



MKTG801

International Marketing

S2 Evening 2018

Archive (Pre-2019) - Dept of Marketing and Management

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General Information

Unit convenor and teaching staff

Unit Convenor

Dr June Buchanan

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Contact via Email

E4A630

Wednesdays 5 - 6 pm. Other times for appointments please email me.

Gia Cat Truong

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Credit points

4

Prerequisites

MKTG696 or ICOM892

Corequisites

Co-badged status

Unit description

This unit will examine the factors that influence marketing strategy in an international setting. Students undertake comprehensive research and analysis of academic articles and apply concepts such as globalisation and anti-globalisation; international economic environments; social and cultural elements of market environments; political-legal environments; international marketing intelligence; market entry; and international product, distribution, pricing and promotional strategies and tactics, to a comprehensive international marketing plan.

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:

Apply marketing theories, frameworks and concepts to complex international marketing problems

Create an international marketing plan that examines and assesses international marketing opportunities for a company entering an overseas market.

Evaluate the impact of ethics and corporate social responsibility on international marketing.

Examine teamwork theories and practices and reflect on its application within the collective learning environment of this unit.

General Assessment Information

Students must regularly check iLearn and their MQ student emails.

Assessment Tasks

Name	Weighting	Hurdle	Due
<u>International Marketing Plan</u>	50%	No	31 October, 5pm
<u>Individual Reflection</u>	20%	No	3 October, 5pm
<u>Business Ethics Case Studies</u>	30%	No	Weeks 2 - 11 inclusive

International Marketing Plan

Due: **31 October, 5pm**

Weighting: **50%**

Students are required to choose an Australian company (preferably SME) and develop an International Marketing Plan (IMP) for that company to enter a new overseas market. So, the selected company should not have a presence in the selected overseas market.

Beginning at Week 2, students will start work on various components of their international marketing plan and continue throughout the session.

Please note that this is an individually assessed assignment and that each student is responsible for developing their own, independent International Marketing Plan (IMP). Under no circumstances should Team members share the same information when developing their individual IMP as Turnitin will pick up any shared information and as a consequence, marks will be deducted from all reports sharing the same information.

Detailed assessment guide including submission details and marking criteria will be available on iLearn

Submission:

All IMPs must be submitted via Turnitin on iLearn. The final **individually** researched, analysed and written product (i.e. international marketing plan) is due no later than **5 pm Wednesday 31 October 2018**. The IMP should take a report format and amount to 5,000 to 6,000 words.

Penalties:

No extensions will be granted. 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 (for example, 25 hours late in submission – 20% penalty). This penalty does not apply for cases in which an application for special consideration is made and approved. No submission will be accepted after solutions have been posted.

On successful completion you will be able to:

- Apply marketing theories, frameworks and concepts to complex international marketing problems
- Create an international marketing plan that examines and assesses international marketing opportunities for a company entering an overseas market.
- Evaluate the impact of ethics and corporate social responsibility on international marketing.

Individual Reflection

Due: **3 October, 5pm**

Weighting: **20%**

This assessment task requires students to individually reflect on the Weekly Activities undertaken in teams, and to document their learning in (1) an individual reflection essay of up to 1,000 words and (2) a reflective journal. You must research, analyse and apply academic journals on teams to develop your knowledge of teamwork and support your reflections.

Please refer to the marking rubric for this assessment on iLearn, for guidance.

Submission:

The individual reflection must be submitted via Turnitin on iLearn, no later than **5 pm Wednesday 3 October 2018**. The reflection essay should be no more than 1,500 words and include your weekly reflective journal.

Penalties:

No extensions will be granted. 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 (for example, 25 hours late in submission – 20% penalty). This penalty does not apply for cases in which an application for Special Consideration is made and approved.

On successful completion you will be able to:

- Examine teamwork theories and practices and reflect on its application within the collective learning environment of this unit.

Business Ethics Case Studies

Due: **Weeks 2 - 11 inclusive**

Weighting: **30%**

Students are expected to participate in weekly class activities and to engage in team activities.

One class activity will be an analysis of an ethics business case study. Students will be required to work in teams (the size of the teams will be dependant on the number of students in each class) on this case study and they will be assessed via:

- 1) In-class presentation (individual mark): 15%
- 2) Written document (team mark): 15%

Please refer to the marking rubric for this assessment on iLearn, for guidance.

Submissions:

Presentation - In-class, during the team's allocated week.

Written - Via Turnitin, by **5pm** of the day of the team's presentation.

