



MRKT20057 *Global Business Marketing*

Term 1 - 2017

Profile information current as at 14/05/2024 05:21 pm

All details in this unit profile for MRKT20057 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.

Corrections

General Information

Overview

This unit focuses on international marketing theories, practices, skills and strategies. Students learn how to assess local and overseas markets, and the forces of the global marketing environment with an aim to develop a strategic global marketing direction. Students also learn how to formulate and manage appropriate entry strategies and global marketing mix strategies. If you have successfully completed the unit MRKT20018 you should not enrol in this unit.

Details

Career Level: *Postgraduate*

Unit Level: *Level 9*

Credit Points: 6

Student Contribution Band: 10

Fraction of Full-Time Student Load: 0.125

Pre-requisites or Co-requisites

Co-Requisite: MRKT20052 Advanced Marketing Management

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 1 - 2017

- 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 Postgraduate 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: 30%

2. **Written Assessment**

Weighting: 40%

3. **Group Work**

Weighting: 30%

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 Personal reflection

Feedback

This course currently has an incorrect assessment weighting of 30% online quizzes.

Recommendation

It is recommended to modify the assessment weightings to reflect school policy of no more than 20% weighing for online quizzes.

Action

Assessment 1 for the online quiz still had a weightage of 30% instead of 20%. A unit change proposal will be proposed to address this.

Feedback from Personal reflection

Feedback

The course requires further opportunities for students to engage with international marketing through practical experience and engagement with international businesses.

Recommendation

It is recommended to develop at least 1 international business linkage for students to encourage international mobility and engage with an international marketing practical experience.

Action

International case studies were discussed within the delivery of this unit across campuses in workshops.

Unit Learning Outcomes

On successful completion of this unit, you will be able to:

1. critique and discuss the key concepts of global marketing environments and businesses;
2. evaluate and demonstrate major theories and current practices of global business marketing;
3. implement the research techniques for identifying and evaluating overseas markets;
4. evaluate and communicate the market entry processes of global firms; and
5. analyse and formulate market entry and marketing mix strategies for global firms.

Alignment of Learning Outcomes, Assessment and Graduate Attributes

 N/A Level	 Introductory Level	 Intermediate Level	 Graduate Level	 Professional Level	 Advanced Level
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Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes				
	1	2	3	4	5
1 - Online Quiz(zes) - 30%	•	•	•	•	•
2 - Written Assessment - 40%	•	•	•	•	•
3 - Group Work - 30%			•	•	•

Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes				
	1	2	3	4	5
1 - Knowledge	○	○	○	○	○
2 - Communication	○	○	○	○	○
3 - Cognitive, technical and creative skills	○	○	○	○	○
4 - Research	○	○	○	○	○
5 - Self-management	○	○	○	○	○
6 - Ethical and Professional Responsibility			○	○	○
7 - Leadership			○	○	○
8 - 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
1 - Online Quiz(zes) - 30%	○	○	○	○	○	○		
2 - Written Assessment - 40%	○	○	○	○	○	○	○	
3 - Group Work - 30%	○	○	○	○	○	○	○	

Textbooks and Resources

Textbooks

MRKT20057

Prescribed

International Marketing : An Asia-Pacific Perspective

Edition: 7th edn (2016)

Authors: Fletcher , R & Crawford , H

Pearson

Upper Saddle River , NJ , USA

ISBN: 9781488611162

Binding: Paperback

Additional Textbook Information

Also available as an eText at <http://www.pearson.com.au/9781442561250>

Paper copies are available from the CQUni Bookshop here: <http://bookshop.cqu.edu.au>

[View textbooks at the CQUniversity Bookshop](#)

IT Resources

You will need access to the following IT resources:

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)

Referencing Style

All submissions for this unit must use the referencing style: [American Psychological Association 6th Edition \(APA 6th edition\)](#)

For further information, see the Assessment Tasks.

