



# MRKT20057 *Global Marketing*

## Term 2 - 2020

Profile information current as at 27/04/2024 07:14 am

All details in this unit profile for MRKT20057 have been officially approved by CQUUniversity 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 2 - 2020

- Brisbane
- Cairns
- 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](#).

## 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 Have Your Say survey and personal reflection

##### Feedback

Students showed their satisfaction with this unit. They were happy with the contents and the learning materials as these gave them the perception of being a marketer.

##### Recommendation

The Unit Coordinator will continue to provide case studies and exercises with real life applications for assessments and class activities to retain students' satisfaction.

## 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.

## Alignment of Learning Outcomes, Assessment and Graduate Attributes



### Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes			
	1	2	3	4
1 - Online Test - 20%	•			
2 - Written Assessment - 40%			•	•
3 - Presentation - 40%	•	•	•	•

### Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes			
	1	2	3	4
1 - Knowledge	○	○	○	○
2 - Communication	○	○	○	○

Graduate Attributes	Learning Outcomes			
	1	2	3	4
3 - Cognitive, technical and creative skills	○	○	○	○
4 - Research	○	○	○	○
5 - Self-management	○	○	○	○
6 - Ethical and Professional Responsibility	○	○	○	○
7 - Leadership				
8 - Aboriginal and Torres Strait Islander Cultures				

## Alignment of Assessment Tasks to Graduate Attributes

Assessment Tasks	Graduate Attributes							
	1	2	3	4	5	6	7	8
1 - Online Test - 20%	○	○	○		○	○		
2 - Written Assessment - 40%	○	○	○	○	○	○		
3 - Presentation - 40%	○	○	○	○	○	○		

## 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

If you prefer to study with a paper copy, they are available at the CQUni Bookshop here: <http://bookshop.cqu.edu.au> (search on the Unit code). eBooks are available at the publisher's website.

[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 7th Edition \(APA 7th edition\)](#)

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 - 13 Jul 2020

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

### Week 2 - 20 Jul 2020

Module/Topic	Chapter	Events and Submissions/Topic
Influences of Political and Legal Environments on International Marketing	Chapter 2	<b>Discussion on plagiarism and referencing.</b>  In-class activities: Discussion questions / exercises / mini cases

### Week 3 - 27 Jul 2020

Module/Topic	Chapter	Events and Submissions/Topic
Influences of Economic and Financial Environments on International Marketing	Chapter 3	<b>Last minute Q&amp;A session for Assessment Task 1 Online Test.</b>  In-class activities: Discussion questions / exercises / mini cases

### Week 4 - 03 Aug 2020

Module/Topic	Chapter	Events and Submissions/Topic
Influences of Social and Cultural Environments on International Marketing	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 11:00pm.</b>  <b>Online Test (Case Analysis) Due:</b> Week 4 Friday (7 Aug 2020) 11:00 pm AEST

### Week 5 - 10 Aug 2020

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

**Vacation Week - 17 Aug 2020**

Module/Topic	Chapter	Events and Submissions/Topic
Vacation Week - No Class	Vacation Week - No Class	Vacation Week - No Class

**Week 6 - 24 Aug 2020**

Module/Topic	Chapter	Events and Submissions/Topic
International Market Selection, Entry and Competitive Strategies	Chapter 8 and 9	<p><b>Last minute Q&amp;A session for Assessment Task 2 Written Assessment.</b></p> <p>In-class activities: Discussion questions / exercises / mini cases</p>

**Week 7 - 31 Aug 2020**

Module/Topic	Chapter	Events and Submissions/Topic
Product strategies for International Markets	Chapter 13	<p>In-class activities: Discussion questions / exercises / mini cases</p> <p><b>Written Assessment (Environmental Analysis) Due:</b> Week 7 Friday (4 Sept 2020) 11:00 pm AEST</p>

