



MKTG209

Global Marketing

S2 Day 2018

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

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Disclaimer

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General Information

Unit convenor and teaching staff

Unit Convenor/Lecturer

June Buchanan

june.buchanan@mq.edu.au

Contact via Email

E4A630

Tuesday 11am - 12pm. Other times by appointment request via email.

Gia Cat Truong

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Credit points

3

Prerequisites

MKTG101

Corequisites

Co-badged status

Unit description

This unit is designed to introduce students to the challenges of global marketing. It considers macro and micro environmental factors and how marketing 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 antiglobalisation sentiments; market entry options; global pricing; product and promotional factors, including the issue of standardisation versus customisation; and distribution and logistics practices. This unit will assist students to develop the skills to market goods and services globally.

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:

Identify and evaluate marketing concepts in a global environment.

Develop students' skills in the understanding and development of marketing strategies

including external factors, internal factors and marketing mix elements, that can be used in a global setting.

Collaborate with others effectively, including in groups and in culturally or linguistically diverse contexts to encourage peer-learning and peer support

General Assessment Information

You should refer to the various documents, including marking rubrics and all information on iLearn. It is each student's responsibility to check iLearn on a regular basis.

Please note that 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% in total in the assessment tasks offered.

Assessment Tasks

Name	Weighting	Hurdle	Due
Group Activities	60%	No	Weeks 3 to 12 inclusive
Final Examination	40%	No	University Examination Period

Group Activities

Due: **Weeks 3 to 12 inclusive**

Weighting: **60%**

This assessment is for groups of 4 to 5 students. It is vital that groups are formed in Week 2 (each group must have at least one 'local' student and at least one 'international' student). Unless approved by the Unit Convenor, individual submission will NOT be accepted and marked.

This assessment consists of two components: group written (30%) and individual presentations (30%). It is essential that every student attends every tutorial as there are weekly activities. Students must have a copy of the prescribed e-textbook to access the weekly tasks.

Although this is a group assessment and you will be marked on group cohesion and collaboration (as per the Learning Outcome), each group member must include their name next to the heading of the section/question they have developed. Please note that where there is disparity in the quality of research and analysis between students in the group, different marks will be allocated, based on group members' peer evaluations. To that end, whilst the group should ensure that the written submission flows logically, NO group member is expected to carry any of the other group members by doing any of their work for them. Each group member must complete a "peer evaluation form" for each written report and submit it to their tutor on the day of their tutorial. The Unit Convenor has the final say in all group mark adjustments.

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

Submission

Submit your weekly activity written reports through the Turnitin link on iLearn - no hard copies, or soft copies via email, will be accepted. The document **MUST** be in Microsoft Word format - font size 12, Arial. Submissions in other formats will **NOT** be marked. You must submit your written document before leaving the tutorial.

Penalties

No extensions will be granted. Late submissions will incur a 10% penalty per 24-hour period that they are late, including Saturdays and Sundays. Penalties do not apply when an application for Special Consideration is made and approved.

On successful completion you will be able to:

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Final Examination

Due: **University Examination Period**

Weighting: **40%**

A final examination is included as an assessment task for this unit to provide assurance that:

- The product belongs to the student and
- The student has attained the knowledge and skills tested in the exam.

A three hour, "closed book" final examination for this unit will be held during the University Examination period. You are expected to present yourself for examination at the time and place designated in the University Examination Timetable

Information on the format of the final examination will be provided in Week 13.

Please note that if students do not sit the final exam on the official time and day stated in the University Exam Timetable, they will only be granted a supplementary exam if they have submitted a Special Consideration through the official MQ channel and it has been approved.

On successful completion you will be able to:

- Identify and evaluate marketing concepts in a global environment.

- Develop students' skills in the understanding and development of marketing strategies including external factors, internal factors and marketing mix elements, that can be used in a global setting.

