MRKT19037 *International Marketing*
Term 3 - 2018

Profile information current as at 27/04/2024 03:57 am

All details in this unit profile for MRKT19037 have been officially approved by CQUniversity 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 3 - 2018

- 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

Students appreciated the use of various video examples in the delivery of unit contents.

Recommendation

The teaching staff in the future offerings of this unit should be encouraged to keep providing students with relevant video examples or cases that facilitate their learning and enhance their understanding.

Feedback from Staff self-reflection.

Feedback

Even though this unit had an excellent success rate among its students, the teaching staff would have liked to see higher percentage of its students be able to achieve the best possible grades.

Recommendation

The teaching staff should be encouraged to motivate future students of this unit to strive for the best possible results.

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

— N/A Level | • Introductory Level | • Intermediate Level | • Graduate Level | ◦ Professional Level | ◦ Advanced Level

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	•			•	
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, if you prefer a paper copy, they are available at the CQUni Bookshop here: http://bookshop.cqu.edu.au (search on the Unit code)

View textbooks at the CQUniversity Bookshop

IT Resources

You will need access to the following IT resources:

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)
- Microsoft Office 2010 or 2013 (Word, Excel and PowerPoint)

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

Parves Sultan Unit Coordinator
p.sultan@cqu.edu.au

Schedule

Week 1 - 05 Nov 2018

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

Week 2 - 12 Nov 2018

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

Week 3 - 19 Nov 2018

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

Week 4 - 26 Nov 2018

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

Vacation week - 03 Dec 2018

Module/Topic	Chapter	Events and Submissions/Topic
Vacation week	Vacation week	Vacation week

Week 5 - 10 Dec 2018

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

Week 6 - 17 Dec 2018

Module/Topic	Chapter	Events and Submissions/Topic
Market selection and entry strategies	8	**Online Quiz** Due: Week 6 Friday (21 Dec 2018) 5:00 pm AEST **Presentation** Due: Week 6 Friday (21 Dec 2018) 11:55 pm AEST

Week 7 - 31 Dec 2018

Module/Topic	Chapter	Events and Submissions/Topic
Developing new goods and services for international markets	9	

Week 8 - 07 Jan 2019

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

Week 9 - 14 Jan 2019

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

Week 10 - 21 Jan 2019

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

Week 11 - 28 Jan 2019

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

Week 12 - 04 Feb 2019

Module/Topic	Chapter	Events and Submissions/Topic
International marketing strategy	15	**Individual Written Assessment Task** Due: Week 12 Friday (8 Feb 2019) 11:55 pm AEST

Exam week - 11 Feb 2019

Module/Topic	Chapter	Events and Submissions/Topic

Term Specific Information

Contact information for Dr Parves Sultan:

I encourage all students to contact me, either by email or telephone, with any personal questions or queries relating to the unit.

Email: p.sultan@cqu.edu.au

Telephone: +61 (03) 9616 0630

I'm based on the Melbourne Campus and be found in the Business and Law staff room on level 4, room 08, 120 Spencer Street.

Assessment Tasks

1 Online Quiz

Assessment Type

Online Quiz(zes)

Task Description

Please see below for key features of this online quiz*:*

- 20 questions/items.
- Study resources: week 1 -- week 5 (see study schedule, textbook, and lecture slides).
- Time limit: 30 minutes.
- This quiz will open at 09:00 AM AEST on Monday Week 5, and be due at 05:00 PM AEST on 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, an 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 world wide web.
- Refer system access problems (e.g. Moodle login or password issues) to the Technology and Services Assistance Centre at tasac@cqu.edu.au as soon as possible (ASAP).
- "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

Assessment Due Date

Week 6 Friday (21 Dec 2018) 5:00 pm AEST

Return Date to Students

On completion of the online quiz, the marks will be displayed by the system.

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).
- On completion of the online quiz, the marks will be displayed by the system.

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 Presentation

Assessment Type
Group Work

Task Description

Task description

Your team is currently considering to enter in the online marketing industry via the e-commerce systems and through the Amazon Australia platform. The head office is in Australia. Your tasks are to:

1. Develop a new idea/product/service that is compatible with the Amazon Australia and marketable globally via the Internet,
2. Develop a market profile of a country that you think would be the best fit for the new idea/product/service in terms of generating revenues. Justify your answer.
3. Identify the two most important challenges each for the demographic, economic, financial, social, political and technological factors associated with the new idea/product/service and marketing it through the Amazon Australia platform.
4. Formulate effective strategies to address the challenges identified in point 3.

Notes for the assessment task

- This is a group assessment task. There will be no more than three members in a group.
- For distance, online or flex students: Please use the discussion forum located in the unit Moodle site to make your team or contact the unit coordinator to find a team member (Email: p.sultan@cqu.edu.au). This needs to be finalised by week 4. The team needs to have a voiceover in the PowerPoint slides. For hints on how to convert a PowerPoint slide to a presentation with voiceover, please view the link. Adding a voiceover to PowerPoint presentations in 5 easy steps: http://www.emergingedtech.com/2012/12/add-voice-over-to-powerpoint-presentations-in-5-easy-steps/. You can also watch some other YouTube videos.
- For face-to-face/metro-campus students: You need to make your own team or contact your local campus lecturer/tutor to find a team member. This needs to be finalised by week 4. All in-class presentations should be completed between 5 and week 6. Your local campus lecturer/tutor will schedule your presentation task in a timely manner.
- Prepare your PowerPoint presentation in 10 slides (maximum). You will have 10 minutes (maximum) to present your task.
- Both face-to-face and online/distance students need to upload the task via the assessment submission link available in the unit Moodle site between week 5 and week 6. All members of a team will upload the same assessment task. However, a substantial content matching in teams' slides will

be forwarded to an appropriate office/authority for necessary actions.
- You will receive some brief feedback from your campus lecturer/tutor/coordinator.
- Please ensure that your presentation includes relevant concepts, theories, tools, and models discussed in the unit.
- Please familiarise yourself with the University's assessment policy and procedure, grading policy, assessment extension policy, late submission penalty, plagiarism policies and the like.

