



# MRKT19037 *International Marketing*

## Term 2 - 2018

Profile information current as at 18/08/2022 02:40 am

All details in this unit profile for MRKT19037 have been officially approved by CQU University 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

Businesses and organisations cannot thrive in the global marketplace without the knowledge and expertise of international marketing. This unit explores the processes of designing and implementing systematic marketing programs across national boundaries. You will develop critical understandings on how marketing principles can be effectively applied to varying international markets and adapted under changing marketing environments. Furthermore, this unit also provides important insights on market evaluation, market entry, strategy formulation, and emerging trends in international marketing.

#### 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, and completion of 72 credit points.

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 2 - 2018

- Brisbane
- Distance
- Melbourne
- Perth
- Rockhampton
- 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. **Written Assessment**

Weighting: 40%

#### 3. **Group Work**

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 their importance to businesses and the world economy
2. Analyse environmental factors in an international marketing context
3. Evaluate international marketing opportunities within the conceptual frameworks provided by the current literature
4. Formulate effective marketing strategies for operations in international markets
5. Identify the new trends in international marketing from an Australian and global perspective.

## 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 - Group Work - 40%		•	•	•	•
2 - Online Quiz(zes) - 20%		•	•	•	
3 - Written Assessment - 40%	•	•	•		

### Alignment of Graduate Attributes to Learning Outcomes

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

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

## Textbooks and Resources

### Textbooks

MRKT19037

#### Prescribed

#### International Marketing ( Binder Ready Version )

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

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

Wiley

Milton , QLD , Australia

ISBN: 9780730305477

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, paper copies are still available from the CQUni Bookshop [here](#)

[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

**En Li** Unit Coordinator

[e.li@cqu.edu.au](mailto:e.li@cqu.edu.au)

## Schedule

### Week 1 - 09 Jul 2018

Module/Topic	Chapter	Events and Submissions/Topic
Introduction to international marketing + the evolving global marketplace	1 + 16	

### Week 2 - 16 Jul 2018

Module/Topic	Chapter	Events and Submissions/Topic
Economic and financial environment	2	

### Week 3 - 23 Jul 2018

Module/Topic	Chapter	Events and Submissions/Topic
Political and legal environment	3	

### Week 4 - 30 Jul 2018

Module/Topic	Chapter	Events and Submissions/Topic
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Cultural environment 4

#### **Week 5 - 06 Aug 2018**

Module/Topic	Chapter	Events and Submissions/Topic
International marketing research	6	

#### **Vacation week - 13 Aug 2018**

Module/Topic	Chapter	Events and Submissions/Topic
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#### **Week 6 - 20 Aug 2018**

Module/Topic	Chapter	Events and Submissions/Topic
Market selection and entry strategies	8	<b>Online Quiz</b> Due: Week 6 Friday (24 Aug 2018) 5:00 pm AEST

#### **Week 7 - 27 Aug 2018**

Module/Topic	Chapter	Events and Submissions/Topic
Developing new goods and services for international markets	9	<b>Individual Written Assessment</b> Due: Week 7 Friday (31 Aug 2018) 5:00 pm AEST

#### **Week 8 - 03 Sep 2018**

Module/Topic	Chapter	Events and Submissions/Topic
International marketing communication	11	

#### **Week 9 - 10 Sep 2018**

Module/Topic	Chapter	Events and Submissions/Topic
Logistics: sourcing and distribution	12	

#### **Week 10 - 17 Sep 2018**

Module/Topic	Chapter	Events and Submissions/Topic
International pricing	14	

#### **Week 11 - 24 Sep 2018**

Module/Topic	Chapter	Events and Submissions/Topic
Export and import management	13	

#### **Week 12 - 01 Oct 2018**

Module/Topic	Chapter	Events and Submissions/Topic
International marketing strategy	15	

#### **Review/exam week - 08 Oct 2018**

Module/Topic	Chapter	Events and Submissions/Topic
		<b>International Marketing Teamwork</b> Due: Review/Exam Week Wednesday (10 Oct 2018) 5:00 pm AEST

#### **Exam week - 15 Oct 2018**

Module/Topic	Chapter	Events and Submissions/Topic
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## Assessment Tasks

### 1 Online Quiz

#### **Assessment Type**

Online Quiz(zes)

## Task Description

Please see below for key features of this online quiz:

- 20 questions.
- Study resources: week 1 -- week 5 (see study schedule, textbook, and lecture slides).
- Time limit: 30 minutes.
- This quiz will be open at 09:00 AM AEST Monday Week 5, and be due at 05:00 PM AEST Friday Week 6.

## Important Advice:

- You need to study the textbook and lecture slides carefully. There will be no sample quiz. However, you may find some exemplary quiz questions in several lecture slides.
- This quiz has a time limit of 30 minutes and can only be taken once. Please do not open the quiz until you are ready to complete the entire quiz.
- Responsibility for access, ISP, browsers, connection and the computer you use (irrespective of who owns it) remains with the student. Failure of equipment is not grounds for special consideration, extension of quiz or special arrangements. 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 at [tasac@cqu.edu.au](mailto:tasac@cqu.edu.au) as early as possible.
- "My computer has frozen up during the online quiz - what do I do?" The first thing to do is "don't panic"! Contact the Unit Coordinator immediately for assistance identifying the nature of the problem, your full name, student number and campus. Any omissions of this required information may delay a response.
- If a student requests a reset of the online quiz and the Unit Coordinator agrees to that request, but subsequently the student does not complete the quiz within the deadline, it will be deemed that the quiz has not been completed and a score of zero will apply. Note that the determination of whether the online quiz result was affected by technical difficulties will be solely the prerogative of the Unit Coordinator. Simply doing poorly in the quiz and then asking for a reset will not be considered.

