



MRKT20057 *Global Business Marketing*

Term 3 - 2017

Profile information current as at 01/05/2024 03:21 pm

All details in this unit profile for MRKT20057 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

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 3 - 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 Moodle and personal reflection

Feedback

Students would like more information provided on ppt slides

Recommendation

PPT slides will be more detailed. Many students do not buy textbooks.

Feedback from Moodle

Feedback

Students were happy with the high quality contents of the unit and lecturers' delivery of materials. A case study was chosen for the assessments where students had to apply theoretical concepts learnt throughout the unit into practice. One student would like more feedback on their assessments.

Recommendation

The Unit Co-ordinator will continue to provide case studies with real life applications for assessments. Better feedback is to be provided to students on the assessments.

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



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

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)
- Microsoft Word 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

Kylie Radel Unit Coordinator

k.radel@cqu.edu.au

Schedule

Week 1 - 06 Nov 2017

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

Week 2 - 13 Nov 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 Nov 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 Nov 2017

Module/Topic	Chapter	Events and Submissions/Topic
Chapter 4: Catering for the Social and Cultural Environment of International Marketing	4	Tutorial - 4 A1: Test 1 opens on Friday of Week 4 at 09:00 AM AEST (Chs 1, 2, 3, 4 & 11)

Mid-term Vacation Week - 04 Dec 2017

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

Week 5 - 11 Dec 2017

Module/Topic	Chapter	Events and Submissions/Topic
Chapter 5: Technology & change in international markets	5	Tutorial - 5 A1: Quiz Test 1 closes on Friday of Week 5 at 17:00 PM AEST

Week 6 - 18 Dec 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 (22 Dec 2017) 11:00 pm AEST

UNIVERSITY CHRISTMAS CLOSURE PERIOD - 25 Dec 2017

Module/Topic	Chapter	Events and Submissions/Topic
Please be aware that CQUniversity will be closed for the Christmas holiday period between Monday 25th December, 2017 and reopening Tuesday 2nd December, 2018		

Week 7 - 01 Jan 2018

Module/Topic	Chapter	Events and Submissions/Topic
Chapter 13: Modifying products for international markets	13	Tutorial - 7 A1: Test 2 opens on Friday of Week 7 at 09:00 AM AEST (Chs 5, 8, 9 & 13)

Week 8 - 08 Jan 2018

Module/Topic	Chapter	Events and Submissions/Topic
Ch. 14: International Pricing for Profit	14	Tutorial - 8 A1: Quiz Test 2 closes on Friday of Week 8 at 17:00 PM AEST

Week 9 - 15 Jan 2018

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

Week 10 - 22 Jan 2018

Module/Topic	Chapter	Events and Submissions/Topic

Chapter 16: Effective international distribution

16

Tutorial - 10

Week 11 - 29 Jan 2018

Module/Topic

Chapter

Events and Submissions/Topic

Chapter 17: Marketing services and projects internationally

17

Tutorial - 11

A1: Test 3 opens on Friday of Week 11 at 09:00 AM AEST (Chs 14, 15, 16 & 17)

A3: Oral presentations begin for on-campus (internal) students

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

Due: Week 11 Monday (29 Jan 2018) 5:00 pm AEST

Week 12 - 05 Feb 2018

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

A1: Quiz Test 3 closes on Friday of Week 12 at 17:00 PM AEST

A3: Oral presentations continue for on-campus (internal) students

Review/Exam Week - 12 Feb 2018

Module/Topic

Chapter

Events and Submissions/Topic

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 (1 December 2017) at 09:00 AM AEST and closes on Friday of Week 5 (8 December 2017) at 17:00 PM AEST

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 (5 January 2018) at 09:00 AM AEST and closes on Friday of Week 8 (12 January 2018) at 17:00 PM AEST

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 (2 February 2018) at 09:00 AM AEST and closes on Friday of Week 12 (9 February 2018) at 17:00 PM AEST

There are no extensions of the test date

Notes & Important Advice:

- The system keeps records of your tests' scores.
- All times shown are in Australian Eastern Standard Time (AEST) – 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.
- 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 unit 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 unit 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 Unit 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 Unit 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 for quiz opening and closing times

Return Date to Students

Auto feedback on quiz completion

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. Ensure you read through Assessment 3 before you begin Assessment 2.

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

Read the Article “Australian ugg boot manufacturers fighting to use the word 'ugg'”. Weblinks to a number of news articles are provided under the Assessment 2 link in Moodle also shown on the website links below (there are numerous news sites to choose from):

<http://www.smh.com.au/business/consumer-affairs/australian-ugg-boot-manufacturers-fighting-to-use-the-word-ugg-20160523-gp1pwt.html>

“Australian company fights to keep producing ugg boots”

<http://www.news.com.au/finance/business/retail/australian-company-fights-to-keep-producing-ugg-boots/news-story/9f164df7907b1e71d23a85bef1ad7971>

“Ugg boot-makers take trademark battle to court”

<http://www.abc.net.au/news/2016-08-27/sydney-ugg-boot-maker-suing-us-footwear-giant/7786578>

You have been hired as the Marketing Manager of Ugg Australia in Sydney

(<https://www.australianuggboots.com.au/en-au>). Your CEO has decided to market Ugg Australia™ to:

- Finland,
- Canada, and
- Russia.

