



# MRKT20057 *Global Marketing*

## Term 1 - 2020

Profile information current as at 30/04/2024 07:27 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 1 - 2020

- 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: 40%

#### 3. **Presentation**

Weighting: 40%

### Assessment Grading

This is a graded unit: your overall grade will be calculated from the marks or grades for each assessment task, based on the relative weightings shown in the table above. You must obtain an overall mark for the unit of at least 50%, or an overall grade of 'pass' in order to pass the unit. If any 'pass/fail' tasks are shown in the table above they must also be completed successfully ('pass' grade). You must also meet any minimum mark requirements specified for a particular assessment task, as detailed in the 'assessment task' section (note that in some instances, the minimum mark for a task may be greater than 50%). Consult the [University's Grades and Results Policy](#) for more details of interim results and final grades.

## CQUniversity Policies

**All University policies are available on the [CQUniversity Policy site](#).**

You may wish to view these policies:

- Grades and Results Policy
- Assessment Policy and Procedure (Higher Education Coursework)
- Review of Grade Procedure
- Student Academic Integrity Policy and Procedure
- Monitoring Academic Progress (MAP) Policy and Procedure – Domestic Students
- Monitoring Academic Progress (MAP) Policy and Procedure – International Students
- Student Refund and Credit Balance Policy and Procedure
- Student Feedback – Compliments and Complaints Policy and Procedure
- Information and Communications Technology Acceptable Use Policy and Procedure

This list is not an exhaustive list of all University policies. The full list of University policies are available on the [CQUniversity Policy site](#).

## 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

Melbourne , VIC , Australia

ISBN: 9781488611162

Binding: Paperback

#### Additional Textbook Information

Copies are available for purchase at 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

**Nazia Nabi** Unit Coordinator

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

## Schedule

### Week 1 - 09 Mar 2020

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

### Week 2 - 16 Mar 2020

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

**Week 3 - 23 Mar 2020**

Module/Topic	Chapter	Events and Submissions/Topic
Appreciating the Dynamics of the International Economic and Financial Environment	Text chapter 3	Discussion on Assessment Task 1: Online Test.  In-class activities: Discussion questions / exercises / mini cases

**Week 4 - 30 Mar 2020**

Module/Topic	Chapter	Events and Submissions/Topic
Catering for the Social and Cultural Environment of International Marketing	Text chapter 4	In-class activities: Discussion questions / exercises / mini cases  <b>Online test opens on Monday of Week 4 at 9:00am AEST and closes on Friday of Week 4 at 6:00pm.</b>  <b>Online Test: Case Analysis</b> Due: Week 4 Friday (3 Apr 2020) 6:00 pm AEST

**Week 5 - 06 Apr 2020**

Module/Topic	Chapter	Events and Submissions/Topic
Technology, and Other Contemporary Variables in International Marketing	Text chapter 5 and 6	<b>Group formation DUE in Week 5.</b>  In-class activities: Discussion questions / exercises / mini cases

**Mid-term Vacation Week - 13 Apr 2020**

Module/Topic	Chapter	Events and Submissions/Topic
Vacation week	n/a	n/a

**Week 6 - 20 Apr 2020**

Module/Topic	Chapter	Events and Submissions/Topic
International Market Selection and Entry, and Competitive Strategy	Text chapters 8 and 9	Discussion on Assessment Task 2: Written Assessment  In-class activities: Discussion questions / exercises / mini cases

**Week 7 - 27 Apr 2020**

Module/Topic	Chapter	Events and Submissions/Topic
Modifying Products for International Markets	Text chapter 13	In-class activities: Discussion questions / exercises / mini cases  <b>Written Assessment: Environmental Analysis</b> Due: Week 7 Friday (1 May 2020) 6:00 pm AEST

**Week 8 - 04 May 2020**

Module/Topic	Chapter	Events and Submissions/Topic
International Pricing for Profit	Text chapter 14	In-class activities: Discussion questions / exercises / mini cases

**Week 9 - 11 May 2020**

Module/Topic	Chapter	Events and Submissions/Topic
Promotion in International Marketing	Text chapter 15	Discussion on Assessment Task 3: Presentation  In-class activities: Discussion questions / exercises / mini cases