Delivery and Resources

Classes

- There are 3 hours of face-to-face teaching per week for each student 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.
- **If you are not able to attend a tutorial class when an assessment is due you must apply for Special Consideration (through the official channel), 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

Required and Recommended Texts and/or Materials

Prescribed text:

Fletcher and Crawford (2017). International Marketing : An Asia Pacific Perspective (7th Edition). Pearson. You can purchase an e-book directly from the publisher for a lower price via this link: <http://www.pearson.com.au/9781488611179>

Please note that 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 frequently been added.
- The weekly activities are only available from the textbook

Recommended text:

Kotabe, Marshall, Ang, Griffiths, Voola, Roberts and Helsen (2014). International Marketing, 4th Asia-Pacific Edition, Wiley.

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, documents and Announcements may 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 group documents through the appropriate Turnitin link as directed in your tutorial. 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 this Unit involves lectures and tutorials and student presentations. Emphasis is placed on student participation via weekly activities.

Unit Schedule

Week	Lecture	Chapter	Tutorial
1	Introduction to the Unit Introduction to Global Marketing	1	No tutorials this week, tutorials commence in Week 2
2	Political and Legal Environment	2	Ice breaker Group formation Explanation of weekly activities
3	Economic and Financial Environment	3	Activity 1
4	Social and Cultural Environment	4	Activity 2
5	International Marketing Research	7	Activity 3
6	International Market Selection and Entry	8	Activity 4
7	Globalisation	11	Activity 5
	Mid Session Break		

8	Developing New Goods and Services for International Markets	13, 17	Activity 6
9	Pricing in International Marketing	14	Activity 7
10	Promotion in International Marketing	15	Activity 8
11	International Distribution	16	Activity 9
12	International marketing in the decade ahead	18	Activity 10
13	<i>Final Examination Format, Hints and Example(s)</i>		<i>Tutorial evaluations</i> <i>Wrap-Up – any questions?</i>

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 \(https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central\)](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central).

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](#).

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.businessandconomics.mq.edu.au/new_and_current_students/undergraduate_current_students/how_do_i/grade_appeals/

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

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

- Identify and evaluate marketing concepts in a global environment.
- Develop students' skills in the understanding and development of marketing strategies

including external factors, internal factors and marketing mix elements, that can be used in a global setting.

- Collaborate with others effectively, including in groups and in culturally or linguistically diverse contexts to encourage peer-learning and peer support

Assessment tasks

- Group Activities
- 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 outcome

- Develop students' skills in the understanding and development of marketing strategies including external factors, internal factors and marketing mix elements, that can be used in a global setting.

Assessment tasks

- Group Activities
- 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

- Identify and evaluate marketing concepts in a global environment.
- Develop students' skills in the understanding and development of marketing strategies including external factors, internal factors and marketing mix elements, that can be used in a global setting.
- Collaborate with others effectively, including in groups and in culturally or linguistically

diverse contexts to encourage peer-learning and peer support

Assessment task

- Group Activities

Changes from Previous Offering

- The number of assessment tasks has changed from three, to two.
- There are now weekly activities involving every student.
- The final exam has changed from 2 hours, to 3.

Research & Practice, Global contexts & Sustainability

- Research & Practice

This unit gives students opportunities to conduct their own research in the weekly activities. This in turn provides students with scholarly skills which will benefit them in current and future studies and in their future careers.

You must ensure that your research articles are (a) relevant to the topic/marketing concept being studied and (b) are peer-reviewed. To check eligibility, check the journal name through Ulrich's database. Please ensure that your journal articles are a minimum of 12 pages long and are preferably no older than five years old (since publication). Relevant journals include, but are not limited to, the following:

Journal of International Marketing

Journal of Global Marketing

International Journal of Research in Marketing

International Review of Management and Marketing

International Marketing Review

Journal of Macromarketing

Journal of Public Policy and Marketing

- Global contexts & Sustainability

This unit provide students with discipline-specific knowledge of marketing concepts, current issues, trends and research in a global environment and in a global context, allowing them to develop, analyse, justify and evaluate market entry and longer term marketing plans for foreign markets.

Based on the analysis of macro and micro environmental factors that influence designated foreign market segments, this unit develop students' skills in the understanding and development of sustainable marketing strategies including the marketing mix elements, that can be used in a global setting.

Tutors