They have 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 Ugg Australia™ 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 15 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 report structure below:

- * 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 of Ugg Australia™ and the country of your choice;
- * discuss the environmental variables that may affect your international marketing campaign in that country;
- * write the conclusion (not more than 100 words) and
- * list the references (**at least 15 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, use numbered headings and sub-headings 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 1.5 line spacing.

Important Note: Selection of literary support from 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 (22 Dec 2017) 11:00 pm AEST
Submitted online through moodle

Return Date to Students

Week 9 Wednesday (17 Jan 2018)
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	10
Economic environment	15
Political/financial environment	15
Social/cultural environment	15
Technological environment	15
Contemporary environmental variables	10
Referencing & quality of reference materials used	15
TOTAL	/100
Reduced to a grade out of 40	/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

Task Description - Team PPT oral presentation (on-campus students) or voice-over (Distance students) and Word written assessment

Students must upload their PPT slides (including voice-over for Distance students) and Word Script by Monday Week 11 (17:00pm AEST).

Maximum length:

- **10 Powerpoint slides:** maximum with oral presentation or voice-over of not more than 10 mins in duration.
- **Word script:** maximum 1500 words (BE CONCISE)

All assignments should be submitted online through the MRKT20057 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).

REMEMBER: Assessment 2 and 3 are related.

Organise yourself into teams of 2 or 3 people through signing up for groups allocated in Moodle. (See information in Moodle for further guidance.) Each member of the group will individually submit the "Self and Peer Evaluation" forms 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.

In your group undertake the following activities:

For Assessment 3, you and your team mates are expected to choose ONE of the countries that you worked on in Assessment 2:

- Finland,
- Canada, or
- Russia.

where you will market Ugg Australia™ 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

You are expected to read widely to support your analysis and justify your recommendations. You must include at least **15 references** to support your ideas. I suggest you 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.

Note that this is a team assessment business report.

Once completed, the team will complete the marking criteria forms (Form 1 of 2 and Form 2 of 2). Each team member will complete both forms and provide all relevant details in those forms. You are to provide a statement to reflect on how the Global Business Marketing Unit has been valuable to you.

The forms must be uploaded online through the Moodle Assessment 3 link by the due date. Please see course Moodle website for submission guidelines.

Why is a group work important?

The success of international venture creation, investment, management and marketing activities is often reliant upon national and international network building, firm's capabilities in communication and teamwork, cross-cultural understanding, critical and rationale thinking, and processing and managing information and technology. This group assessment is aiming to practice and develop the above stated critical skills and abilities.

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 course Moodle site. I would suggest you to make a team whom you can communicate with on a regular basis. The link, "build your team for group work", is available in Week 1 slot. 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. 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.

Instructions for your written Word document with the references

- The maximum length is 1500 words excluding references
- Please use Times New Roman with font 12 and 1.5 line spacing.
- You need to upload this Word document in Moodle under the Assessment 3 link.

Instructions for your "self and peer evaluation" forms upload

- All students working in a group have to individually upload the self and peer evaluation forms in the Moodle link under Assessment 3
- Each individual team member will assess the team, their own work and each other's work, by completing and uploading the forms provided in Moodle.
- Once the assessment has been completed, the team members will fill in Form 1 of 2 the 'Group Work Assessment' and each team member will upload this into their own moodle assessment 3 area.
- Each team member will also complete Form 2 of 2 the "Teamwork Assessment Form' and review the individual effort put in by each team member.
- Each of these forms is uploaded individually and thus is confidential from your team members.
- Both of these forms must be uploaded by each team member along with a copy of your final assignment PPT and Word Script (therefore a total of 4 files per individual student) through the assessment 3 link available by the due date. Please see course Moodle site for further submission guidelines.

Instructions for the PPT slides (10 PPT slides, maximum 10 minutes oral presentation or voice-over)

- You are to produce a maximum of 10 Powerpoint slides.
- Oncampus (internal) students will be presenting their PPT presentations in class time during weeks 11 and 12 of the term.
- Distance students are required to provide a voice-over on your slides.
- The oral presentation or voice-over should be a maximum of 10 minutes to discuss the above.

- Use the marking criteria for this assessment as a guide to include what is needed in the slides.
- You do not need to read the in text referencing or references at the end of the slides when presenting your oral or recording your voice-over 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 possible.

For Distance students:

- To record your voiceover, 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/>

Final instructions

- Do NOT click on 'Final submission' of files in Moodle unless ALL FILES (PPT file, Word Script, Form 1 of 2 and Form 2 of 2) 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.

Assessment Due Date

Week 11 Monday (29 Jan 2018) 5:00 pm AEST

All students to upload their PPT and Word Scripts - Distance Students to include the Voice-over on the PPT

Return Date to Students

Exam Week Wednesday (14 Feb 2018)

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

Weighting

30%

Assessment Criteria

Marking criteria	Maximum
Professional PowerPoint slides and script with no spelling mistakes; clear pronunciation and good fluency; professional presentation. Title slide including student names, student numbers, unit code and name, campus, term and year and assessment number should be available. Introduce yourself (ves) and what will be covered in the presentation	5
Introduce the country you have chosen and justify why	10
Market selection and entry strategy	15
Competitive Strategy	15
Pricing Strategy	15
Promotion Strategy	15
Distribution Strategy	10
Concluding Recommendations for Ugg Australia	15
Reference list	

TOTAL	/ 100
Reduced to a grade out of 30	/ 30
Penalty for plagiarism if applied	
Late penalty if applied (1.5 marks per late day)	
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