Week 10 - 18 May 2020		
Module/Topic	Chapter	Events and Submissions/Topic
Effective International Distribution	Text chapter 16	In-class activities: Discussion questions / exercises / mini cases
Week 11 - 25 May 2020		
Module/Topic	Chapter	Events and Submissions/Topic
Marketing Services and Projects Internationally	Text chapter 17	<b>Assessment 3: Oral presentations begin for on-campus (internal) students</b>  <b>Presentation: Group work (Oral presentation and word script) Due:</b> Week 11 Monday (25 May 2020) 6:00 pm AEST
Week 12 - 01 Jun 2020		
Module/Topic	Chapter	Events and Submissions/Topic
International Marketing in the Decade Ahead	Text chapter 18	<b>Assessment 3: Oral presentations continue for on-campus (internal) students.</b>
Review/Exam Week - 08 Jun 2020		
Module/Topic	Chapter	Events and Submissions/Topic
n/a	n/a	n/a
Exam Week - 15 Jun 2020		
Module/Topic	Chapter	Events and Submissions/Topic
There is no exam scheduled for this unit		

## Assessment Tasks

### 1 Online Test: Case Analysis

#### Assessment Type

Online Test

#### Task Description

Assessment task 1 is designed to demonstrate in-depth understanding of the major theories and contemporary practices of global marketing. This assessment task comprises of one online test worth 20% of the total grade. The online test requires students to **answer question(s) to one (1) of two (2) cases:**

- **Apple vs Samsung - taking the legal battle beyond markets and the boardroom (Ch 2, p. 69 Textbook)**
- **From a domestic market focus to a global vision - Australian banks' pursuit of global opportunities (Ch 11, p. 411 Textbook)**

#### Notes and Important Advice:

- Case studies and question(s) assess contents from Weeks 1 - 3 (Chapters 1, 2, 3 & 11). Students will need to answer a total of three (3) or four (4) questions related to the randomly assigned case.
- Each answer must be a **maximum of 200 words**.
- Online Test will **open on Monday of Week 4 at 9:00am AEST and closes on Friday of Week 4 at 6:00pm AEST**. Students must aim to have the test **completed by the closing date**. All times shown are in Australian Eastern Standard Time (AEST) - Students may need to adjust for their own time zones when completing the online test.
- Students will only be able to log in to the test once and it will only be available for a total of **90 minutes**. Please do not open the test until ready to complete the entire test. **Only one attempt** of the test is allowed. Students do not have the option of multiple attempts in this piece of assessment.
- There is no penalty (e.g., negative markings) for a wrong answer.

- Students need to study the textbook, PPT slides, and this unit profile carefully to fulfill the assessment criteria.
- 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.
- 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

Week 4 Friday (3 Apr 2020) 6:00 pm AEST

### Return Date to Students

Vacation Week Friday (17 Apr 2020)

### Weighting

20%

### Assessment Criteria

This task will be assessed based on -

- the identification of relevant marketing theories/concepts related to the assigned case;
- depth of their understanding, and analytical skills in applying these marketing theories/concepts to answer the question(s);
- strategic thinking and creative solution;
- inclusion of other examples to support the assertions (if applicable).

### 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 Written Assessment: Environmental Analysis

### Assessment Type

Written Assessment

### Task Description

Assessment Task 2 is designed to encourage students to engage in independent learning, as well as develop the skills to analyse various environmental issues that influence a company's international marketing decisions. To undertake an in-depth and extensive **Environmental Analysis**, each student is required to **select a product** from the following list:

- Ugg bags (<https://uggaustralia.com.au>) OR
- Penfolds wine (<https://www.penfolds.com>)

The product chosen already competes in domestic Australian market, and is attracted by the opportunities that exist into **one of the following markets:**

- The USA OR
- South Korea OR
- China OR
- The UK

Students are required to conduct an environmental analysis to evaluate the potential opportunities and/or threats that may influence the chosen company's market selection and entry decisions for the specific country/region. Students are also expected to discuss the impact(s) the environmental issues may have on key areas of the marketing strategies (e.g., STP and the 4p's) of that company. Issues include, but are not limited to legal concerns, political risk, cultural nuances, technology, economic and financial issues, etc. If an environmental issue does not have an impact on any of the areas of marketing strategies, it is irrelevant and, therefore, should not be included in this report. Students must **reinforce their discussion with clear evidences** (i.e. scholarly articles, industry and government reports, charts, diagrams, websites and newspaper articles, dating no further back than 2015).

#### **Notes and Important Advice:**

- Assessment Task 2 is an individual assessment task.
- Report should be formatted as follows: size 12 times new roman font, 1.5 line spacing.
- Word length: 2,500 words (excluding the title page, executive summary, table of contents, reference list, appendices and charts).

