



MRKT20057 *Global Business Marketing*

Term 3 - 2018

Profile information current as at 01/05/2024 08:44 am

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 - 2018

- 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](#).

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.

Textbooks and Resources

Textbooks

MRKT20057

Prescribed

International Marketing : An Asia-Pacific Perspective

Edition: 7th Revised (2016)

Authors: Fletcher & Crawford

Pearson Australia

Sydney , NSW , Australia

ISBN: 9781488611162

Binding: Paperback

Additional Textbook Information

Also available as an eText at <http://www.pearson.com.au/9781488611179>

However, if you prefer a paper copy, they are available from the CQUni Bookshop here:

<http://bookshop.cqu.edu.au> (search on the Unit code)

[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

Ann Mitsis Unit Coordinator

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Warren Lawson Unit Coordinator

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Schedule

Week 1 - 05 Nov 2018

Module/Topic	Chapter	Events and Submissions/Topic
The Rationale for International Marketing and Globalisation	Text chapters 1 and 11	Unit overview: Instructions and Moodle website introduction, assessment description and due dates, careers in global marketing, unit expectations.

Week 2 - 12 Nov 2018

Module/Topic	Chapter	Events and Submissions/Topic
Avoiding the Pitfalls of the International Political and Legal Environment	Text chapter 2	Friday of week 2 - last day to add units.

Week 3 - 19 Nov 2018

Module/Topic	Chapter	Events and Submissions/Topic
Appreciating the Dynamics of the International Economic and Financial Environment	Text chapter 3	

Week 4 - 26 Nov 2018

Module/Topic	Chapter	Events and Submissions/Topic
Catering for the Social and Cultural Environment of International Marketing	Text chapter 4	Assessment 1: Quiz Test 1 Opens Friday, Week 4 at 9.00am AEST (Chapters 1, 2, 3, 4 & 11) Tuesday of week 4 - last day to withdraw from units without financial liability and academic penalty.

Mid-term Vacation Week - 03 Dec 2018

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

Week 5 - 10 Dec 2018

Module/Topic	Chapter	Events and Submissions/Topic
Technology and Change in International Markets	Text chapter 5	Assessment 1: Quiz Test 1 Closes Friday, Week 5 at 5:00pm AEST

Week 6 - 17 Dec 2018

Module/Topic	Chapter	Events and Submissions/Topic
International Market Selection and Entry, and Competitive Strategy	Text chapters 8 and 9	A2: Individual Country Analysis Report Due: Week 6 Friday (21 Dec 2018) 11:59 pm AEST

Week 7 - 31 Dec 2018

Module/Topic	Chapter	Events and Submissions/Topic
Modifying Products for International Markets	Text chapter 13	Assessment 1: Quiz Test 2 Opens Friday, Week 7 at 9:00am AEST (Chapters 5, 8, 9 & 13)

Week 8 - 07 Jan 2019

Module/Topic	Chapter	Events and Submissions/Topic
International Pricing for Profit	Text chapter 14	Assessment 1: Quiz Test 2 Closes Friday, Week 8 at 5:00pm AEST

Week 9 - 14 Jan 2019

Module/Topic	Chapter	Events and Submissions/Topic
Promotion in International Marketing	Text chapter 15	

Week 10 - 21 Jan 2019

Module/Topic	Chapter	Events and Submissions/Topic
Effective International Distribution	Text chapter 16	A3: Group Work (Oral presentation and Word script) Due: Week 10 Friday (25 Jan 2019) 11:59 pm AEST

Week 11 - 28 Jan 2019

Module/Topic	Chapter	Events and Submissions/Topic

Marketing Services and Projects Internationally

Text chapter 17

Assessment 1: Quiz Test 3 Opens Friday, Week 11 at 9:00am AEST (Chapters 14, 15, 16 & 17)
Assessment 3: Oral presentations begin for on-campus (internal) students

Week 12 - 04 Feb 2019

Module/Topic	Chapter	Events and Submissions/Topic
International Marketing: Contemporary Environmental Variables and Future Focus	Text chapters 6 and 18	Assessment 1: Quiz Test 3 Closes Friday, Week 12 at 5:00pm AEST Assessment 3: Oral presentations continue for on-campus (internal) students

Exam Week - 11 Feb 2019

Module/Topic	Chapter	Events and Submissions/Topic
There is no exam scheduled for this unit		

Assessment Tasks

1 A1: Online Quizzes

Assessment Type

Online Quiz(zes)

Task Description

Assessment task 1 comprises of three (3) online quizzes each worth 10%. Each quiz contains 30 multiple choice questions and needs to be completed in 60 minutes. You have one week to complete each quiz, with questions based on allocated chapters from the text book. There are no extensions of test dates for online quizzes. Please refer below for quiz information and important advice regarding online quizzes for Assessment 1.

Quiz Test 1:

- Study resources refer to content from Weeks 1 - 4, Chapters 1, 2, 3, 4 and 11
- **Test opens on Friday of Week 4 (30 November 2018) at 9:00am AEST and closes on Friday of Week 5 (7 December 2018) at 5:00pm AEST**

Quiz Test 2:

- Study resources refer to content from Weeks 5 - 7, Chapters 5, 8, 9 and 13
- **Test opens on Friday of Week 7 (4 January 2019) at 9:00am AEST and closes on Friday of Week 8 (11 January 2019) at 5:00pm AEST**

Quiz Test 3:

- Study resources refer to content from Weeks 8 - 11, Chapters 14, 15, 16 and 17
- **Test opens on Friday of Week 11 (1 February 2019) at 9:00am AEST and closes on Friday of Week 12 (8 February 2019) at 5:00pm AEST**

Notes and 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 unit 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 A2: Individual Country Analysis Report

Assessment Type

Written Assessment

Task Description

Assessments 2 and 3 are related. Ensure you read through Assessment 3 before you begin Assessment 2.

