



# MRKT19037 *International Marketing*

## Term 2 - 2023

Profile information current as at 26/04/2024 01:13 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 - 2023

- 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. **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 Self reflection

##### Feedback

International marketing theories and aspects of marketing were very much aligned with assessment requirements.

##### Recommendation

Maintain the integration of international marketing materials.

#### Feedback from Self reflection

##### Feedback

The unit has a combined approach of theoretical knowledge along with practical application of existing industry scenarios.

##### Recommendation

Maintain the relevance of international marketing examples that combine theoretical knowledge with practical applications.

## 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					
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 - Presentation - 20%	•	•	•	•						
2 - Written Assessment - 40%	•	•	•	•						
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

[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 Powerpoint
- Microsoft Word

## 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

[n.nabi@cqu.edu.au](mailto:n.nabi@cqu.edu.au)

## Schedule

### Week 1 - 10 Jul 2023

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

### Week 2 - 17 Jul 2023

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

### Week 3 - 24 Jul 2023

Module/Topic	Chapter	Events and Submissions/Topic
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Appreciating the Dynamics of the International Economic and Financial Environment	Chapter 3	Discussion on Assessment Task 1. In-class activities: Discussion questions / exercises / mini cases.
<b>Week 4 - 31 Jul 2023</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
Catering for the Social and Cultural Environment of International Marketing	Chapter 4	Discussion on Assessment Task 1. In-class activities: Discussion questions / exercises / mini cases.
<b>Week 5 - 07 Aug 2023</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
Technology and Change in International Marketing Contemporary Environmental Variables in International Marketing	Chapters 5 and 6	In-class activities: Discussion questions / exercises / mini cases.  <b>Individual Presentation: International Marketing Environment Analysis</b> Due: Week 5 Friday (11 Aug 2023) 11:00 pm AEST
<b>Vacation week - 14 Aug 2023</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
Vacation week	Vacation week	Vacation week
<b>Week 6 - 21 Aug 2023</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
International Market Selection, Entry and Competitive Strategies	Chapters 8 and 9	Discussion on Assessment Task 2. In-class activities: Discussion questions / exercises / mini cases.
<b>Week 7 - 28 Aug 2023</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
Modifying Products for International Markets	Chapter 13	Discussion on Assessment Task 2. In-class activities: Discussion questions / exercises / mini cases.
<b>Week 8 - 04 Sep 2023</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
International Pricing for Profit	Chapter 14	In-class activities: Discussion questions / exercises / mini cases.  <b>Individual Task: International Marketing Case Analysis</b> Due: Week 8 Friday (8 Sept 2023) 11:00 pm AEST
<b>Week 9 - 11 Sep 2023</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
Promotion in International Marketing	Chapter 15	Discussion on Assessment Task 3. In-class activities: Discussion questions / exercises / mini cases.
<b>Week 10 - 18 Sep 2023</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
Effective International Distribution	Chapter 16	Discussion on Assessment Task 3. In-class activities: Discussion questions / exercises / mini cases.

## Week 11 - 25 Sep 2023

Module/Topic	Chapter	Events and Submissions/Topic
Marketing Services Internationally	Chapter 17	Discussion on Assessment Task 3.  In-class activities: Discussion questions / exercises / mini cases.

## Week 12 - 02 Oct 2023

Module/Topic	Chapter	Events and Submissions/Topic
International Marketing in the Decade Ahead	Chapter 18	In-class activities: Discussion questions / exercises / mini cases; and closing.  <b>Individual Task: International Marketing Mix Strategies</b> Due: Week 12 Friday (6 Oct 2023) 11:00 pm AEST

## Assessment Tasks

### 1 Individual Presentation: International Marketing Environment Analysis

#### Assessment Type

Presentation

#### Task Description

For this assessment task, you are required to **select an Australian firm/brand** that produces and markets **coffee products** and also **one international market** for your chosen firm/brand from the following list:

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

The company chosen already competes in the domestic Australian market, and is currently considering to assess an international market as the future market of their products. 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 the chosen product to a specified market**. In this assessment task, **any two (2) factors** of the international marketing environment (e.g. political, legal, social, cultural, economic, financial, etc) are required to be identified and analysed.

· The presentation should be made within **5 minutes** and through **6 PowerPoint slides**. The slides should follow the subsequent structure:

- Student information and presentation title
- Background of the company and the country market chosen
- The first factor(s) of the international marketing environment
- The second factor(s) of the international marketing environment.
- Conclusion
- Reference list

#### Please pay attention to the following details on presentation and submission methods:

- On-campus students will deliver their presentations in class, and submit their PowerPoint files on Moodle. The on-campus students are required to present their work in Week 5.
- Distance education students will record their presentation through PowerPoint's "Voice over" function, and submit their PowerPoint file (with voice recording) on Moodle.
- For all students, the Moodle submission of the PowerPoint file will be due at 11.00 pm AEST Friday Week 5.
- In the "**click to add notes**" section of each slide, please provide the **corresponding script of that slide**. Hence, in that section, you will need to write out or at least outline what you intend to say in your presentation for that slide.