#### **The report structure:**

- 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.
- Introduction/background.
- Body paragraph (identification and explanation of environmental issues and their impacts on marketing strategies).
- Conclusion and recommendations.
- Reference list (**at least 15 academic references**). Students are highly discouraged from simply downloading country profile data from CIA Factbook, Wikipedia, or generic online sources.
- Appendices (where required).

#### **Assessment Due Date**

Week 7 Friday (1 May 2020) 6:00 pm AEST  
Individual submissions to be uploaded via Moodle

#### **Return Date to Students**

Week 9 Friday (15 May 2020)

#### **Weighting**

40%

#### **Assessment Criteria**

This task will be assessed based on -

- the breadth and depth of information presented,
- how well it is specifically applied to specific marketing strategies,
- the overall presentation of the report (including academic quality).

See Moodle for detailed marking rubric for this assessment task.

Penalties apply for late submission (5% mark will be deducted from the total mark per day unless an approved extension has been granted).

Penalties apply for exceeding word limit (1% mark will be deducted from the total mark for every 100 words over the allowed 2,500 words limit).

#### **Referencing Style**

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



## Submission

Online

## Submission Instructions

Individual report is to be uploaded into Moodle and not sent to the Unit Coordinator's email address for marking.

## 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 Presentation: Group work (Oral presentation and word script)

### Assessment Type

Presentation

### Task Description

Assessment Task 3 is designed to support students to be practical in applying international marketing theories/concepts in their workplace. **Building on the Environmental Analysis of Assessment Task 2**, this task requires the students to prepare and present recommendations involving the decisions regarding **(a) mode of entry, (b) competitive strategies, (c) the 4Ps, and (d) conclusion.**

### Notes and important advice:

- Assessment Task 3 is a group task. Therefore, students are expected to form their group **(no more than 3 members in each group) within the first 5 weeks of class**. Students should make a group whom they can communicate with on a regular basis.
- **Assessment Task 2 and 3 are related.** Groups are required to select a company and a country that have been analysed in Assessment Task 2.
- All groups must **submit their PPT slides, along with a 1,500 words script.**
- Students should support their discussions with **at least 15 academic references**, dating no further back than 2015.
- On-campus (internal) students will be presenting their PPT presentations in class time **during Weeks 11 and 12.**
- Each group is required to present for **15 minutes** with a maximum of **15 slides**.
- The marking criteria for this assessment can be used as a guide to include what is needed in the slides.
- Students do not need to read the in-text referencing or references at the end of the slides during presentation.
- As this is a group effort, all group members must participate in the presentation, especially on the metro campuses.
- **Only one PPT file and one word script need to be submitted per group.**
- Students must not click on 'Final submission' of files in Moodle unless PPT file has been uploaded for their group.
- Students need to start working on this assessment as soon as Week 6 as it involves lots of research, preparation and group effort and must not wait until the last minute to do this assessment.

### Additional notes for distance students:

- All group members are expected to participate in the presentation, if possible.
- Students are required to **provide a voice-over on their slides**. To record the voice-over, students should use a headset with microphone preferably or speak loudly if they use the inbuilt microphone on their laptop/computer. Students must make sure their voice is clear, can be heard and understood when playing the PPT slides before uploading into Moodle.
- The PPT slides will need to be uploaded in Moodle under the "Assessment 3" link.
- Students must not insert their 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 the file to the Lecturer or Unit Co-ordinator to check.
- For hints on how to convert a PPT slide to a presentation with voice over, please view the link below.

<http://www.emergingedtech.com/2012/12/add-voice-over-to-powerpoint-presentations-in-5-easy-steps/>

**Assessment Due Date**

Week 11 Monday (25 May 2020) 6:00 pm AEST  
All groups to upload their PPT slides and word script.

**Return Date to Students**

Assessments will be returned following certification of grades.

**Weighting**

40%

**Assessment Criteria**

Students will be assessed based on -

- their ability to formulate marketing strategies and tactics that can be used in an international setting;
- their thorough, focused and insightful analysis;
- their ability to present researched topic with solid supporting data.
- their communication and persuasion skills, and professionalism (professional PPT 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 also needs to introduce the country you have chosen and the product).

See Moodle for detailed marking rubric for this assessment task.

**Referencing Style**

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

**Submission**

Online Group

**Submission Instructions**

Only one PPT file and one word script per group are to be uploaded into Moodle and not sent to the Unit Coordinator's email address for marking.

**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