



# MRKT20057 *Global Marketing*

## Term 3 - 2019

Profile information current as at 01/05/2024 02:15 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

With globalisation, businesses are realising that there is a need to expand their target markets overseas for survival, growth and profitability. This unit builds on a series of critical marketing concepts, where you will learn how to analyse global environmental forces and how to strategically develop and manage contemporary entry, competitive and international marketing mix strategies. On completion of this unit, you will have an advanced and integrated understanding of international marketing theories, practices, and strategies.

#### 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

Pre-requisite: MRKT20052

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 - 2019

- Brisbane
- Melbourne
- Online
- Sydney

#### Attendance Requirements

All on-campus students are expected to attend scheduled classes - in some units, these classes are identified as a mandatory (pass/fail) component and attendance is compulsory. International students, on a student visa, must maintain a full time study load and meet both attendance and academic progress requirements in each study period (satisfactory attendance for International students is defined as maintaining at least an 80% attendance record).

#### Website

[This unit has a website, within the Moodle system, which is available two weeks before the start of term. It is important that you visit your Moodle site throughout the term. Please visit Moodle for more information.](#)

## Class and Assessment Overview

### Recommended Student Time Commitment

Each 6-credit 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 Test**

Weighting: 20%

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

Weighting: 50%

#### 3. **Presentation**

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. Demonstrate in-depth understanding of the major theories and contemporary practices of global marketing
2. Critically analyse and evaluate the global marketing environments
3. Develop analytical and problem solving skills related to market selection, entry and competitive strategies in global markets
4. Formulate and synthesise global marketing mix strategies to respond to complex global marketing challenges and opportunities.



## Textbooks and Resources

### Textbooks

MRKT20057

#### Prescribed

##### **International Marketing : An Asia-Pacific Perspective**

Edition: 7th Revised (2017)

Authors: Fletcher & Crawford

Pearson Australia

ISBN: 9781488611162

Binding: Paperback

#### Additional Textbook Information

An electronic version of this textbook is available for purchase or rental online through Pearson Education Australia at:

<http://www.pearson.com.au/9781488611179>

However, if you prefer a paper text, they are available at the CQUni Bookshop here:

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

[View textbooks at the CQUniversity Bookshop](#)

[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

**Margaret Ellis** Unit Coordinator

[m.ellis@cqu.edu.au](mailto:m.ellis@cqu.edu.au)

## Schedule

### Week 1 - 11 Nov 2019

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 - 18 Nov 2019

Module/Topic	Chapter	Events and Submissions/Topic
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Avoiding the Pitfalls of the International Political and Legal Environment	Text chapter 2	
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### Week 3 - 25 Nov 2019

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

### Week 4 - 02 Dec 2019

Module/Topic	Chapter	Events and Submissions/Topic
Catering for the Social and Cultural Environment of International Marketing	Text chapter 4	

### Mid-term Vacation Week - 09 Dec 2019

Module/Topic	Chapter	Events and Submissions/Topic
Vacation week		

### Week 5 - 16 Dec 2019

Module/Topic	Chapter	Events and Submissions/Topic
Technology and Change in International Markets	Text chapter 5	<p><b>Assessment 1: Online test opens on Monday of Week 5 (16 December 2019) at 9:00 am AEST and closes on Friday of Week 5 (20 December 2019) at 5:00 pm.</b> The online test will comprise of one of two case studies detailed on Moodle.</p>

### Week 6 - 23 Dec 2019

Module/Topic	Chapter	Events and Submissions/Topic
International Market Selection and Entry, and Competitive Strategy	Text chapters 8 and 9	

### Week 7 - 06 Jan 2020

Module/Topic	Chapter	Events and Submissions/Topic
Modifying Products for International Markets	Text chapter 13	

### Week 8 - 13 Jan 2020

Module/Topic	Chapter	Events and Submissions/Topic
International Pricing for Profit	Text chapter 14	<p><b>Assessment 2: Individual Country Analysis Report</b></p> <p><b>Individual Country Analysis Report</b> Due: Week 8 Friday (17 Jan 2020) 6:00 pm AEST</p>

### Week 9 - 20 Jan 2020

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

### Week 10 - 27 Jan 2020

Module/Topic	Chapter	Events and Submissions/Topic
Effective International Distribution	Text chapter 16	

### Week 11 - 03 Feb 2020

Module/Topic	Chapter	Events and Submissions/Topic

Marketing Services and Projects  
Internationally

Text chapter 17

**Assessment 3: Oral presentations  
begin for on-campus (internal)  
students**

**Group Work (Presentation and  
Word script)** Due: Week 11 Friday (7  
Feb 2020) 6:00 pm AEST

### Week 12 - 10 Feb 2020

#### Module/Topic

International Marketing:  
Contemporary Environmental  
Variables and Future Focus

#### Chapter

Text chapters 6 and 18

#### Events and Submissions/Topic

**Assessment 3: Oral presentations  
continue for on-campus (internal)  
students**

### Exam Week - 17 Feb 2020

#### Module/Topic

There is no exam scheduled for this  
unit

#### Chapter

#### Events and Submissions/Topic

## Assessment Tasks

### 1 Online Test

#### Assessment Type

Online Test

#### Task Description

Assessment task 1 comprises of one online test worth 20% of your total grade. The online test requires you to answer questions to one of two case studies, which are accessible via the Assessment 1 link on Moodle. You have one week to complete the test. There are no extensions to test dates. Please refer below for detailed information and important advice regarding the online test.

