



# MRKT19037 *International Marketing*

## Term 2 - 2020

Profile information current as at 20/06/2021 11:08 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 Marketing Fundamentals or MRKT11028 Digital Marketing plus 24 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 - 2020

- Brisbane
- Melbourne
- Online
- 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. **Presentation**

Weighting: 20%

#### 2. **Written Assessment**

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 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 - Presentation - 20%</b>		•			
<b>2 - Written Assessment - 40%</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					

### Alignment of Assessment Tasks to Graduate Attributes

Assessment Tasks	Graduate Attributes								
	1	2	3	4	5	6	7	8	9
1 - Presentation - 20%	•	•	•	•					
2 - Written Assessment - 40%	•	•	•	•					
3 - Written Assessment - 40%	•	•	•	•					

## Textbooks and Resources

### Textbooks

MRKT19037

#### Prescribed

##### **International Marketing An Asia-Pacific Perspective 7th (2017)**

Authors: Richard Fletcher Heather Crawford

Pearson Australia

Melbourne , Victoria , Australia

ISBN 9781488611162

Binding: Paperback

#### Additional Textbook Information

If you prefer to study with a paper copy, they are available at the CQUni Bookshop here: <http://bookshop.cqu.edu.au> (search on the Unit code). eBooks are available at the publisher's website.

[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 7th Edition \(APA 7th edition\)](#)

For further information, see the Assessment Tasks.

## Teaching Contacts

**Nazia Nabi** Unit Coordinator

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**Kylie Radel** Unit Coordinator

[k.radel@cqu.edu.au](mailto:k.radel@cqu.edu.au)

## Schedule

### Week 1 - 13 Jul 2020

Module/Topic	Chapter	Events and Submissions/Topic
International Marketing and Globalisation	Chapter 1 and Chapter 11	Unit overview: Briefing of assessment tasks, and unit expectations. In-class activities: Discussion questions / exercises / mini cases.

### Week 2 - 20 Jul 2020

Module/Topic	Chapter	Events and Submissions/Topic
International Political and Legal Environment	Chapter 2	Discussion on plagiarism and referencing. In-class activities: Discussion questions / exercises / mini cases.

**Week 3 - 27 Jul 2020**

Module/Topic	Chapter	Events and Submissions/Topic
International Economic and Financial Environment	Chapter 3	Discussion on Assessment Task 1. In-class activities: Discussion questions / exercises / mini cases.

**Week 4 - 03 Aug 2020**

Module/Topic	Chapter	Events and Submissions/Topic
Social and Cultural Environment of International Marketing	Chapter 4	Discussion on Assessment Task 1. In-class activities: Discussion questions / exercises / mini cases.

**Week 5 - 10 Aug 2020**

Module/Topic	Chapter	Events and Submissions/Topic
Technological and Digital Effects on International Marketing	Chapter 5	Discussion on Assessment Task 1. In-class activities: Discussion questions / exercises / mini cases.  <b>Individual Presentation: International Marketing Environment Analysis</b> Due: Week 5 Friday (14 Aug 2020) 5:00 pm AEST

**Vacation week - 17 Aug 2020**

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

**Week 6 - 24 Aug 2020**

Module/Topic	Chapter	Events and Submissions/Topic
Researching International Markets	Chapter 7	Discussion on Assessment Task 2. In-class activities: Discussion questions / exercises / mini cases.

**Week 7 - 31 Aug 2020**

Module/Topic	Chapter	Events and Submissions/Topic
International Market Selection and Entry Strategies	Chapter 8	Discussion on Assessment Task 2. In-class activities: Discussion questions / exercises / mini cases.

**Week 8 - 07 Sep 2020**

Module/Topic	Chapter	Events and Submissions/Topic
International Competitive Strategy	Chapter 9	Discussion on Assessment Task 2. In-class activities: Discussion questions / exercises / mini cases.  <b>Individual Task: International Marketing Case Analysis</b> Due: Week 8 Friday (11 Sep 2020) 5:00 pm AEST

**Week 9 - 14 Sep 2020**

Module/Topic	Chapter	Events and Submissions/Topic
Modifying Products for International Markets	Chapter 13	Discussion on Assessment Task 3. In-class activities: Discussion questions / exercises / mini cases.

