



# MRKT19037 *International Marketing*

## Term 3 - 2019

Profile information current as at 19/08/2022 06:48 pm

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 3 - 2019

- Brisbane
- Melbourne
- Online
- 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. **Group Work**

Weighting: 40%

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

Weighting: 20%

#### 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 Have Your Say survey

##### Feedback

One of the feedback items stated that quiz test's wrong answers feedback is to be given.

##### Recommendation

After the deadline of the quiz test, the Unit Coordinator should organise a Zoom session with the students to discuss why a particular answer is right or wrong in the quiz test.

#### Feedback from Have Your Say survey and UC's reflection

##### Feedback

Update the unit offer plan, assessment design, mark allocation and succession of assessment items.

##### Recommendation

It is suggested that a unit change proposal needs to be initiated.

## 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
<b>1 - Group Work - 40%</b>		•	•	•	•
<b>2 - Online Quiz(zes) - 20%</b>		•	•	•	
<b>3 - Written Assessment - 40%</b>	•	•	•		

### 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 An Asia-Pacific Perspective**

Edition: 7th (2017)

Authors: Richard Fletcher Heather Crawford

Pearson Australia

Melbourne , Victoria , Australia

ISBN: 9781488611162

Binding: Paperback

#### Additional Textbook Information

Paper copies are available from the CQUni Bookshop here: <http://bookshop.cqu.edu.au> (search on the Unit code). An eBook is available from the publisher - cost \$60.

### 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

**Joanne Harris** Unit Coordinator

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

## Schedule

### Week 1 - 11 Nov 2019

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

### Week 2 - 18 Nov 2019

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

### Week 3 - 25 Nov 2019

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

### Week 4 - 02 Dec 2019

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

**Presentation** Due: Week 4 Friday (6 Dec 2019) 5:00 pm AEST

#### Vacation week - 09 Dec 2019

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

#### Week 5 - 16 Dec 2019

Module/Topic	Chapter	Events and Submissions/Topic
International marketing research	6	<b>Online Quiz</b> Due: Week 5 Monday (16 Dec 2019) 9:00 am AEST

#### Week 6 - 23 Dec 2019

Module/Topic	Chapter	Events and Submissions/Topic
Market selection and entry strategies	8	

#### Week 7 - 06 Jan 2020

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

#### Week 8 - 13 Jan 2020

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

#### Week 9 - 20 Jan 2020

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

#### Week 10 - 27 Jan 2020

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

#### Week 11 - 03 Feb 2020

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

#### Week 12 - 10 Feb 2020

Module/Topic	Chapter	Events and Submissions/Topic
International marketing strategy	15	<b>Individual Written Assessment Task</b> Due: Week 12 Friday (14 Feb 2020) 11:55 pm AEST

## Assessment Tasks

### 1 Presentation

#### Assessment Type

Group Work

#### Task Description

Your company is currently considering to enter Australia. Your tasks are to:

1. Develop a market profile for a market segment in Australia and find a product for this segment,
2. Justify why your chosen product would be a good fit for the identified market segment,
3. Identify and justify the five most important environmental challenges to market this product to this segment in Australia,
4. Propose how your company would address these five environmental challenges in order to market the product to

the Australian segment.

### Notes for the assessment task

- This is a group assessment task. There will be no more than two members in a group. Group members are expected to contribute equally to the task and each member of a team will be evaluated separately based on their contributions to the task. If any student feels discomfort to work in a team and/or not able to contribute as a team member due to other commitments, he or she must immediately contact the unit coordinator for an alternative option.
- *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. This needs to be finalised by week 3. 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. *The PowerPoint slides with voiceover must be uploaded by week 4.*
- *For face-to-face/metro-campus students:* You need to make up your team only with your classmates, and for this purpose, contact your local campus lecturer/tutor to find a team member. This needs to be finalised by week 3. *All in-class presentations should be completed by week 4.* 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 PowerPoint slides and voiceover, and their individual contribution document via the assessment submission link available in the unit Moodle site by week 4.* All members of a team will upload the same assessment task.
- You will receive 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 4 Friday (6 Dec 2019) 5:00 pm AEST

Please upload the .pptx file for the presentation and voiceover, and the completed contribution form.

### Return Date to Students

Week 5 Friday (20 Dec 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 the aim of this assessment task, a brief background of the product, company, market etc.
- Market profile (8 marks): Includes an overall market and segment profile, and justify why it is the best option for the company.
- Market challenges (8 marks): Includes the five most important challenges with justifications and include relevant data and research findings with citations and critical reflections.
- Strategies to mitigate market challenges (8 marks): Includes formulation of effective strategies to address the identified challenges.
- 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, .docx 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

## 2 Online Quiz

### Assessment Type

Online Quiz(zes)

### Task Description

**Underneath please see below for key features of this online quiz:**

- This is an individual assessment task.
- 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](mailto: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

Other

## Assessment Due Date

Week 5 Monday (16 Dec 2019) 9:00 am AEST

This quiz opens at 09:00 AM AEST on Monday Week 5, and closes at 05:00 PM AEST on Friday Week 6.

## Return Date to Students

Week 6 Friday (27 Dec 2019)

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.
- There will be no extension, second chance or anything similar that requires the coordinator to reopen the test for the candidate.

## 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

## 3 Individual Written Assessment Task

### Assessment Type

Written Assessment

### Task Description

As the international marketing director of a company, you have been assigned to develop a "market entry plan" for a product that is aiming to enter for a particular Australian market segment in 2020. Your tasks are:

1. Briefly explain the profile of Australian market segment and the product for this segment,
2. Identify the pros and cons of the most useful market entry modes that you have studied in this unit, and decide and explain the best entry mode strategy for your company, and
3. Design three frameworks outlining the pricing, distribution and promotional strategies.

### 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 the unit coordinator.

### **Assessment Due Date**

Week 12 Friday (14 Feb 2020) 11:55 pm AEST

Any assessment extension request must be placed through the assessment extension system (AES) located in the unit Moodle site and before the deadline.

### **Return Date to Students**

Exam Week Friday (21 Feb 2020)

This is a summative assessment task, and the feedback will be available after the announcement of the final grades.

### **Weighting**

40%

### **Assessment Criteria**

- The 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 justification as to why the market is attractive with relevant theories and literature (6 marks);
- Market entry mode choices and selection of an entry mode (10 marks);
- Frameworks pricing, distribution and promotional strategies (16 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

### **Submission Instructions**

.docx file

### **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