- Please ensure that your presentation includes relevant concepts, theories, tools, and/or models discussed in the **first four weeks** of this unit.
- 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. You can also watch some YouTube videos in this regard. <http://www.emergingtech.com/2012/12/add-voice-over-to-powerpoint-presentations-in-5-easy-steps/>.
- Penalties for late submission are applied as per CQU policy.
- 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.
- For details about the marking criteria, please read the marking rubric that is to be available on Moodle site.

### Assessment Due Date

Week 5 Friday (11 Aug 2023) 11:00 pm AEST

### Return Date to Students

Week 6 Friday (25 Aug 2023)

Results will be released after moderation is completed (expected release time to students is 2 weeks after the submission, excluding public and University holidays time).

### Weighting

20%

### Assessment Criteria

This task will be assessed based on the identification, explanation, justification, and presentation of the way(s) factors of the international marketing environment might influence the marketing of the chosen product to a specified market. See Moodle for detailed marking rubric for this assessment task.

### Referencing Style

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

### Submission

Online

### Submission Instructions

Distance students must submit .pptx file with voiceover.

### 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

For this assessment task, each student is required to choose a case (from two cases to be provided on this unit's Moodle) and answer the questions listed. These cases will be available on Moodle from week 5.

### Notes for the assessment task

- Prepare the case in a report format with a **title page, table of contents, introduction, answers to the case questions, conclusion, references, and appendices (if applicable)**.
- Answers to the questions must be explained with theoretical justifications and practical examples (if applicable) with appropriate citations.
- Please ensure that your task includes relevant concepts, theories, tools, and models, etc. discussed in 6-8 weeks in this unit.
- Word length: **1600 words** (excluding the title page, table of contents, reference list, and appendices).
- You need to have citations/references of **at least eight (8)** recent and relevant journal articles, and your textbook.



- The Turnitin Matching rate must **not exceed 20%**.
- 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.
- Penalties for late submission are applied as per CQU policy.
- 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.
- 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 (8 Sept 2023) 11:00 pm AEST

#### Return Date to Students

Week 10 Friday (22 Sept 2023)

Results will be released after moderation is completed (expected release time to students is 2 weeks after the submission, excluding public and University holidays time).

#### Weighting

40%

#### Assessment Criteria

This task will be assessed based on -

- the answers to the case questions and the strength of the arguments
- identification, explanation, and analysis of relevant international marketing theories or concepts underpinning the case questions
- the overall presentation of the report (including academic quality) and writing style

See Moodle for detailed marking rubric for this assessment task.

#### Referencing Style

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

#### Submission

Online

#### Submission Instructions

The report is to be submitted through the relevant assessment submission link in this unit's Moodle page (link for submitting Assessment Task 2).

#### 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

For this assessment task, you are required to choose **the same Australian firm/brand that** produces and markets **coffee products** and the country chosen for Assessment Task 1. Define the market characteristics and design the International Marketing Mix Strategies to support the company's international marketing decisions.

#### Notes for your assessment task

- Prepare this task in a **report format** with a title page, executive summary, table of contents, introduction, market characteristics, international marketing mix strategies (i.e., product, place, price, promotion), conclusion, references and appendices (if applicable).
- The report **must be explained with theoretical justifications and practical examples** with appropriate **citations**.
- Please ensure that your task includes relevant concepts, theories, tools, models, etc. discussed in weeks **1 to 12** in this unit.
- Word length: **1600 words** (excluding the title page, executive summary, table of contents, reference list, and appendices)
- You need to have citations/references of **at least eight (8)** recent and relevant journal articles, and your textbook.
- The **Turnitin** Matching rate must **not exceed 20%**.
- It must be a Word document.
- Penalties for late submission are applied as per CQU policy.
- 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.
- The selection and presentation of **resources** from 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 (6 Oct 2023) 11:00 pm AEST

### Return Date to Students

Assessments will be returned following certification of grades.

### Weighting

40%

### Assessment Criteria

This task will be assessed based on market characteristics, international marketing mix strategies, writing styles and the overall presentation of the report (including academic quality).

See Moodle for detailed marking rubric for this assessment task.

### Referencing Style

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

### Submission

Online

### Submission Instructions

The report is to be submitted through relevant assessment submission link in this unit's Moodle page (link for submitting Assessment Task 3).

### 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.

### 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