



# MRKT19037 *International Marketing*

## Term 3 - 2017

Profile information current as at 04/05/2024 09:05 am

All details in this unit profile for MRKT19037 have been officially approved by CQUUniversity and represent a learning partnership between the University and you (our student). The information will not be changed unless absolutely necessary and any change will be clearly indicated by an approved correction included in the profile.

### General Information

#### Overview

You will study the application of marketing principles and practices to international markets. You will learn overseas market evaluation processes, theories of international marketing, concepts of market entry modes, and international marketing plan and strategies.

#### Details

Career Level: *Undergraduate*

Unit Level: *Level 3*

Credit Points: 6

Student Contribution Band: 10

Fraction of Full-Time Student Load: 0.125

#### Pre-requisites or Co-requisites

Prerequisite: MRKT11029 or MRKT11028

Important note: Students enrolled in a subsequent unit who failed their pre-requisite unit, should drop the subsequent unit before the census date or within 10 working days of Fail grade notification. Students who do not drop the unit in this timeframe cannot later drop the unit without academic and financial liability. See details in the [Assessment Policy and Procedure \(Higher Education Coursework\)](#).

#### Offerings For Term 3 - 2017

- Brisbane
- Distance
- Melbourne
- Sydney

#### Attendance Requirements

All on-campus students are expected to attend scheduled classes – in some units, these classes are identified as a mandatory (pass/fail) component and attendance is compulsory. International students, on a student visa, must maintain a full time study load and meet both attendance and academic progress requirements in each study period (satisfactory attendance for International students is defined as maintaining at least an 80% attendance record).

#### Website

[This unit has a website, within the Moodle system, which is available two weeks before the start of term. It is important that you visit your Moodle site throughout the term. Please visit Moodle for more information.](#)

## Class and Assessment Overview

### Recommended Student Time Commitment

Each 6-credit Undergraduate unit at CQUniversity requires an overall time commitment of an average of 12.5 hours of study per week, making a total of 150 hours for the unit.

### Class Timetable

#### [Regional Campuses](#)

Bundaberg, Cairns, Emerald, Gladstone, Mackay, Rockhampton, Townsville

#### [Metropolitan Campuses](#)

Adelaide, Brisbane, Melbourne, Perth, Sydney

### Assessment Overview

#### 1. **Online Quiz(zes)**

Weighting: 20%

#### 2. **Group Work**

Weighting: 40%

#### 3. **Written Assessment**

Weighting: 40%

### Assessment Grading

This is a graded unit: your overall grade will be calculated from the marks or grades for each assessment task, based on the relative weightings shown in the table above. You must obtain an overall mark for the unit of at least 50%, or an overall grade of 'pass' in order to pass the unit. If any 'pass/fail' tasks are shown in the table above they must also be completed successfully ('pass' grade). You must also meet any minimum mark requirements specified for a particular assessment task, as detailed in the 'assessment task' section (note that in some instances, the minimum mark for a task may be greater than 50%). Consult the [University's Grades and Results Policy](#) for more details of interim results and final grades.

## CQUniversity Policies

**All University policies are available on the [CQUniversity Policy site](#).**

You may wish to view these policies:

- Grades and Results Policy
- Assessment Policy and Procedure (Higher Education Coursework)
- Review of Grade Procedure
- Student Academic Integrity Policy and Procedure
- Monitoring Academic Progress (MAP) Policy and Procedure – Domestic Students
- Monitoring Academic Progress (MAP) Policy and Procedure – International Students
- Student Refund and Credit Balance Policy and Procedure
- Student Feedback – Compliments and Complaints Policy and Procedure
- Information and Communications Technology Acceptable Use Policy and Procedure

This list is not an exhaustive list of all University policies. The full list of University policies are available on the [CQUniversity Policy site](#).

## Previous Student Feedback

### Feedback, Recommendations and Responses

Every unit is reviewed for enhancement each year. At the most recent review, the following staff and student feedback items were identified and recommendations were made.

#### Feedback from Student feedback.

##### Feedback

The students appreciated the use of group assessment, as well as the creativity and freedom allowed for by the assessments.

##### Recommendation

The teaching staff should keep using and designing effective and engaging assessments for future offerings of this unit.

## Unit Learning Outcomes

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

1. Discuss the key concepts of international marketing and business, and their importance to the world economy and different business types
2. Critically search and acquire relevant information on the world wide web
3. Evaluate overseas markets within the main conceptual frameworks provided by the current literature
4. Evaluate social, cultural, political, legal, financial, distribution, trade restrictions, pricing and economic marketing factors in an international context
5. Critically discuss the new trends in International Marketing from an Australian and global perspective.