Teaching Contacts

Roshnee Ramsaran Unit Coordinator

r.ramsaran@cqu.edu.au

Schedule

Week 1 - 06 Mar 2017

Module/Topic	Chapter	Events and Submissions/Topic
Unit overview: Instructions and Moodle website introduction, assessment description and due dates, careers in global marketing, unit expectations.	1+11	Tutorial - 1
Chapters 1+11: The rationale for international marketing and globalisation		

Week 2 - 13 Mar 2017

Module/Topic	Chapter	Events and Submissions/Topic
Chapter 2: Avoiding the Pitfalls of the International Political and Legal Environment	2	Tutorial - 2

Week 3 - 20 Mar 2017

Module/Topic	Chapter	Events and Submissions/Topic
Chapter 3: Appreciating the Dynamics of the International Economic and Financial Environment	3	Tutorial - 3

Week 4 - 27 Mar 2017

Module/Topic	Chapter	Events and Submissions/Topic
Chapter 4: Catering for the Social and Cultural Environment of International Marketing	4	Tutorial - 4 Assessment 1: Quiz Test 1 (Chs 1, 2, 3, 4 & 11) opens Friday (31st March) at 02:00PM AEST

Week 5 - 03 Apr 2017

Module/Topic	Chapter	Events and Submissions/Topic
Chapter 5: Technology & change in international markets	5	Tutorial - 5 Assessment 1: Quiz Test 1 closes Friday (7th April) at 02:00PM AEST

Vacation Week - 10 Apr 2017

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

Week 6 - 17 Apr 2017

Module/Topic	Chapter	Events and Submissions/Topic
Chapter 8: International market selection and entry Chapter 9: International competitive strategy	8 & 9	Tutorial - 6 Assessment 2: Written Assessment Due: Week 6 Friday (21 Apr 2017) 2:00 pm AEST

Week 7 - 24 Apr 2017

Module/Topic	Chapter	Events and Submissions/Topic
Chapter 13: Modifying products for international markets	13	Tutorial - 7 Assessment 1: Quiz Test 2 (Chs 5, 8, 9 & 13) opens Friday (28th April) at 02:00PM AEST

Week 8 - 01 May 2017

Module/Topic	Chapter	Events and Submissions/Topic
Ch. 14: International Pricing for Profit	14	Tutorial - 8 Assessment 1: Quiz Test 2 closes Friday (5th May) at 02:00PM AEST

Week 9 - 08 May 2017

Module/Topic	Chapter	Events and Submissions/Topic
Chapter 15: Promotion in international marketing	15	Tutorial - 9

Week 10 - 15 May 2017

Module/Topic	Chapter	Events and Submissions/Topic
Chapter 16: Effective international distribution	16	Tutorial - 10

Week 11 - 22 May 2017

Module/Topic	Chapter	Events and Submissions/Topic
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Chapter 17: Marketing services and projects internationally 17

Tutorial - 11
Assessment 1: Quiz Test 3 (Chs 14, 15, 16 & 17) opens Friday (26th May) at 02:00PM AEST

Assessment 3: Group Work (PPT presentation and Word script)
Due: Week 11 Friday (26 May 2017) 2:00 pm AEST

Week 12 - 29 May 2017

Module/Topic	Chapter	Events and Submissions/Topic
Chapter 6: Contemporary environmental variables in international marketing Chapter 18: Future focus for International Marketing	6 & 18	Tutorial - 12 Assessment 1: Quiz Test 3 closes Friday (2nd June) at 02:00PM AEST

Review/Exam Week - 05 Jun 2017

Module/Topic	Chapter	Events and Submissions/Topic
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Exam Week - 12 Jun 2017

Module/Topic	Chapter	Events and Submissions/Topic
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Assessment Tasks

1 Assessment 1: Online Quizzes

Assessment Type

Online Quiz(zes)

Task Description

Task Description

There are three quiz tests.

Quiz Test 1:

30 questions

Study resources: week 1 - week 4 - Chapters 1, 2, 3, 4 and 11

Complete this test in 60 minutes

Test opens on Friday of Week 4 at 2PM and closes on Friday of Week 5 at 2PM

There are no extensions of the test date

Quiz Test 2:

30 questions

Study resources: week 5 - week 7 - Chapters 5, 8, 9 13

Complete this test in 60 minutes

Test opens on Friday of Week 7 at 2PM and closes on Friday of Week 8 at 2PM

There are no extensions of the test date

Quiz Test 3:

30 questions

Study resources: week 8 - week 11 - Chapters 14, 15, 16 and 17

Complete this test in 60 minutes

Test opens on Friday of Week 11 at 2PM and closes on Friday of Week 12 at 2PM

There are no extensions of the test date

Notes:

Assessment: The system keeps records of your tests' scores.

All times shown are in Australian Eastern Standard Time - you may need to adjust for your own time zones if completing the online tests.

Each test has a time limit of 60 minutes and can only be taken once.