## Number of Quizzes

1

## Frequency of Quizzes

Other

## Assessment Due Date

Week 6 Friday (24 Aug 2018) 5:00 pm AEST

## Return Date to Students

On completion of the online quiz.

## Weighting

20%

## Assessment Criteria

- You will be given 30 minutes ONLY for the quiz. Your quiz score may not be considered if you exceed the time limit.
- The total score for this assessment task is 20 marks (20 questions × 1 mark per question = 20 marks).

## Referencing Style

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

## Submission

Online

## Learning Outcomes Assessed

- Analyse environmental factors in an international marketing context
- Evaluate international marketing opportunities within the conceptual frameworks provided by the current literature
- Formulate effective marketing strategies for operations in international markets

## Graduate Attributes

- Problem Solving
- Critical Thinking

- Information Literacy
- Cross Cultural Competence
- Ethical practice

## 2 Individual Written Assessment

### Assessment Type

Written Assessment

### Task Description

Please answer the following questions:

- Question 1: What potential tourist attractions in Australia are most likely to appeal to middle class consumers from Italy?
- Question 2: Discuss how cultural dimensions affect consumption of education products in Argentina as compared to Singapore.

### Important Advice:

- This is an individual written assessment. Please ensure that this assignment is your own work and both answers are based on your own words.
- Answer to each of the above questions must not exceed 550 words; the total number of words to answer both questions must not exceed 1100 words (excluding the reference list).
- Your argument and analysis in this assignment requires theoretical support from a minimum of 5 journal article references.

### Assessment Due Date

Week 7 Friday (31 Aug 2018) 5:00 pm AEST

### Return Date to Students

Week 10 Friday (21 Sept 2018)

### Weighting

40%

### Assessment Criteria

- Presentation, writing style, and referencing - 5 marks
- Argument and analysis in answering Question 1 - 15 marks
- Argument and analysis in answering Question 2 - 15 marks
- Theoretical support (from at least 5 journal articles) - 5 marks
- Total - 40 marks

### Referencing Style

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

### Submission

Online

### Learning Outcomes Assessed

- Discuss the key concepts of international marketing, and their importance to businesses and the world economy
- Analyse environmental factors in an international marketing context
- Evaluate international marketing opportunities within the conceptual frameworks provided by the current literature

### Graduate Attributes

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

## 3 International Marketing Teamwork

### Assessment Type

Group Work



## Task Description

What would you do to build a team?

- This is a team-based assessment task, where you have to allocate yourself to one of the teams through the unit Moodle site. It is highly recommended that you join a team whose members you can communicate with on a regular basis.
- There should be no more than four members in a team; preferably from at least two different cultures.
- Exchange your communication IDs (Skype/E-mail/Facebook) and/or phone numbers etc., and start your teamwork.

What are the tasks?

*Your team is currently considering entering the international podcasting industry and the head office is located in Australia. Your team needs to have the following tasks completed and reflected on a website in order to market your idea/product/service internationally via the Internet.*

- *Develop an idea/product/service that is compatible to the international podcasting industry, and marketable globally via the Internet,*
- *Which country do you think would fit best with the idea/product/service and why? Demonstrate that the idea/product/service has a market potential for the country you have chosen, and finally,*
- *Develop effective strategies for marketing to your chosen country, especially, in regard to marketing mix strategies, such as, product, place, price and promotion strategies.*

*While completing these tasks, your team needs to seek theoretical support from a minimum of 10 journal article references.*

After developing the website, the team will complete the marking criteria and self-assessment sheet, copy and paste the website link in the specified space provided in the sheet, and upload the sheet to the unit Moodle site.

How can I get a freely hosted website?

There are a number of free online sources, such as [www.webs.com](http://www.webs.com) and [www.wix.com](http://www.wix.com).

How would I be assessed and marked?

The team members will assess their own work based on the assessment criteria as specified below, and complete and upload the marking criteria and self-assessment sheet. Furthermore, the unit teaching staff will evaluate their work and compare it with other teams. The final score will be allocated by the unit teaching staff.

Note:

It is expected that all team members will contribute equally to this 'fun piece' of assessment. Team members are required to specify their contributions in the marking criteria and self-assessment sheet.

## Assessment Due Date

Review/Exam Week Wednesday (10 Oct 2018) 5:00 pm AEST

## Return Date to Students

As this unit has no exam, the formal results for this last piece of assessment can only be released to students on the Certification of Grades date (02-Nov-2018).

## Weighting

40%

## Assessment Criteria

The following self-assessment criteria, based on the graduate attributes and the learning outcomes, will be used. Please download the marking criteria and self-assessment sheet from the unit Moodle site.

The five-point scale [*Awful (F)*, *Ample (P)*, *Adequate (C)*, *Admirable (D)*, and *Awesome (HD)*] will be used for each of the following statements:

- The team gained knowledge in terms of examination of international marketing environment, assessment of overseas markets, and formulation of relevant strategies;
- The team members communicated on a regular basis and developed their understanding relevant to this assessment;
- The team members demonstrated leadership skills and abilities during team discussions and collaborations;
- The team members searched for, gathered, and interpreted required information to complete this assessment;
- The team members were ethical and professional in terms of delivering this assessment; and
- Overall, the team demonstrated their cognitive, technical, creative, and self-management skills and abilities.

## Referencing Style

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

**Submission**

Online Group

**Learning Outcomes Assessed**

- Analyse environmental factors in an international marketing context
- Evaluate international marketing opportunities within the conceptual frameworks provided by the current literature
- Formulate effective marketing strategies for operations in international markets
- Identify 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