Not applicable

## Alignment of Learning Outcomes, Assessment and Graduate Attributes



### Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes				
	1	2	3	4	5
1 - Online Quiz(zes) - 20%	•				
2 - Written Assessment - 40%	•	•	•	•	•
3 - Group Work - 40%	•	•	•	•	•

### Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes				
	1	2	3	4	5
1 - Communication	•	•	•	•	•
2 - Problem Solving	•	•	•	•	•

Graduate Attributes	Learning Outcomes				
	1	2	3	4	5
3 - Critical Thinking	•	•	•	•	•
4 - Information Literacy	•	•	•	•	•
5 - Team Work	•	•	•	•	•
6 - Information Technology Competence	•	•	•	•	•
7 - Cross Cultural Competence	•	•	•	•	•
8 - Ethical practice	•	•	•	•	•
9 - Social Innovation					
10 - Aboriginal and Torres Strait Islander Cultures					

## Alignment of Assessment Tasks to Graduate Attributes

Assessment Tasks	Graduate Attributes									
	1	2	3	4	5	6	7	8	9	10
1 - Online Quiz(zes) - 20%		•	•	•		•		•		
2 - Written Assessment - 40%	•	•	•	•	•	•	•	•		
3 - Group Work - 40%		•	•				•	•		

## Textbooks and Resources

### Textbooks

MRKT19037

#### Prescribed

##### International Marketing

Edition: 4th Asia-Pacific Ed. (2014)

Authors: Kotabe, Marshall, Ang, Griffiths, Voola, Roberts, and Helsen

Wiley

Milton, QLD, Australia

ISBN: 9781118362518

Binding: Paperback

#### Additional Textbook Information

An electronic version of the text is available directly on-line from Wiley: ISBN: 9780730305569;

<http://www.wileydirect.com.au/buy/international-marketing-4th-asia-pacific-edition/>

However, if you prefer a paper copy, they are available at the CQUni Bookshop here: <http://bookshop.cqu.edu.au>

[View textbooks at the CQUniversity Bookshop](#)

### IT Resources

**You will need access to the following IT resources:**

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)

## Referencing Style

All submissions for this unit must use the referencing style: [American Psychological Association 6th Edition \(APA 6th edition\)](#)

For further information, see the Assessment Tasks.

## Teaching Contacts

**James Callan** Unit Coordinator

[j.callan@cqu.edu.au](mailto:j.callan@cqu.edu.au)

## Schedule

### Week 1 - Unit Introduction and Scope - 06 Nov 2017

Module/Topic	Chapter	Events and Submissions/Topic
International marketing and the evolving global marketplace	Chs. 1 & 16 (pp.3-35 & 527-556)	1. Apply set learning objectives 2. Facebook: The essential communication, collaboration and marketing tool 3. The internet and cultural aspects of international marketing

### Week 2 - External Environment I - 13 Nov 2017

Module/Topic	Chapter	Events and Submissions/Topic
Economic and financial environment	Ch. 2 (pp. 37-76)	1. Apply set learning objectives 2. Anime as industry net worth

### Week 3 - External Environment II - 20 Nov 2017

Module/Topic	Chapter	Events and Submissions/Topic
Political and legal environment	Ch. 3 (pp. 77-122)	1. Apply set learning objectives 2. Anime and soft power
<b>Week 4 - External Environment III - 27 Nov 2017</b>		
Module/Topic	Chapter	Events and Submissions/Topic
Cultural environment	Ch 4 (pp. 123-153)	1. Apply set learning objectives 2. Fake and real brands associated with anime
		<b>Online Quiz</b> Due: Week 4 Friday (1 Dec 2017) 9:00 pm AEST
<b>Non-contact - 04 Dec 2017</b>		
Module/Topic	Chapter	Events and Submissions/Topic
<b>Week 5 - Markets - 11 Dec 2017</b>		
Module/Topic	Chapter	Events and Submissions/Topic
Understanding international consumers	Ch. 5 (pp.155-184)	1. Apply set learning objectives 2. The ascendancy of anime online
<b>Week 6 - Marketing Opportunities I - 18 Dec 2017</b>		
Module/Topic	Chapter	Events and Submissions/Topic
Segmentation and positioning	Ch. 7 (pp. 223-255)	1. Apply set learning objectives 2. Anime's position in international markets
<b>Week 7 - Marketing Opportunities II - 01 Jan 2018</b>		
Module/Topic	Chapter	Events and Submissions/Topic
Market selection and entry strategies	Ch. 8 (pp.244-292)	1. Apply set learning objectives 2. Positioning and market fit for eBikes
<b>Week 8 - International Marketing Strategies I - 08 Jan 2018</b>		
Module/Topic	Chapter	Events and Submissions/Topic
Developing new goods and services for international markets	Ch. 9 (pp. 295-318)	1. Apply set learning objectives 2. Innovation, and market segmentation eBike end-user requirements.
		<b>International Marketing Structure (Report)</b> Due: Week 8 Thursday (11 Jan 2018) 5:00 pm AEST
<b>Week 9 - International Marketing Strategies II - 15 Jan 2018</b>		
Module/Topic	Chapter	Events and Submissions/Topic
Marketing goods and services	Ch. 10 (pp. 319-349)	1. Apply set learning objectives 2. Understanding and adapting to customer preferences for eBikes
<b>Week 10 - International Marketing Strategies III - 22 Jan 2018</b>		
Module/Topic	Chapter	Events and Submissions/Topic
International marketing communication (IMC)	Ch. 11 (pp. 351-387)	1. Apply set learning objectives 2. Social Media and data analytics I
<b>Week 11 - International Marketing Strategies IV - 29 Jan 2018</b>		
Module/Topic	Chapter	Events and Submissions/Topic
Export and import management	Ch. 13 (pp. 423-455)	1. Apply set learning objectives 2. Social Media and data analytics II