Please do not open the test until you are ready to complete the entire test.

Only 1 attempt at each test is allowed.

You must aim to have the quiz tests completed by the closing date;

There is no penalty for a wrong answer;

Important Advice:

You need to study the textbook, PowerPoint slides, and this course profile carefully;

There will be no sample quizzes.

You do not have the option of multiple attempts in this piece of assessment.

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, extensions of tests or special arrangements. Use of computers/computer labs on university campuses does not absolve students of their responsibility for having reliable and continued access to the worldwide web;

Do not wait until the last minute. The course coordinator will not open quizzes again for problems related to *LAST MINUTE ATTEMPTS*. Special consideration or arrangements will not be granted where the student attempts to complete the online test *WITHIN THE LAST 48 HOURS* of the test and encounters problems that cannot be resolved before the expiry of the online test.

Refer system access problems (e.g. MOODLE login or password issues) to the Client Service Centre at tasac@cqu.edu.au as early as possible.

"My computer has frozen up during an online test – what do I do?" The first thing to do is "don't panic"! Email the course coordinator immediately for assistance identifying YOUR FULL NAME, STUDENT NUMBER, COURSE CODE, CAMPUS, THE QUIZ NUMBER AND THE NATURE OF THE PROBLEM. Any omissions of this required information may delay a response.

You must aim to have the quiz tests completed by the closing date.

If a student requests a reset of their quiz and the Course Coordinator agrees to that request, but subsequently the student does not complete the test within the deadline, it will be deemed that the test has not been completed and a score of ZERO will apply. Note that the determination of whether the online test result was affected by technical difficulties will be solely the prerogative of the Course Coordinator. Simply doing poorly in a test and then asking for a reset will not be considered.

Number of Quizzes

3

Frequency of Quizzes

Other

Assessment Due Date

Please see the instructions above and/or on the unit Moodle site.

Return Date to Students

Auto feedback

Weighting

30%

Assessment Criteria

Multiple Choice Questions and Answers, where students will find and select the best possible answer out of the given choices.

Referencing Style

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

Submission

Online

Submission Instructions

Individual Assessment

Learning Outcomes Assessed

- critique and discuss the key concepts of global marketing environments and businesses;
- evaluate and demonstrate major theories and current practices of global business marketing;
- implement the research techniques for identifying and evaluating overseas markets;
- evaluate and communicate the market entry processes of global firms; and
- analyse and formulate market entry and marketing mix strategies for global firms.

Graduate Attributes

- Knowledge
- Communication
- Cognitive, technical and creative skills
- Research
- Self-management

- Ethical and Professional Responsibility

2 Assessment 2: Written Assessment

Assessment Type

Written Assessment

Task Description

Maximum length: 1500 words

Task Description - Individual Report

All assignments should be submitted online through the MRKT 20057 Moodle site. All reports will be checked by Turnitin to compare the report to other sources and will provide students and lecturers with a similarity score for the report. Reports with a similarity score index of more than 20% will be checked for plagiarism (although it may not necessarily mean that the student has plagiarised).

Assessments 2 and 3 are both related.

This challenging assessment/task will provide you a real world experience through an applied and innovative task.

Read the Article 'Vegan leather is now a thing, and you won't believe what it is made out of!' listed under the Assessment 2 link in Moodle or from the website <http://themindunleashed.com/2016/03/vegan-leather-is-now-a-thing-and-you-wont-believe-what-it-is-made-out-of.html>.

You have been hired as the Marketing Manager of Ananas Anam in the UK (<http://www.ananas-anam.com/>). Carmen Hijosa, your CEO has decided to market Piñatex™ to India, China, Australia, Nepal and Brazil. She has asked you to write a report after conducting a strategic analysis of the environmental variables such as economic, political, social, cultural, technological and any other variables in any ONE of the above countries of your choice which may influence the marketing of Piñatex™ in that country.

It is recommended that students read various academic materials before writing this report. You will be expected to have consulted books, at least 5 relevant academic journal articles, conference proceedings, theses, dissertations, market reports and so on to write the report (i.e. support your arguments with theories and market figures). You should start working on the assessment as early as Week 4.

Students can follow the following report structure to write the report:

- title page with unit name and code, student name, student id and campus and date;
- executive summary (not more than 150 words and it is not included in the word count);
- table of contents;
- introduce the background information necessary to understand the product Piñatex™ and the country of your choice (not more than 200 words);
- discuss the environmental variables that may affect your international marketing campaign in that country (not more than 1200 words);
- write the conclusion (not more than 100 words) and
- list the references (at least 10 academic references).