Penalties:

No extensions will be granted. 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 (for example, 25 hours late in submission – 20% penalty). This penalty does not apply for cases in which an application for Special Consideration is made and approved. No submission will be accepted after solutions have been posted.

On successful completion you will be able to:

- Apply marketing theories, frameworks and concepts to complex international marketing problems
- Evaluate the impact of ethics and corporate social responsibility on international marketing.

Delivery and Resources

TEXTBOOK

Keegan, Warren, J. and Mark C. Green (2016), "Global Marketing", Global Edition (9e), Pearson Education. ISBN: 9781292150765

You can purchase the e-book substantially cheaper (AUS\$60) than the price of the hard copy textbook (US\$123.95) from: <http://www.pearson.com.au/9781292150772>

CLASSES

This unit is run as a seminar. Team work in class is an important focus. This Unit will incorporate interactive learning activities.

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

ABSENCE IN LECTURES AND TUTORIALS

Attendance will be taken in the seminar. You should strive to attend each class.

If you have a recurring problem that makes you late, or forces you to leave early, have the courtesy to discuss this with your lecturer, as this will not normally be allowed as it interrupts the class.

Mobile phones must be turned OFF and not simply set to SILENT during class.

TECHNOLOGY USED AND REQUIRED

No recording devices are to be used by students to record lecture notes without the permission of the lecturer.

The web page for this unit can be found at: iLearn <http://ilearn.mq.edu.au>

REQUIRED UNIT MATERIALS AND/OR RECOMMENDED READING

In addition to the prescribed textbook, the unit is developed on current research and practice in International marketing.

Recommended Journals

- Journal of International Marketing
- International Journal of Research in Marketing
- Journal of Consumer Research
- Journal of Consumer Behaviour
- Journal of International Consumer Marketing
- European Journal of Marketing
- Journal of Services Research
- Journal of Marketing
- Journal of Brand Management
- International Marketing Review
- International Journal of Research in Marketing

Related Recommended Materials

For some topics your lecturer can give you references to extra reading material.

Global context of the unit: The unit itself is based on an international perspective. Each week students will learn how global businesses operate and how they can successfully be operated. In addition, the assessment tasks outlined for this unit will develop students knowledge about current international marketing issues.

Sustainability context: The understanding of sustainability, ethics and social responsibility within an international context will be included in lectures, presentations and applied in the marketing plan assessments.

WHAT IS REQUIRED TO COMPLETE THE UNIT SATISFACTORY

Students are expected to complete all assessment tasks for this subject. Successful completion of this unit requires the student to achieve an overall mark of at least 50%.

Unit Schedule

Week	Lecture Topic	Textbook Chapter	Additional Activities
1	Introduction to International Marketing	1	Ice Breaker Formation of Teams (for Team Reflection assessment and for weekly activity assessment) Allocation of Ethics Business Case Studies Summaries What working in Teams means
2	The Global Economic and Trade Environment	2 & 3	Ethics Business Case Study 1
3	Research Librarian Presentation Social and Cultural Environments	4	Ethics Business Case Study 2 Reflective Task 1
4	Political and Legal Environment	5	Ethics Business Case Study 3 Reflective Task 2
5	Global Market Research; and Segmentation, Targeting and Positioning (STP)	6 & 7	Ethics Business Case Study 4 Team Reflection Task 3
6	Global Market Entry Strategies	8 & 9	Ethics Business Case Study 5 Team Reflection Task 4
7	Brand and Product Decisions in Global Marketing	10	Ethics Business Case Study 6 Team Reflection Task 5
Recess	17 - 2 October		You should spend Thursday and Friday of Week 7 (and any time you can during the recess) working on your individual International Marketing Plans. You should ensure that you are up to date with the first part of your IMP which should be completed by the time class re-commences in Week 8.
8	Pricing Decisions	11	Ethics Business Case Study 7 Reflection Task due. Submit Individual Team Reflection document by 5pm Wednesday 3 October

9	Global Marketing Channels and Physical Distribution	12	Ethics Business Case Study 8
10	International Communications	13 & 14	Ethics Business Case Study 9
11	Competitive Advantage and CSR	16 & 17	Ethics Business Case Study 10 Evaluations
12	Pitch to industry		International Marketing Plans due by 5pm Wednesday 31 October 2018
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Learning and Teaching Activities

Lectures

This course consists of 12 weeks of teaching and an optional lesson (Week 13). The learning process for the unit will comprise of team ethics business case studies, team work involving brainstorming components of the IMP and team work reflections. Students are expected to fully participate in all team work and class discussions, read the relevant lecture chapters in advance and conduct sufficient research, analysis and application of academic articles for the marketing plan and the ethics business case studies. Students should follow current developments in international marketing and include a strong focus on ethics, corporate social responsibility and sustainability. Students must check iLearn on a regular basis. In class activities will be posted on iLearn, so in addition to Announcements and Notices, students must be aware of pre- and in-class requirements for each week.