#### Online Test:

- Case studies and questions assess content from Weeks 1 - 4 (Chapters 1, 2, 3, 4 & 11).
- Opens on Monday of Week 5 (16 December 2019) at 9:00am AEST and closes on Friday of Week 5 (20 December 2019) at 5:00 pm AEST.
- You will only be able to log in to the test once and it will only be available for a total of 90 minutes.
- You will need to answer a total of three (3) or four (4) questions related to one of two case studies.
- Case studies will be randomly assigned to students.

#### Notes and Important Advice:

- All times shown are in Australian Eastern Standard Time (AEST) - you may need to adjust for your own time zones when completing the online test.
- The online test has a time limit of 90 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 of the test is allowed. You do not have the option of multiple attempts in this piece of assessment.
- There will be no sample tests.
- You must aim to have the test 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.
- 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, test extensions 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 tests 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](mailto: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, AND THE NATURE OF THE PROBLEM. Any omissions of this required information may delay a response.
- If a student requests a reset of their test 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.

### **Assessment Due Date**

Please see the instructions above and/or on the unit Moodle site for online test opening and closing times

### **Return Date to Students**

Individual submissions to be uploaded via Moodle

### **Weighting**

20%

### **Assessment Criteria**

Case study questions 100%.

Total grade out of 100%. Reduced to a grade out of 20.

### **Referencing Style**

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

### **Submission**

Online

### **Submission Instructions**

Individual Assessment

### **Learning Outcomes Assessed**

- Demonstrate in-depth understanding of the major theories and contemporary practices of global marketing

### **Graduate Attributes**

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

## **2 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.**

This challenging assessment provides you with real world experience through an applied and innovative task. Firstly, you need to choose one of the following companies that has recently hired you:

1. Vege Chip Company (<http://www.vegechips.com>)

OR

2. Liddells Dairy Company (<https://www.liddells.com.au>)

The CEO of your chosen company has decided to investigate market opportunities for the potential international promotion and sale of their products to one of the following countries:

- China
- Japan
- Singapore
- Canada

Secondly, you need to select one of the above countries and write a report evaluating the potential opportunities and threats that may influence market entry into that country. This requires you to conduct a strategic analysis of the environmental factors, including: economic and financial; political and legal; social and cultural; and technological of the chosen country.

It is recommended that students read various academic materials before writing this report. You will be expected to have consulted both academic and grey literature, including: books; academic journal articles; conference proceedings; theses and dissertations; and relevant government, industry and market reports, to support your arguments with theories and market figures. You should start working on the assessment as early as Week 4.

The report structure is as follows:

- 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 factors (economic/financial, political/legal, social/cultural, technological) that may affect your international marketing campaign in the chosen country



## Conclusion and recommendations for moving forward on the export opportunities or threats

- List the references (at least 15 academic references)
- Appendices (where required)
- Please use Times New Roman with font 12 and 1.5 line spacing
- Word length: 2,500 words (excluding the executive summary, table of contents, reference list, appendices and charts).

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 report, use numbered headings and sub-headings to specify the information required for each of the criteria above. The assessment marking criteria should guide you in preparing this assessment task, specifically the weighting attributed to each section of the report.

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).

### Assessment Due Date

Week 8 Friday (17 Jan 2020) 6:00 pm AEST  
Individual submissions to be uploaded via Moodle

### Return Date to Students

Week 10 Friday (31 Jan 2020)

### Weighting

50%

### Assessment Criteria

Assessment Criteria	Maximum Mark
Executive Summary	10%
Introduction including background information on product and country selections	10%
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%
Total 100%. Reduced to a grade out of 50.	100% (50)
Further information and a marking rubric are available in Moodle.	

### Referencing Style

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

Online

**Submission Instructions**

Individual submissions to be uploaded via Moodle

**Learning Outcomes Assessed**

- Develop analytical and problem solving skills related to market selection, entry and competitive strategies in global markets
- Formulate and synthesise global marketing mix strategies to respond to complex global marketing challenges and opportunities.

**Graduate Attributes**

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

### 3 Group Work (Presentation and Word script)

**Assessment Type**

Presentation

**Task Description**

#### **Assessments 2 and 3 are related.**

Building on your country analysis in Assessment 2, this task requires you to prepare and present an international market campaign. In teams of 2 or 3, you will deliver your strategy in a 10 minute oral presentation (with Powerpoint slides), and are required to submit your Powerpoint slides and Wordscript (1,500 words) via Moodle.

Firstly, organise yourself into a team of 2 or 3 people.

Secondly, your team is required to choose ONE of the countries and ONE of the products that you worked on in Assessment 2 and explain the rationale for your choice. You will then outline your marketing strategy, providing 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, which may be sourced from the CQUniversity library database, industry reports, and Google Scholar to find journal articles. Remember to reference sources 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 Wordscript (written document):**

- Please use Times New Roman with font 12 and 1.5 line spacing
- Wordscripts are to be referenced using APA
- Length is 1,500 words (excluding references)
- You need to upload this Word document (.doc or .docx file format) in Moodle under Assessment 3 and also a copy of your PPT slides (.ppt or .pptx file format)
- Only one Word document (Wordscript) needs to be submitted per team

**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)
- Only one PPT file needs to be submitted per team

**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 for your team.
- 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 Friday (7 Feb 2020) 6:00 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

Assessments will be returned following certification of grades. 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	15%
Pricing strategy	15%
Promotion strategy	15%
Distribution strategy	15%
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

- Demonstrate in-depth understanding of the major theories and contemporary practices of global marketing
- Critically analyse and evaluate the global marketing environments
- Develop analytical and problem solving skills related to market selection, entry and competitive strategies in global markets
- Formulate and synthesise global marketing mix strategies to respond to complex global marketing challenges and opportunities.

### Graduate Attributes

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

## 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