**Week 10 - 21 Sep 2020**

Module/Topic	Chapter	Events and Submissions/Topic
International Pricing for Profit	Chapter 14	Discussion on Assessment Task 3. In-class activities: Discussion questions / exercises / mini cases.

**Week 11 - 28 Sep 2020**

Module/Topic	Chapter	Events and Submissions/Topic
Promotion in International Marketing	Chapter 15	Discussion on Assessment Task 3. In-class activities: Discussion questions / exercises / mini cases.
<b>Week 12 - 05 Oct 2020</b>		
Module/Topic	Chapter	Events and Submissions/Topic
Effective International Distribution	Chapter 16	Discussion on Assessment Task 3. In-class activities: Discussion questions / exercises / mini cases; and closing.  <b>Individual Task: International Marketing Mix Strategies</b> Due: Week 12 Friday (9 Oct 2020) 5:00 pm AEST

## Assessment Tasks

### 1 Individual Presentation: International Marketing Environment Analysis

#### Assessment Type

Presentation

#### Task Description

Select a **baby formula company/brand** from the following list.

- The a2 Platinum [<https://a2nutrition.com.au/>]
- The Aptamil [<https://nutricia.com.au/early-life-nutrition/aptamil/>]

Select an **international market for your company** from the following list.

- China
- India
- Vietnam
- Philippines
- Malaysia
- Columbia

Your company is currently considering to assess an international market. Being an international marketing expert, you are required to **identify, explain, justify, and present how the factors of the international marketing environment might influence the marketing of a baby formula product to a specified market.**

#### Notes for the assessment task

- Prepare your PowerPoint presentation in **15 slides (maximum)**. You will have **15 minutes (maximum)** to present your task.
- Please ensure that your presentation includes relevant concepts, theories, tools, and models discussed in the **first five weeks** in this unit.
- For F2F/Online/DST students: Due to COVID-19 situation, we will **not hold any in-class presentation** for F2F or Metro campus students. Thus, all students are required to upload their **PowerPoint presentations with voiceover** online through a **specified assessment link**, and by **week 5**.
- 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 **Turnitin** Matching rate must not exceed **20%**.
- Please **familiarise** yourself with the University's assessment policy and procedure, grading policy, assessment extension policy, late submission penalty, plagiarism policies and the like.

- As per the policy, **late submission** of an assessment task will attract a **5% deduction** of available marks for each day after the due date.
- If you need to submit an **assessment extension request**, you can only apply through the unit Moodle site **at least 24 hours before** the deadline ends.
- Please consult your lecturer and tutor about developing this assessment task. The selection and presentation of **resources** from Google, Wikipedia, Social Media (e.g., Instagram, Facebook, LinkedIn etc.), NetMBA, MarketingTeacher, tutor2u, assessment hire and other third party sources will be assessed **negatively**.

#### Assessment Due Date

Week 5 Friday (14 Aug 2020) 5:00 pm AEST  
.pptx with voiceover

#### Return Date to Students

Week 7 Friday (4 Sep 2020)

#### Weighting

20%

#### Assessment Criteria

For more details about the following marking criteria, please read the marking rubric and watch the recorded videos that are to be available in the Moodle site, and participate in your class regularly.

- Identification - 5 marks
- Explanation - 5 marks
- Justification - 5 marks
- Presentation - 5 marks

#### Referencing Style

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

#### Submission

Online

#### Learning Outcomes Assessed

- Analyse environmental factors in an international marketing context

#### Graduate Attributes

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy

## 2 Individual Task: International Marketing Case Analysis

#### Assessment Type

Written Assessment

#### Task Description

Select one of the following two International Marketing cases, and answer the questions listed in your chosen case. These cases will be uploaded on the Moodle site on/before week 5 for you.

- Case 1: Tourism New Zealand - using research to activate the 'active considerers'
- Case 2: Wal-mart's entry into Africa - not business as usual but a leap into unknown territory

#### Notes for the assessment task

- Prepare the case in a **report format** with a title page, table of contents, executive summary, introduction, answers to the case questions, and conclusion.
- Answers to each of the questions **must be within 500 words** and be **explained with theoretical justifications and practical examples** with appropriate **citations**.
- The **total word limit for the whole document** must not **exceed 3000 words**, including



references.