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central \(https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central\)](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central). 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](#) (**Note:** *The Special Consideration Policy is effective from 4 December 2017 and replaces the Disruption to Studies Policy.*)

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

If you would like to see all the policies relevant to Learning and Teaching visit [Policy Central](http://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central) (<http://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central>).

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: <https://students.mq.edu.au/study/getting-started/student-conduct>

Results

Results shown in *iLearn*, 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.

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 improve your marks and take control of your study.

- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module for Students](#)
- [Ask a Learning Adviser](#)

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

For all student enquiries, visit Student Connect at ask.mq.edu.au

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.

Graduate Capabilities

PG - Capable of Professional and Personal Judgment and Initiative

Our postgraduates will demonstrate a high standard of discernment and common sense in their professional and personal judgment. They will have the ability to make informed choices and decisions that reflect both the nature of their professional work and their personal perspectives.

This graduate capability is supported by:

Assessment task

- Individual Reflection

PG - Discipline Knowledge and Skills

Our postgraduates will be able to demonstrate a significantly enhanced depth and breadth of knowledge, scholarly understanding, and specific subject content knowledge in their chosen fields.

This graduate capability is supported by:

Learning outcomes

- Apply marketing theories, frameworks and concepts to complex international marketing problems
- Create an international marketing plan that examines and assesses international marketing opportunities for a company entering an overseas market.
- Evaluate the impact of ethics and corporate social responsibility on international marketing.
- Examine teamwork theories and practices and reflect on its application within the collective learning environment of this unit.

Assessment tasks

- International Marketing Plan
- Business Ethics Case Studies

PG - Research and Problem Solving Capability

Our postgraduates will be capable of systematic enquiry; able to use research skills to create new knowledge that can be applied to real world issues, or contribute to a field of study or practice to enhance society. They will be capable of creative questioning, problem finding and

problem solving.

This graduate capability is supported by:

Learning outcomes

- Apply marketing theories, frameworks and concepts to complex international marketing problems
- Create an international marketing plan that examines and assesses international marketing opportunities for a company entering an overseas market.
- Evaluate the impact of ethics and corporate social responsibility on international marketing.
- Examine teamwork theories and practices and reflect on its application within the collective learning environment of this unit.

Assessment tasks

- International Marketing Plan
- Business Ethics Case Studies

PG - Effective Communication

Our postgraduates will be able to communicate effectively and convey their views to different social, cultural, and professional audiences. They will be able to use a variety of technologically supported media to communicate with empathy using a range of written, spoken or visual formats.

This graduate capability is supported by:

Assessment task

- Individual Reflection

PG - Engaged and Responsible, Active and Ethical Citizens

Our postgraduates will be ethically aware and capable of confident transformative action in relation to their professional responsibilities and the wider community. They will have a sense of connectedness with others and country and have a sense of mutual obligation. They will be able to appreciate the impact of their professional roles for social justice and inclusion related to national and global issues

This graduate capability is supported by:

Learning outcomes

- Apply marketing theories, frameworks and concepts to complex international marketing problems
- Create an international marketing plan that examines and assesses international

marketing opportunities for a company entering an overseas market.

- Evaluate the impact of ethics and corporate social responsibility on international marketing.
- Examine teamwork theories and practices and reflect on its application within the collective learning environment of this unit.

Assessment tasks

- International Marketing Plan
- Individual Reflection
- Business Ethics Case Studies

Changes from Previous Offering

IMP word limit changed from 6,000 - 7,000 words to 5,000 - 6,000 words.

Global issues, Sustainability and Social Responsibility

Lectures and assessments will incorporate global issues, sustainability, ethics and social responsibility.

Research and Practice; Global and Sustainability

This unit draws on extensive research. Conducting research independently both individually and as a team, is essential in order to successfully pass this Unit.

Issues of ethics, sustainability and corporate social responsibility are integrated in the lectures and should be given consideration in your international marketing plan. In addition, weekly tasks incorporate ethics business case studies.

International marketing creates students' awareness of marketing in an international context. This includes the many diversified aspects, including contemporary challenges facing businesses, that need to be considered when marketing internationally.