## Week 12 - International Marketing Strategies V - 05 Feb 2018

Module/Topic	Chapter	Events and Submissions/Topic
International marketing strategy	Ch. 15 (pp. 495-523)	1. Apply set learning objectives 2. Review of unit.  <b>International Marketing Segmentation and Positioning (Report)</b> Due: Week 12 Thursday (8 Feb 2018) 5:00 pm AEST

## Review/Exam Week - 12 Feb 2018

Module/Topic	Chapter	Events and Submissions/Topic
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## Exam Week - 12 Feb 2018

Module/Topic	Chapter	Events and Submissions/Topic
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## Term Specific Information

Attention in the unit is directed at providing practical as well as theoretical experience with international marketing. The initial focus on *anime* (a Japanese socio-cultural phenomenon) provides a highly insightful coverage of products, services and activities globally. The learning materials and activities start with a working definition of *anime* versus other genres of animation. The foundation draws out theoretical distinctions of significance to worldwide market structures and consumer segments. Target consumer self-identity is framed by fantasy-oriented virtual and real-world experience. The follow-on activity focus is on a market segmentation and positioning, however the focus shifts. Success in the unit is dependent upon attention to time-on-task, and working with the teaching team whose chief function is to support your learning and guide you in successfully competing the assessment tasks. Weekly engagement comprises on-line and in-class activity, as well as receiving direction with fulfilling reading and writing tasks.

## Assessment Tasks

### 1 Online Quiz

#### Assessment Type

Online Quiz(zes)

#### Task Description

The quiz comprises:

20 randomised questions from Chs. 1-4 &16 which must be completed in 40 minute sitting.

#### Number of Quizzes

1

#### Frequency of Quizzes

#### Assessment Due Date

Week 4 Friday (1 Dec 2017) 9:00 pm AEST

The quiz is activated 9:00 am Monday, 27/11/2017. Avoid attempting the quiz any time after 8:30 pm on Friday 1/12/2017 (QLD standard time)

#### Return Date to Students

Week 4 Friday (1 Dec 2017)

Grades released upon quiz completion.

#### Weighting

20%

#### Assessment Criteria

1. The quiz is based on lecture content from the text book up to and including week 4. Sample quiz questions are included in lectures (weeks 1-4).
2. Quiz duration is 40 minutes and can be sat at anytime during week 4, but not after 8:30 pm; Friday 1/12/2017 (deadline).
3. In the event of an approved "reset" request (refer Unit Coordinator) the quiz will be deemed as completed

regardless of whether the candidate completes the exercise or not. Note Sole prerogative for a reset rests with the Unit Coordinator.

Responsibility for access, ISP, browsers, connection and the computer you use (irrespective of who owns it) remains with you. Equipment failure is not grounds for special consideration, or extension of time. Use of computers/computer labs on university campuses does not absolve students of their responsibility for having reliable and continued access to the worldwide web. Refer system access problems (e.g., Moodle login or password issues) to the Technology and Services Assistance Centre (Email: [tasac@cqu.edu.au](mailto:tasac@cqu.edu.au) or Phone: +61 7 49309090). The total score for the quiz 20 questions × 1 mark/question = 20 marks.

### Referencing Style

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

### Submission

Online

### Submission Instructions

Initiate and fully complete the quiz in one sitting.

