



MKTG209

Global Marketing

S2 Day 2019

Department of Marketing

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General Information

Unit convenor and teaching staff

Unit Convenor/Lecturer

June Buchanan

june.buchanan@mq.edu.au

Contact via Email

Tuesdays 1 – 2 pm or by appointment

Credit points

3

Prerequisites

MKTG101

Corequisites

Co-badged status

Unit description

The world is becoming increasingly globalized. Companies need the competency to think globally to evaluate the global marketplace, identify new markets outside their domestic market, and effectively engage in the process of planning, producing, placing, and promoting their products in a global market. This unit develops students' knowledge of the management of global marketing by examining the key environmental factors and how marketing management decisions are affected by those environmental factors. Students learn about global competitiveness, market entry options, and standardization versus customization of market offerings.

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:

Analyse and evaluate global marketing concepts and theory.

Identify and critically assess global marketing challenges and opportunities.

Identify and analyse environmental factors and discuss how they impact global marketing decisions.

Analyse and explain, as an individual and in groups, the marketing challenges that occur

when operating in culturally and linguistically diverse contexts.

General Assessment Information

Assessment Tasks

| Name | Weighting | Hurdle | Due |
|--|-----------|--------|-------------------------------|
| <u>Group & Individual Activities</u> | 60% | No | Weeks 3 to 12 inclusive |
| <u>Final Examination</u> | 40% | No | University Examination Period |

Group & Individual Activities

Due: **Weeks 3 to 12 inclusive**

Weighting: **60%**

Assessment summary – Written Case Studies (3 @ 10% = 30%)

Task description

In this assignment you are required to read and critically analyse each case study, obtain academic research articles related to the theory of the case study and answer the questions at the end of the case study. Your answers must be supported by your academic literature research.

Questions must be presented as headings in your document with researched and analysed answers addressing each of the questions.

Due date

Various: Week 4; Week 7; Week 10

Link to learning outcome

1, 2, 3, 4

Type of collaboration

Group

Submission

Please submit via turnitin link in iLearn

Format

Please refer to the iLearn Unit Page

Length

500 words+/-10% per student. If 5 members in a group = 2,500 words total (for group) +/-10%

More information and supplementary documents will be located on iLearn and discussed in class. Marking criteria will be on iLearn.

No extensions will be granted. Late submission is subject to penalty. This penalty does not apply when a Special Consideration application has been made and approved.

Assessment summary – Harvard In-Class Case Study Discussion (3 @ 5% = 15%)

Task description

Students will participate in class discussions based on an additional three case studies. See the task rubric on iLearn for further details.

Due date

Various: Week 3; Week 8; Week 9

Link to learning outcome

1, 2, 3

Type of collaboration

Individual

Submission

You must submit a written document as evidence of your class discussion in the appropriate submission link on iLearn, prior to coming to class.

Format

Students should make every opportunity of being prepared to be involved in class discussion. Students who are absent from class will not be able to participate. See rubric for further details.

Length

N/A. Quality of class discussion will be assessed above quantity.

More information (marking rubric) is located on iLearn and the format and expectations will be discussed in class. No extensions will be granted. Students who do not adequately participate or submit their class discussion prior to class will receive a penalty. This penalty does not apply when a Special Consideration application has been made and approved.

Assessment summary – Individual Presentations (2 @ 7.5% = 15%)

Task description

Students will be assigned the questions for their two presentations in Week 3. You are required to present to the rest of the class using academic research to support your answers.

Due date

First set of presentations: Weeks 5 & 6; Second set: Weeks 11 & 12.

Link to learning outcome

1, 2, 3

Type of collaboration

Individual

Submission

You must submit a 500 Word document by the deadline of 12 pm Tuesday Week 5 for the 1st set of Presentations and by 12 pm Tuesday Week 11 for the 2nd set of Presentations, through the submission links on iLearn.

Format

Please refer to the iLearn Unit Page

Length

Written document: 500 words +/-10%

Presentation: 4 minutes. You will be asked to stop if you go over 4 minutes.

More information and supplementary documents will be located on iLearn and discussed in class. Marking criteria will be on iLearn.

Penalty for late submission = zero marks. This penalty does not apply when a Special Consideration application has been made and approved.

On successful completion you will be able to:

- Analyse and evaluate global marketing concepts and theory.
- Identify and critically assess global marketing challenges and opportunities.
- Identify and analyse environmental factors and discuss how they impact global marketing decisions.
- Analyse and explain, as an individual and in groups, the marketing challenges that occur when operating in culturally and linguistically diverse contexts.

Final Examination

Due: **University Examination Period**

Weighting: **40%**

Assessment summary – Final Examination (40%)

Task description

To be advised. You are expected to present yourself for examination at the time and place designated in the University Examination Timetable.

Due date

During the University Examination period

Link to learning outcome

1, 2, 3

Type of collaboration

Individual

Submission

At the end of the examination you must follow the invigilator's instructions.

Format

To be advised.

Length

2 hours plus 10 minutes reading time.

More information will be located on iLearn and discussed in class at the end of session.

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:

- Analyse and evaluate global marketing concepts and theory.
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- Identify and analyse environmental factors and discuss how they impact global marketing decisions.

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.
- Tutorials commence in Week 2.
- The timetable for classes can be found on the University web site at: <https://timetables.mq.edu.au/2019/>

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 have ongoing access to 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.

Learning and Teaching Activities

- Presentation of this Unit involves lectures and tutorials, group written case studies, individual participation in class case study analysis and individual 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 Market Selection and Entry | 8 | Activity 3 |
| 6 | Segmentation, Positioning and Targeting | 9 | 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 <i>Tutorial evaluations</i> |
| 11 | International Distribution | 16 | Activity 9 |
| 12 | The Future of Global Marketing | 18 | Activity 10 |
| 13 | Final Examination Format: Hints and Example(s) | | In-tutorial Consultation Wrap-Up – any questions? |

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 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 [ask.mq.edu.au](#) or if you are a Global MBA student contact globalmba.support@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](#)

If you are a Global MBA student contact globalmba.support@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

- Analyse and evaluate global marketing concepts and theory.
- Identify and critically assess global marketing challenges and opportunities.
- Identify and analyse environmental factors and discuss how they impact global marketing decisions.
- Analyse and explain, as an individual and in groups, the marketing challenges that occur when operating in culturally and linguistically diverse contexts.

Assessment tasks

- Group & Individual 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 outcomes

- Analyse and evaluate global marketing concepts and theory.
- Identify and critically assess global marketing challenges and opportunities.
- Identify and analyse environmental factors and discuss how they impact global marketing decisions.
- Analyse and explain, as an individual and in groups, the marketing challenges that occur when operating in culturally and linguistically diverse contexts.

Assessment tasks

- Group & Individual 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

- Analyse and evaluate global marketing concepts and theory.
- Identify and critically assess global marketing challenges and opportunities.
- Identify and analyse environmental factors and discuss how they impact global marketing decisions.
- Analyse and explain, as an individual and in groups, the marketing challenges that occur when operating in culturally and linguistically diverse contexts.

Assessment tasks

- Group & Individual Activities
- Final Examination

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.

Students must ensure that their 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.