- You need to have citations/references of **at least 8 recent and relevant journal articles**, and **two textbooks**;
- Please ensure that your task includes relevant concepts, theories, tools, and models etc. discussed in **6-8 weeks** in this unit.
- The **Turnitin** Matching rate must not exceed **20%**.
- Please upload your assessment task online through **a specified assessment link**, and by **week 8**. It must be a word document.
- Please **familiarise** yourself with the University's assessment policy and procedure, grading policy, assessment extension policy, late submission penalty, plagiarism policies and the like.
- As per the policy, **late submission** of an assessment task will attract a **5% deduction** of available marks for each day after the due date.
- If you need to submit an **assessment extension request**, you can only apply through the unit Moodle site **at least 24 hours before** the deadline ends.
- Please consult your lecturer and tutor about developing this assessment task. The selection and presentation of **resources** from Google, Wikipedia, Social Media (e.g., Instagram, Facebook, LinkedIn etc.), NetMBA, MarketingTeacher, tutor2u, assessment hire and other third party sources will be assessed **negatively**.

#### **Assessment Due Date**

Week 8 Friday (11 Sep 2020) 5:00 pm AEST

#### **Return Date to Students**

Week 10 Friday (25 Sep 2020)

#### **Weighting**

40%

#### **Assessment Criteria**

For more details about the following marking criteria, please read the marking rubric and watch the recorded videos that are to be available in the Moodle site, and participate in your class regularly.

- 5 questions X 6 marks = 30 marks
- Report format + styles + citations/references = 10 marks

#### **Referencing Style**

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

#### **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

#### **Graduate Attributes**

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy

### **3 Individual Task: International Marketing Mix Strategies**

#### **Assessment Type**

Written Assessment

#### **Task Description**

The COVID-19 Pandemic has many disruptive effects, and one of such is its adverse effects on the Tourism

Sector in Australia. The Australian government is aiming to recover this situation and promote the industry as "**Australia: the Safest Destination**" to China and India between October and December 2020. You are required to **choose one international market** (i.e., either China or India), **define its characteristics**, and **design the International Marketing Mix Strategies** to support the aim of the Australian government.

### Notes for your assessment task

- Prepare this task in a **report format** with a title page, table of contents, executive summary, introduction, international market characteristics, current positioning and challenges, market positioning 2020 and beyond, international marketing mix strategies (i.e., product, place, price, promotion), and conclusion.
- The report **must be explained with theoretical justifications and practical examples** with appropriate **citations**.
- The **total word limit for the whole document** must not **exceed 3000 words**, including references.
- You need to have citations/references of at least **8 recent and relevant journal articles**, and **two textbooks**;
- Please ensure that your task includes relevant concepts, theories, tools, and models etc. discussed in **1-12 weeks** in this unit.
- The **Turnitin** Matching rate must not exceed **20%**.
- Please upload your assessment task online through a **specified assessment link**, and by **week 12**. It must be a word document.
- Please **familiarise** yourself with the University's assessment policy and procedure, grading policy, assessment extension policy, late submission penalty, plagiarism policies and the like.
- As per the policy, **late submission** of an assessment task will attract a **5% deduction** of available marks for each day after the due date.
- If you need to submit an **assessment extension request**, you can only apply through the unit Moodle site **at least 24 hours before** the deadline ends.
- Please consult your lecturer and tutor about developing this assessment task. The selection and presentation of **resources** from Google, Wikipedia, Social Media (e.g., Instagram, Facebook, LinkedIn etc.), NetMBA, MarketingTeacher, tutor2u, assessment hire and other third party sources will be assessed **negatively**.

### Assessment Due Date

Week 12 Friday (9 Oct 2020) 5:00 pm AEST

### Return Date to Students

Exam Week Friday (23 Oct 2020)

### Weighting

40%

### Assessment Criteria

For more details about the following marking criteria, please read the marking rubric and watch the recorded videos that are to be available in the Moodle site, and participate in your class regularly.

- Introduction and International market characteristics - 5 marks
- Current challenges and positioning - 6 marks
- Positioning for 2020 and beyond - 3 marks
- International marketing mix strategies (4 x 5 marks) - 20 marks
- The report format, including graphics, tables, and styles, conclusion, citations and references - 6 marks

### Referencing Style

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

### Submission

Online

### Submission Instructions

.docx file

## Learning Outcomes Assessed

- 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

## 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.

### 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

### **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.