### Learning Outcomes Assessed

- Discuss the key concepts of international marketing and business, and their importance to the world economy and different business types

### Graduate Attributes

- Problem Solving
- Critical Thinking
- Information Literacy
- Information Technology Competence
- Ethical practice

## 2 International Marketing Structure (Report)

### Assessment Type

Group Work

### Task Description

**Objective:** In partnership with at least one other peer, develop and submit an international marketing assessment report concerning *anime* or *manga*.

**Detail:** *Anime* and *manga* comprise aspects of Japanese popular culture that continue to be commercially lucrative and influential globally. *Anime* films and *manga* comic strips share a history of shaping and reshaping consumer behavioural patterns across local, regional, national and global markets. As socio-cultural derivatives which equate with being young, cool or *kawaii* (meaning cute and sweet), *anime* and *manga* continue to proliferate. Advances in technology have also facilitated end-user access and engagement on-line, effectively widening the scope for a critique and assessment concerning market entry, consolidation, and extension from one country to the next.

**Skills:** Guided reading, informed discussion, and report writing

**Focus:** A lack of personal experience with *anime* or *manga* is not a limitation in fulfilling the assessment requirements, as the primary focus extends to understanding the application of international marketing theory to establish why such forms of cultural expression remain popular in Japan and abroad. Examining the role of international marketing principles in fostering the uptake (*i.e.*, export and import) of *anime* or *manga* is critical, notwithstanding the premise that different levels of consumer preference and response govern individual purchasing intent and behaviour. *Anime* and *manga* form a complex range of product categories, services, as well as real and virtual experiences where quality and authenticity align with an expressive or artistic forms that conveys a range of benefits as well as sets of cultural or societal values.

**Approach:** Weekly workshop involvement in-class or on-line is strongly advised. It is vital that direction and guidance with the topic and subject matter is not disregarded. Apart from the assigned readings, instruction and discussion to elaborate the topic, particular issues or problems are highlighted for examination and treatment. A key challenge involves identifying whether devotees of anime or manga from around the world share the same level of interest or commitment as their Japanese counterparts. An important aspect of the argument concerns whether similarities or differences are significant enough to warrant a change in international marketing strategy — a cost-intensive exercise.

**Required:** In collaboration, develop a concise business report (2000 words maximum excluding Executive Summary and References). The report must address a relevant issue or problem of importance to international marketing. Use the assessment criteria as you co-write and proof the report for submission. Direction and guidance with layout, details of references or sources and related details form part of (formative) in-class and on-line activity. Each partnership is encouraged to make full use of the prescribed textbook and set readings. Start early, keep in regular contact and plan a study schedule that avoids time and availability constraints; so that each partner may exercise some discretion



associated with end-of-year holidays and New Year celebrations.

**Assessment Due Date**

Week 8 Thursday (11 Jan 2018) 5:00 pm AEST  
Queensland Standard Time

**Return Date to Students**

Week 10 Thursday (25 Jan 2018)  
Consult gradebook and Feedback Studio in Moodle for grades and comments.

**Weighting**

40%

**Assessment Criteria**

Refer for further details in the Moodle Assessment block

1. Problem or issue with international marketing structure [2]
2. Dimension 1 - Customer development [8 marks]
3. Dimension 2 - Market development [8 marks]
4. Dimension 3 - Product development [8 marks]
5. Mechanics and references [6 marks]
6. Self and Peer Assessment (SPA) [8 marks]

**Referencing Style**

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

**Submission**

Online Group

**Submission Instructions**

Use the (.doc; .docx to .pdf) converter to ensure the submission is in Adobe Portable Document Format.

**Learning Outcomes Assessed**

- Discuss the key concepts of international marketing and business, and their importance to the world economy and different business types
- Critically search and acquire relevant information on the world wide web
- Evaluate overseas markets within the main conceptual frameworks provided by the current literature
- Evaluate social, cultural, political, legal, financial, distribution, trade restrictions, pricing and economic marketing factors in an international context
- Critically discuss the new trends in International Marketing from an Australian and global perspective.

**Graduate Attributes**

- Problem Solving
- Critical Thinking
- Cross Cultural Competence
- Ethical practice

### 3 International Marketing Segmentation and Positioning (Report)

**Assessment Type**

Written Assessment

**Task Description**

**Objective:** Develop a segmentation and positioning response based on the use of the marketing fit design process for two brands of eBikes.