Assessment Due Date
Week 6 Friday (21 Dec 2018) 11:55 pm AEST

Return Date to Students
Week 8 Friday (11 Jan 2019)

Weighting
40%

Assessment Criteria

- Title Slide (2 marks): Includes students' names, ID numbers, unit code and name, campus, term and year, a title of the assessment task, and names of the unit coordinator, lecturer and tutor, and table of contents.
- Background (8 marks): Includes an aim of this assessment task, a brief background of the new idea/product/service that is compatible with the Amazon Australia and marketable globally via the Internet.
- Market profile (8 marks): Includes a market profile of a country for the new idea/product/service, and justify why it is the best option in terms of generating revenues.
- Market challenges (8 marks): Includes the two most important challenges each for the demographic, economic, financial, social, political and technological factors associated with the new idea/product/service marketing through the Amazon Australia platform.
- Strategies to mitigate market challenges (8 marks): Includes formulation of effective strategies to address the environmental challenges identified above.
- Conclusion, presentation style, teamwork, design, citations and references (6 marks): Includes a summary of the presentation including its objectives, professionalism, quality of teamwork, and the inclusion of relevant theories, data, figure, framework with citations and references of 10 (minimum) scholarly sources, including academic journals, textbooks, authentic Web sources etc.

Referencing Style

- American Psychological Association 6th Edition (APA 6th edition)

Submission
Online Group

Submission Instructions
.pptx file

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

3 Individual Written Assessment Task

Assessment Type
Written Assessment

Task Description
The assessment task:
As a marketing manager to the international division of an Australian higher education institute, your task for 2019 are to:

1. Identify a highly potential market to recruit 1000 international undergraduate and postgraduate students for your institution;
2. Explain the reasons as to why it is an attractive market for your institution with relevant theories and literature, and demographic, economic and socio-cultural and political data and figures;
3. Identify the pros and cons of the most useful market entry modes for your institution, and decide on the one entry mode strategy for your institution that would be the best fit to recruit international students from that market;
4. Design a framework of the recruitment networks and channels, including relevant people/position/role and the key tasks to be performed;
5. Design the promotional mix strategies both for the international student market and the channel members with an objective to recruit 1000 international undergraduate and postgraduate students for your institution for 2019.

Notes for your assessment task

- This is an individual written assessment task. Please ensure that this task is your own work.
- The word limit of this individual report is 2000 words (maximum) between the introduction and conclusion sections.
- The assessment must be uploaded as a .doc or .docx file (word file).
- The assessment task must be uploaded through an appropriate Moodle link by the end of week 12.
- It is expected that the report will be based on the concepts, theories, tools introduced in this unit and the use of your own research findings. You are encouraged to include recent journal articles and relevant theories and research findings, where appropriate. Use of data and information from the Australian Bureau of Statistics, Austrade, relevant and authentic Web sites, textbooks etc. will enrich your report.
- The “Turnitin” plagiarism check must be within 20%. Any assessment with a ‘Turnitin’ score of more than 20% will be checked by the marker for plagiarism although it may not necessarily mean that you have plagiarised. If we find a substantial matching rate in the ‘Turnitin’ report, your task will be forwarded to an appropriate office/authority for necessary actions.
- You are strongly suggested to attend the lecture, tutorial, and discussion sessions. Please also follow the study resources available on the Moodle site and/or on the Web.
- Please cite and reference relevant data and information, where applicable. Your examiners expect authentic citations/references by using the APA referencing and citation styles.
- Please familiarise yourself with the University’s assessment policy and procedure, grading policy, assessment extension policy, late submission penalty, plagiarism policies and the like.
- If you have any difficulty, please discuss this with your lecturer/tutor and unit coordinator.

Assessment Due Date
Week 12 Friday (8 Feb 2019) 11:55 pm AEST

Return Date to Students

Weighting
40%

Assessment Criteria

- *Cover page and executive summary (3 marks):* Includes student’s names, ID number, unit code and name, campus, term and year, a title of the assessment task, and names of the unit coordinator, lecturer and tutor, executive summary and table of contents;
- *Identification of an international market, and a justification as to why the market is attractive with relevant theories and literature, and demographic, economic and socio-cultural and political data and figures (8 marks);*
- *Market entry mode choices and selection of an entry mode (8 marks);*
- *A framework of recruitment networks and channels (8 marks);*
- *Promotional mix strategies for the channel members and the international market (8 marks)*
- *Conclusion, style, format, citations and references (5 marks):* Includes aims and a summary of the report, key

findings and strategies, and a list of at least 10 citations and references of academic journals, textbooks, and authentic Web sources.

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

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