You can use the CQUniversity library database and Google Scholar to find journal articles. Remember to reference them in-text as you use them and add them immediately to your reference list. You must use APA Referencing and if using Endnote, you need to download and use the latest version.

Be creative!

To enhance the presentation of your assignment, you can use headings and sub-headings used to specify the information required for each of the above criterion. The assessment marking criteria below should guide you for this assessment task, in particular the weighting attributed to each section of the assignment. Please use Times New Roman with font 12 and double line spacing.

Important Note: Selection of literary support from Google, Wikipedia, www.NetMBA.com, www.marketingteacher.com, www.tutor2u.com, etc. will be treated very negatively. These are not appropriate sources for your academic assignment and their use is not acceptable.

Assessment Due Date

Week 6 Friday (21 Apr 2017) 2:00 pm AEST

Return Date to Students

Week 9 Friday (12 May 2017)

You will receive an email notification with necessary information.

Weighting

40%

Assessment Criteria

Marking criteria	Maximum
Structure, grammar and presentation	5
Background information on product and country	5
Economic environment	5
Political/financial environment	5
Social/cultural environment	5
Technological environment	5
Contemporary environmental variables	5
Referencing	5
TOTAL	40

Referencing Style

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

Submission

Online

Submission Instructions

Individual Submission. Please follow appropriate citation and referencing styles [APA]

Learning Outcomes Assessed

- critique and discuss the key concepts of global marketing environments and businesses;
- evaluate and demonstrate major theories and current practices of global business marketing;
- implement the research techniques for identifying and evaluating overseas markets;
- evaluate and communicate the market entry processes of global firms; and
- analyse and formulate market entry and marketing mix strategies for global firms.

Graduate Attributes

- Knowledge
- Communication
- Cognitive, technical and creative skills
- Research
- Self-management
- Ethical and Professional Responsibility
- Leadership

3 Assessment 3: Group Work (PPT presentation and Word script)

Assessment Type

Group Work

Task Description

Length: 10 Powerpoint slides max with voice over (of not more than 10 mins in duration) in Moodle plus a Word script (maximum 1200 words).

Task Description - Team PPT presentation with voice over and Word written assessment

All assignments should be submitted online through the MRKT 20057 Moodle site. All reports will be checked by Turnitin to compare the report to other sources and will provide students and lecturers with a similarity score for the report. Reports with a similarity score index of more than 20% will be checked for plagiarism (although it may not necessarily mean that the student has plagiarised).

Assessments 2 and 3 are related.

Organize yourselves into teams of 2 or 3 people through signing up for groups allocated in Moodle. Each member of the group has to individually submit the Self and Peer Evaluation form in Moodle by the due date where you will evaluate your own work and that of your team members. See information in Moodle for further guidance.

For Assessment 3, you and your team mates are expected to choose ONE country out of India, China, Australia, Nepal or Brazil where you will market Piñatex™ and explain the rationale for your choice.

You will then provide recommendations for the following

- a. Market selection and entry strategy
- b. Competitive strategy
- c. Pricing strategy
- d. Promotion strategy
- e. Distribution strategy

Finally, you are to provide a statement to reflect on how the Global Business Marketing Unit has been valuable to you.

Instructions for the PPT slides (10 PPT slides, maximum 10 minutes with voiceover)

- You are to produce a maximum of 10 Powerpoint slides with voiceover.
- It should be a presentation of a maximum of 10 minutes recorded to discuss the above.
- Use the marking criteria for this assessment as a guide to include what is needed in the slides.
- Only one PPT presentation per group needs to be uploaded in Moodle.
- Your Powerpoint slides must be in bullet points
- You do not need to read the in text referencing or references at the end of the slides when recording your voice for the PPT presentation.
- As far as possible, as this is a team effort, we would like to hear all voices of the students involved in the group especially on the metro campuses. For distance education students, we would understand if this is not be possible.
- You should use a headset with microphone preferably or speak loudly if you use the inbuilt microphone on your laptop/computer. Please make sure your voice is clear, can be heard and understood when playing the Powerpoint slides BEFORE you upload your work into Moodle.
- The Powerpoint slides will need to be uploaded in Moodle under the "Assessment 3" link.
- Do NOT insert your audio as a wav.file into the slides because we will not be able to hear you if it is not embedded in the file. To check if it works, you could send your PPT file to a friend and see if they can hear it. Please do not send to the Lecturer or Unit Co-ordinator to check.
- For hints on how to convert a PowerPoint slide to a presentation with voice over, please view the link below. Adding Voice Over to PowerPoint Presentations in 5 Easy Steps:
<http://www.emergingedtech.com/2012/12/add-voice-over-to-powerpoint-presentations-in-5-easy-steps/>