**Detail:** Refer to theoretical content in Ch. 7 (pp. 223-253), Ch.8 (pp. 257-289) and Case Study 8 "The Sleeping Giant" (pp.594-598)

**Skills:** Desktop research, design process, informed discussion, and report writing

**Focus:** Electric bikes are not, surprisingly, a recent innovation. In actuality, since the inception of the first velocipedes, the concept of powered bicycles has endured despite market inertia in Australia and elsewhere in the world. Develop a concise report which examines the relatively recent change in national or Australian domestic shifts in consumer sentiment and undertake a market fit assessment for two brands (of comparable type/model) of eBikes.

**Approach:** Assessment 3 provides an opportunity to gain first hand appreciation of the rationale, risks, and technical requirements involved in undertaking market segmentation and positioning procedures, as well as market selection and entry considerations. Ensure the report contrasts eBikes from two manufacturers one Australian and the other a well-known overseas counterpart (import).

**Required:** Include detail and insight gained from secondary sources (desktop research) to ensure sufficient contrast between the brand categories of eBikes chosen for contrast and comparison. Be highly selective in what needs to be included in the report (1500 words maximum excluding Executive Summary and References), as the emphasis is on effective market segmentation and product positioning techniques (not product description or a product brief about features). Refer to the in-class or online workshop on designing for market fit, and the supporting learning materials. Use the prescribed text and assigned readings, as well as your selection of reputable sources.

### **Assessment Due Date**

Week 12 Thursday (8 Feb 2018) 5:00 pm AEST  
Queensland Standard Time

### **Return Date to Students**

The feedback and results for the last assessment, as per university policy, are to be released upon Certification of Grades and not before.

### **Weighting**

40%

### **Assessment Criteria**

- Rationale, theoretical assessment of problem [8 marks]
- Technical assessment of positioning and market fit requirements [12 Marks]
- Effective use of characteristic segmentation requirements [12 marks]
- Report standards, layout and mechanics [8 marks]

Total - 40 marks

### **Referencing Style**

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

### **Submission**

Online

### **Submission Instructions**

Use the (.doc; .docx to .pdf) converter to ensure the submission is in Adobe Portable Document Format.

### **Learning Outcomes Assessed**

- Discuss the key concepts of international marketing and business, and their importance to the world economy and different business types
- Critically search and acquire relevant information on the world wide web
- Evaluate overseas markets within the main conceptual frameworks provided by the current literature
- Evaluate social, cultural, political, legal, financial, distribution, trade restrictions, pricing and economic marketing factors in an international context
- Critically discuss the new trends in International Marketing from an Australian and global perspective.

### **Graduate Attributes**

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Team Work
- Information Technology Competence
- Cross Cultural Competence
- Ethical practice

## Academic Integrity Statement

As a CQUniversity student you are expected to act honestly in all aspects of your academic work.

Any assessable work undertaken or submitted for review or assessment must be your own work. Assessable work is any type of work you do to meet the assessment requirements in the unit, including draft work submitted for review and feedback and final work to be assessed.

When you use the ideas, words or data of others in your assessment, you must thoroughly and clearly acknowledge the source of this information by using the correct referencing style for your unit. Using others' work without proper acknowledgement may be considered a form of intellectual dishonesty.

Participating honestly, respectfully, responsibly, and fairly in your university study ensures the CQUniversity qualification you earn will be valued as a true indication of your individual academic achievement and will continue to receive the respect and recognition it deserves.

As a student, you are responsible for reading and following CQUniversity's policies, including the [Student Academic Integrity Policy and Procedure](#). This policy sets out CQUniversity's expectations of you to act with integrity, examples of academic integrity breaches to avoid, the processes used to address alleged breaches of academic integrity, and potential penalties.

### What is a breach of academic integrity?

A breach of academic integrity includes but is not limited to plagiarism, self-plagiarism, collusion, cheating, contract cheating, and academic misconduct. The Student Academic Integrity Policy and Procedure defines what these terms mean and gives examples.

### Why is academic integrity important?

A breach of academic integrity may result in one or more penalties, including suspension or even expulsion from the University. It can also have negative implications for student visas and future enrolment at CQUniversity or elsewhere. Students who engage in contract cheating also risk being blackmailed by contract cheating services.

### Where can I get assistance?

For academic advice and guidance, the [Academic Learning Centre \(ALC\)](#) can support you in becoming confident in completing assessments with integrity and of high standard.

### What can you do to act with integrity?



#### Be Honest

If your assessment task is done by someone else, it would be dishonest of you to claim it as your own



#### Seek Help

If you are not sure about how to cite or reference in essays, reports etc, then seek help from your lecturer, the library or the Academic Learning Centre (ALC)



#### Produce Original Work

Originality comes from your ability to read widely, think critically, and apply your gained knowledge to address a question or problem