions)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>Final Examination Format, Hints and Example(s)</td>
<td>Group 7</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Wrap-Up – any questions?</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Policies and Procedures

Macquarie University policies and procedures are accessible from Policy Central. Students should be aware of the following policies in particular with regard to Learning and Teaching:

Special Consideration Policy [http://www.mq.edu.au/policy/docs/special_consideration/policy.html]

In addition, a number of other policies can be found in the Learning and Teaching Category of Policy Central.

Academic Honesty

The nature of scholarly endeavour, dependent as it is on the work of others, binds all members of the University community to abide by the principles of academic honesty. Its fundamental principle is that all staff and students act with integrity in the creation, development, application and use of ideas and information. This means that:

- all academic work claimed as original is the work of the author making the claim
- all academic collaborations are acknowledged
- academic work is not falsified in any way
- when the ideas of others are used, these ideas are acknowledged appropriately.

Further information on the academic honesty can be found in the Macquarie University Academic Honesty Policy at [http://www.mq.edu.au/policy/docs/academic_honesty/policy.html]

Grades

Macquarie University uses the following grades in coursework units of study:

- HD - High Distinction
- D - Distinction
- CR - Credit
- P - Pass
- F - Fail

Grade descriptors and other information concerning grading are contained in the Macquarie University Grading Policy which is available at:

[http://www.mq.edu.au/policy/docs/grading/policy.html]

Grading Appeals and Final Examination Script Viewing

If, at the conclusion of the unit, you have performed below expectations, and are considering lodging an appeal of grade and/or viewing your final exam script please refer to the following
website which provides information about these processes and the cut off dates in the first instance. Please read the instructions provided concerning what constitutes a valid grounds for appeal before appealing your grade.

http://www.businessandeconomics.mq.edu.au/new_and_current_students/undergraduate_current_students/how_do_i/grade_appeals/

Special Consideration Policy
The University is committed to equity and fairness in all aspects of its learning and teaching. In stating this commitment, the University recognises that there may be circumstances where a student is prevented by unavoidable disruption from performing in accordance with their ability. A special consideration policy exists to support students who experience serious and unavoidable disruption such that they do not reach their usual demonstrated performance level. The policy is available at:

http://www.mq.edu.au/policy/docs/special_consideration/policy.html

Student Support
Macquarie University provides a range of Academic Student Support Services. Details of these services can be accessed at: http://students.mq.edu.au/support/.

UniWISE provides:

• Online learning resources and academic skills workshops http://www.mq.edu.au/learning_skills/

• Personal assistance with your learning & study related questions.

• The Learning Help Desk is located in the Library foyer (level 2).

• Online and on-campus orientation events run by Mentors@Macquarie.

Student Enquiry Service
Details of these services can be accessed at http://www.student.mq.edu.au/ses/.

Equity Support
Students with a disability are encouraged to contact the Disability Support Unit who can provide appropriate help with any issues that arise during their studies.

IT Help
If you wish to receive IT help, we would be glad to assist you at http://informatics.mq.edu.au/help/.

When using the university's IT, you must adhere to the Acceptable Use Policy. The policy applies to all who connect to the MQ network including students and it outlines what can be done.
Graduate Capabilities

Creative and Innovative

Our graduates will also be capable of creative thinking and of creating knowledge. They will be imaginative and open to experience and capable of innovation at work and in the community. We want them to be engaged in applying their critical, creative thinking.

This graduate capability is supported by:

Learning outcomes

- To provide students with an understanding of marketing in a global environment/context.
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- To understand the importance of developing in-depth appropriate strategies and tactics for each of the marketing mix elements.

Assessment tasks

- Essay
- Case Study
- Participation
- Final Examination

Commitment to Continuous Learning

Our graduates will have enquiring minds and a literate curiosity which will lead them to pursue knowledge for its own sake. They will continue to pursue learning in their careers and as they participate in the world. They will be capable of reflecting on their experiences and relationships with others and the environment, learning from them, and growing - personally, professionally and socially.