Length:	2,500 words (excluding the executive summary, appendices, table of contents, reference list, and charts)
Weighting:	40%
Due Date:	Friday Week 6; 11:55PM AEST
Submission Notes:	Online through Moodle - 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).

Task Description - Individual Report

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

Choose one of the following products:

1. Tasmanian Mountain Waters TM – Natural Spring Water
(<http://www.tasmanianmountainwaters.com.au/#home>)

OR

2. CAUTHE2019 International Conference, 11-14th February, 2019
(<https://www.cqu.edu.au/about-us/structure/schools/bl/cauthe-2019>)

You have been hired as the Marketing Manager and your CEO has decided to investigate market opportunities for the potential international promotion and sale of their products or event to one of the following countries:

- Hong Kong
- United Kingdom
- China

Choose one of the above countries and write a report on the potential opportunities and threats after conducting a strategic analysis of the environmental variables such as economic, political, social, cultural, technological and any other variables that would influence the market entry in that country.

It is recommended that students read various academic materials before writing this report. You will be expected to have consulted books, 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 1 page);
- table of contents;
- introduce the background information necessary to understand the product and the country of your choice;
- discuss the environmental variables (economic/financial, political/legal, social/cultural, technological) that may affect your international marketing campaign in that country;
- conclusion and recommendations for moving forward on the export opportunities or threats
- list the references (at least 15 academic references)
- Appendices (where required)

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.

Assessment Due Date

Week 6 Friday (21 Dec 2018) 11:59 pm AEST
 Individual submissions to be uploaded via Moodle

Return Date to Students

Week 8 Friday (11 Jan 2019)

Weighting

40%

Assessment Criteria

Assessment Criteria	Maximum Mark
Executive Summary	10
Introduction including background information on product and country selections	5
Economic and financial environment analysis	20
Political and legal environment analysis	20
Social and cultural environment analysis	20
Technological environment analysis	10
Academic Quality	10
Professionalism	5
Total 100%	/100
Reduced to a grade out of 40	/40
Further information and a detailed marking rubric are provided in moodle.	

Referencing Style

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

Submission

Online

Submission Instructions

Individual submissions to be uploaded via Moodle

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 A3: Group Work (Oral presentation and Word script)**Assessment Type**

Group Work

Task Description**REMEMBER: Assessments 2 and 3 are related.**

Due Date:	Upload your PPT and Script by Friday of Week 10, 11:55PM AEST; Oral presentations for on-campus students will be held in tutorials in weeks 11 & 12.
Length:	Oral Presentations of not more than 10 mins in duration (using powerpoint slides) plus a Script of your presentation (maximum 1,500 words excluding references)
Weighting:	30%

Submission Notes:

- All assessments should be submitted online through the MRKT20057 Moodle site. Only one PPT File and 1 Word Script document needs to be submitted per team.
- On-campus (internal) students will be presenting their Oral (PPT) presentations in class time during Weeks 11 and 12.
- Distance students are required to provide a voice-over on your slides (see notes below).

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

Organise yourself into teams of 2 or 3 people. For Assessment 3, your group is expected to choose **ONE** of the countries and **ONE** of the products that you worked on in Assessment 2 where you will go to market and explain the rationale for your choice.

You will then provide recommendations for the following:

- Market selection and entry strategy
- Competitive strategy
- Pricing strategy
- Promotion strategy
- Distribution strategy
- Concluding recommendations

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, industry reports, 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.

Instructions for your written Word document with references

- Please use Times New Roman with font 12 and 1.5 line spacing
- You need to upload this Word (.doc or .docx file format) document in Moodle under Assessment 3 and also a copy of your PPT slides (.ppt or .pptx file format).

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

- 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.
- On-campus (internal) students will be presenting their PPT presentations in class time during Weeks 11 and 12.
- Distance students are required to provide a voice-over on your slides (see notes below).

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/>

Note: this is a team assessment business report.

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. 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.

Final Instructions

- Do NOT click on 'Final submission' of files in Moodle unless ALL FILES (PPT file, Word Script) 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 10 Friday (25 Jan 2019) 11:59 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 Friday (15 Feb 2019)

This is a summative assessment, and hence, there will be minimal feedback provided for this group task.

Weighting

30%

Assessment Criteria

Criteria	Maximum Mark
Market selection and entry strategy	10%
Competitive strategy	20%
Pricing strategy	10%
Promotion strategy	20%
Distribution strategy	10%
Concluding recommendations	10%
Academic Quality:	10%
Professionalism: Professional PowerPoint Presentation. Including title slide with student names, student numbers, unit code and name, campus, term and year and assessment number AND introducing team members and what will be covered in the presentation. Your introduction needs to also introduce the country you have chosen and the product.	10%
Total grade out of 100% Reduced to a grade out of 30	/100 /30

Referencing Style

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

Submission

Online Group

Submission Instructions

Submission of group assessment plus group evaluations through Moodle site. See Assessment Topic in Moodle for further information.

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