



# MKTG209

## Global Marketing

S2 Day 2013

*Marketing and Management*

### Contents

<u>General Information</u>	2
<u>Learning Outcomes</u>	2
<u>Assessment Tasks</u>	3
<u>Delivery and Resources</u>	6
<u>Unit Schedule</u>	8
<u>Policies and Procedures</u>	9
<u>Graduate Capabilities</u>	11
<u>Research and Practice</u>	14

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## General Information

Unit convenor and teaching staff

Unit Convenor

June Buchanan

[june.buchanan@mq.edu.au](mailto:june.buchanan@mq.edu.au)

Contact via [june.buchanan@mq.edu.au](mailto:june.buchanan@mq.edu.au)

E4A630

Monday 2-4 pm. Other times by appointment only - please email.

Credit points

3

Prerequisites

MKTG101

Corequisites

Co-badged status

Unit description

This unit is designed to introduce students to the management of global marketing. It considers environmental factors and how marketing management decisions are affected by both external and internal environmental factors in foreign markets. It develops an awareness and understanding of global marketing concepts including: global competitiveness and anti-globalisation sentiments; market entry options; global pricing; product and promotional factors, including the issue of standardisation versus customisation and distribution and logistics practices; global selling; and negotiation techniques. Additionally the unit requires students to 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://www.mq.edu.au/study/calendar-of-dates>

## Learning Outcomes

On successful completion of this unit, you will be able to:

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.

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

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

## Assessment Tasks

Name	Weighting	Due
Essay	20%	Week 7
Case Study	25%	Ongoing
Participation	15%	Ongoing
Final Examination	40%	University Examination Period

### Essay

Due: **Week 7**

Weighting: **20%**

Must be based on a minimum of 4 peer-reviewed academic articles. A soft copy must be submitted to Turnitin prior to the commencement of your tutorial and hard-copies (Word document and a print-out of your Turnitin Originality Index/% report) handed to your tutor, in the class in which it is due.

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 marks 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).

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## Case Study

Due: **Ongoing**

Weighting: **25%**

15% 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.

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## 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

You must bring along at least one peer-reviewed academic journal article to tutorials every week there is a case study presentation. You will develop a question and suggested answer during tutorial. Your tutor will collect your tutorial work, mark it and give it back to you the following week. Please note that if you do not bring your academic article(s) to class related to that week, then you will receive zero.

### Extension

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

### Penalties

No academic article(s) brought to class in the correct week related to that week's case study topic, will receive zero.

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## Final Examination

Due: **University Examination Period**

Weighting: **40%**

## Examination conditions

Information on the format of the final examination will be provided in Week 13. Your answers to the examination questions must be supported by solid research based on academic articles for your individual essay, your Q&As and your group case study. Failure to include evidence of your academic research may result in a failure.

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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.
- 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.businessandconomics.mq.edu.au/undergraduate\\_degrees/prizes\\_scholarships](http://www.businessandconomics.mq.edu.au/undergraduate_degrees/prizes_scholarships)

## Required and Recommended Texts and/or Materials

Czinkota, M, Ronkainen, I. Sutton-Brady, C. and Beal, T. (2011), "International Marketing", 2nd 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 on iLearn are based on the textbook. The slides used in Lectures are fundamentally based on these same lecture slides, although additional material (information, links, video clips, etc.) have been added.

### 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).

You must upload your Individual Essay, Group Case study and completed Q&A document through the appropriate Turnitin link. IT IS YOUR RESPONSIBILITY TO ENSURE THAT YOU SUBMIT YOUR ASSIGNMENTS TO THE CORRECT TURNITIN LINK - UNDER YOUR CORRECT TUTOR'S NAME, ON THE CORRECT DATE. Failure to do so will result in a loss of marks.

## 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 and interactive Q&As. A written case study will be undertaken on a group/team basis.

### **What Has Changed**

Individual Essay: from 1,00 words and 15%, to 1,500 words and 20%

Q&As: from weekly marked assessments, to one 'Work In Progress' document to be submitted in Week 12. Students will need to bring their Work in Progress Q&As to tutorials each week that there is a case study presentation. Tutors will make a note that the Q&A document includes each week's work related to the current case study for that week. Failure to keep your Work in Progress document current each week will result in loss of marks for your final document.

## Unit Schedule

Week	Lecture	Chapter	Tutorial
1	Introduction to the Unit Introduction to Global Marketing	1	<b>None</b> - Tutorials commence in Week 2
2	Economic Environment	2	Group Formation Allocation of Case Studies <b>Allocation of Individual Research Topic</b>
3	Careers Office and Industry Speakers. <b>Note: There may be a compulsory final examination question based on this guest presentation. This lecture will NOT be recorded, so attendance is compulsory.</b>		Discussion of relevant academic journal articles for case studies.  Reinforcing 'how to reference'
4	Political and Legal Environment	4	Discussion questions.
5	Cultural Environment	5	<b>Group 1</b> Case Study Presentation
6	Market Entry	7	<b>Group 2</b> Case Study Presentation
7	Channels of Distribution and Logistics	8	<b>Individual Research Paper Due – soft copy to Turnitin and hard copies (Word and Turnitin Originality % - full print- out) to your tutor</b>
	<b>16 - 29 September: Mid-Session Break</b>		
8	Product Policy and Adaptation in International Markets	9	<b>Group 3</b> Case Study Presentation
9	Product and Brand Management in International Markets	10	<b>Group 4</b> Case Study Presentation
10	Marketing Services Globally	11	<b>Group 5</b> Case Study Presentation



11	Pricing in International Markets	12	<b>Group 6</b> Case Study Presentation
12	International Marketing Communications	13	<b>Group 7</b> Case Study Presentation (if no case study, then discussion questions). Finalised Q&A document to be submitted to Turnitin and a Word hard copy handed to your tutor, with the first page of all academic articles attached.
13	<i>Final Examination Format, Hints and Example(s)</i>		<i>Tutorial evaluations</i> Wrap-Up – any questions?

## 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:

Academic Honesty Policy [http://www.mq.edu.au/policy/docs/academic\\_honesty/policy.html](http://www.mq.edu.au/policy/docs/academic_honesty/policy.html)

Assessment Policy <http://www.mq.edu.au/policy/docs/assessment/policy.html>

Grading Policy <http://www.mq.edu.au/policy/docs/grading/policy.html>

Grade Appeal Policy <http://www.mq.edu.au/policy/docs/gradeappeal/policy.html>

Grievance Management Policy [http://mq.edu.au/policy/docs/grievance\\_management/policy.html](http://mq.edu.au/policy/docs/grievance_management/policy.html)

Special Consideration Policy [http://www.mq.edu.au/policy/docs/special\\_consideration/policy.html](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](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/](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](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.students.mq.edu.au/support/learning\\_skills/](http://www.students.mq.edu.au/support/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 Services and 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.

## Student Enquiries

Details of these services can be accessed at <http://www.student.mq.edu.au/ses/>.

## 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

### 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

- To provide students with an understanding of marketing in a global environment/context.
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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

- To provide students with an understanding of marketing in a global environment/context.
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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

## **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
- 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. This in turn provides you with scholarly skills which will benefit you in current and future studies and in your future careers.