Instructions for your written Word document with the references

- The maximum length is 1200 words excluding references
- Please use Times New Roman with font 12 and double line spacing.
- You need to upload this Word document in Moodle under the Assessment 3 link.
- Only one Word script per group needs to be uploaded in Moodle.

Instructions for your self and peer evaluation form upload

- All students working in a group have to individually upload the self and peer evaluation form in the Moodle link under the 'Self and peer evaluation' link.

Final instructions

- Do NOT click on 'Final submission' of files in Moodle unless BOTH PPT and Word documents have been uploaded.
- All assignments are to be uploaded into Moodle and not sent to the Unit Co-ordinator's email address for marking.
- You need to start working on this assessment as soon as Week 6 as it involves lots of research, preparation and team effort and do not wait until the last minute to do this assessment.
- In the past, some students had to submit their PPT with no voice over because they worked on it at the last minute and subsequently lost marks.

What would you do to build a team?

This is a team-based assessment, where you have to allocate yourself to any of the teams through the unit Moodle site. I

would suggest you to make a team with whom you can communicate with on a regular basis. The link, "build your team for group work", is available in Week 1 slot in Moodle. Click on this link, and then select the group and click on the "choice" button, and finally, scroll down and click on the "save my choice" button. There should be no more than 3 members in a group; preferably from 3 different cultures. Check out some guidelines on how to set up a 'Group Contract' in Moodle.

The objective of this team-based assessment is to have increased communication in English, network building, cross-cultural understanding and further strengthening your critical and rational thinking abilities. Therefore, it is expected that you, as a team player, will practise and achieve these critical skills. Exchange your communication IDs (Skype/E-mail/Facebook) and/or phone numbers etc., and start your team work. You can also download Zoom.us, which is free and allows you to call meetings and upload these meetings into your email calendar as well as giving video feeds and you can share your work on the screen so that all team members can see it. You will use the feedback/comment of your written assessment, negotiate with your team members and make a rational decision. You need to reflect and apply all these in this group work assessment.

How would I be assessed and marked?

The team members will assess their own work and that of their peers, and complete and upload the self and peer evaluation form. The unit lecturer will evaluate their work and will compare it with team members. The final grade will be allocated by the unit lecturer and coordinator. As this is a summative assessment, there will be no feedback for this assessment.

Assessment Due Date

Week 11 Friday (26 May 2017) 2:00 pm AEST

Return Date to Students

Exam Week Friday (16 June 2017)

This is a summative assessment, and hence, there will be no feedback for this group task.

Weighting

30%

Assessment Criteria

Marking criteria	Maximum
Slide 1 – Professional PowerPoint slides and script with no spelling mistakes; clear pronunciation and good fluency; professional presentation. Title slide including student names, student number, unit code and name, campus, term and year and assessment number should be available. Slide 2 – Introduce yourself (ves) and what will be covered in the presentation	3
Slide 3- Introduce the country you have chosen and justify why	2
Slide 4- Market selection and entry strategy	4
Slide 5 – Competitive Strategy	4
Slide 6 – Pricing Strategy	4
Slide 7- Promotion Strategy	4
Slide 7 – Distribution Strategy	4
Slide 8- Conclusion Slide 9- Reference list	2
Slide 10- Reflection on the value of the MRKT 20057 unit for you	3
TOTAL	30
Late penalty if applied (1.5 marks per late day)	
Penalty for plagiarism if applied	
Modified total score	
Individual score- Team members	

Referencing Style

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

Submission

Online

Submission Instructions

Individual submission of group assessment plus group evaluations through Moodle site.

Learning Outcomes Assessed

- implement the research techniques for identifying and evaluating overseas markets;
- evaluate and communicate the market entry processes of global firms; and
- analyse and formulate market entry and marketing mix strategies for global firms.

Graduate Attributes

- Knowledge
- Communication
- Cognitive, technical and creative skills
- Research
- Self-management
- Ethical and Professional Responsibility
- Leadership

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