This graduate capability is supported by:

Learning outcomes

- To develop students’ skills in the understanding of marketing strategies that can be used in a global setting.
- To examine the nature of cultural, social, economic and legal factors that can determine/influence the nature of entry.
influence the nature of entry.
• To evaluate the strategic alternatives for entry and expansion into overseas markets.
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Assessment tasks

• Essay
• Case Study
• Participation
• Final Examination

Engaged and Ethical Local and Global citizens

As local citizens our graduates will be aware of indigenous perspectives and of the nation's historical context. They will be engaged with the challenges of contemporary society and with knowledge and ideas. We want our graduates to have respect for diversity, to be open-minded, sensitive to others and inclusive, and to be open to other cultures and perspectives: they should have a level of cultural literacy. Our graduates should be aware of disadvantage and social justice, and be willing to participate to help create a wiser and better society.

This graduate capability is supported by:

Learning outcomes

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Assessment tasks

• Essay
• Case Study
• Participation
• Final Examination
Problem Solving and Research Capability

Our graduates should be capable of researching; of analysing, and interpreting and assessing data and information in various forms; of drawing connections across fields of knowledge; and they should be able to relate their knowledge to complex situations at work or in the world, in order to diagnose and solve problems. We want them to have the confidence to take the initiative in doing so, within an awareness of their own limitations.

This graduate capability is supported by:

**Learning outcomes**

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**Assessment tasks**

- Essay
- Case Study
- Participation
- Final Examination

Effective Communication

We want to develop in our students the ability to communicate and convey their views in forms effective with different audiences. We want our graduates to take with them the capability to read, listen, question, gather and evaluate information resources in a variety of formats, assess, write clearly, speak effectively, and to use visual communication and communication technologies as appropriate.

This graduate capability is supported by:

**Learning outcomes**

- To provide students with an understanding of marketing in a global environment/context.
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To evaluate the strategic alternatives for entry and expansion into overseas markets.

**Assessment tasks**

- Essay
- Case Study
- Participation
- Final Examination

**Socially and Environmentally Active and Responsible**

We want our graduates to be aware of and have respect for self and others; to be able to work with others as a leader and a team player; to have a sense of connectedness with others and country; and to have a sense of mutual obligation. Our graduates should be informed and active participants in moving society towards sustainability.

This graduate capability is supported by:

**Learning outcomes**

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**Assessment tasks**

- Essay
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- Participation
- Final Examination

**Discipline Specific Knowledge and Skills**

Our graduates will take with them the intellectual development, depth and breadth of knowledge, scholarly understanding, and specific subject content in their chosen fields to make them competent and confident in their subject or profession. They will be able to demonstrate, where relevant, professional technical competence and meet professional standards. They will be able to articulate the structure of knowledge of their discipline, be able to adapt discipline-specific
knowledge to novel situations, and be able to contribute from their discipline to inter-disciplinary solutions to problems.

This graduate capability is supported by:

**Learning outcomes**

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**Assessment tasks**

- Essay
- Case Study
- Participation
- Final Examination

**Critical, Analytical and Integrative Thinking**

We want our graduates to be capable of reasoning, questioning and analysing, and to integrate and synthesise learning and knowledge from a range of sources and environments; to be able to critique constraints, assumptions and limitations; to be able to think independently and systemically in relation to scholarly activity, in the workplace, and in the world. We want them to have a level of scientific and information technology literacy.

This graduate capability is supported by:

**Learning outcomes**

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- Participation
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**Capable of Professional and Personal Judgement and Initiative**

We want our graduates to have emotional intelligence and sound interpersonal skills and to demonstrate discernment and common sense in their professional and personal judgement. They will exercise initiative as needed. They will be capable of risk assessment, and be able to handle ambiguity and complexity, enabling them to be adaptable in diverse and changing environments.

This graduate capability is supported by:

**Learning outcomes**

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**Assessment tasks**

- Case Study
- Participation
- Final Examination

**Research and Practice**

This unit gives you opportunities to conduct your own research to supplement your individual essay, group case study answers and your weekly individual Q&A sheets.