**Week 8 - 07 Sep 2020**

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

**Week 9 - 14 Sep 2020**

Module/Topic	Chapter	Events and Submissions/Topic
Promotion strategies for International Markets	Chapter 15	In-class activities: Discussion questions / exercises / mini cases

**Week 10 - 21 Sep 2020**

Module/Topic	Chapter	Events and Submissions/Topic
Distribution strategies for International Markets	Chapter 16	<p><b>Last minute Q&amp;A session for Assessment Task 3 Presentation and Group Report (Recommendations for international marketing decisions).</b></p> <p>In-class activities: Discussion questions / exercises / mini cases</p>

**Week 11 - 28 Sep 2020**

Module/Topic	Chapter	Events and Submissions/Topic
Marketing Services Internationally	Chapter 17	<p><b>Presentation starts (this activity is part of Assessment task 3)</b></p> <p><b>Presentation and Group Report (Recommendations for international marketing decisions)</b> Due: Week 11 Monday (28 Sept 2020) 11:00 pm AEST</p>

**Week 12 - 05 Oct 2020**

Module/Topic	Chapter	Events and Submissions/Topic
International Marketing in the Decade Ahead	Chapter 18	<b>Presentation continues (this activity is part of Assessment task 3)</b>

## Assessment Tasks

### 1 Online Test (Case Analysis)

#### Assessment Type

Online Test

#### Task Description

Assessment task 1 is designed for students to demonstrate their 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** (see Assessment Task Information section in Moodle for the following cases):

- **42 below—the excitement of start-up, new products, new markets, innovation and creative promotion.**
- **Conflict and resolution—avoiding political and legal pitfalls: the case of ENRON in India.**

#### 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 11:00pm 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 **80 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 (7 Aug 2020) 11:00 pm AEST

#### Return Date to Students

Vacation Week Friday (21 Aug 2020)

Results will be released after moderation is completed (expected release time to students is 2 weeks after the submission, excluding public and University holidays time).

#### 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.

See Moodle for detailed marking rubric for this assessment task.

### Referencing Style

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

### Submission

Online

### Submission Instructions

Students are able to log in to the test once and it is available for a total of 80 minutes. Students must not open the test until ready to complete the entire test. They do not have the option of multiple attempts in this piece of assessment. Students are required to use relevant assessment submission link in the "Assessment Task Information section" of this unit's Moodle page.

### 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 one company** from the following list:

- **Beechworth Honey** (<https://www.beechworthhoney.com.au>)
- **Elkie & Ark** (<https://www.elkieark.com>)

The company chosen already competes in domestic Australian market, and requires to investigate the potential opportunities and/or threats that exist into **one of the following markets** for their products:

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

Students are required to conduct an environmental analysis on the country selected to evaluate the potential opportunities and/or threats that may influence the chosen company's entry into that country. Environmental factors to be analysed may include economic, financial, political, legal, social, cultural, technological and other contemporary factors. If an environmental factor does not have an impact on companies international marketing decisions, it is irrelevant and, therefore, should not be included in this report.

Students must **reinforce their discussion with clear evidences** (i.e. books, academic journal 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).
- Penalties for late submission are applied as per CQU policy.

### 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 factors that may have impacts on international marketing decisions).
- Conclusion.
- 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 (4 Sept 2020) 11:00 pm AEST

### Return Date to Students

Week 9 Friday (18 Sept 2020)

Results will be released after moderation is completed (expected release time to students is 2 weeks after submission of each article excluding public and University holidays time).

### 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.

### Referencing Style

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

### Submission

Online

### Submission Instructions

Students are required to submit their work as a word document (.doc or .docx) through relevant assessment submission link in the "Assessment Task Information section" of this unit's Moodle page.

### 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 and Group Report (Recommendations for international marketing decisions)

### 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 a report on recommendations involving the decisions regarding **(a) market selection, (b) mode of entry,**

**(c) competitive strategies, and (c) the marketing mix strategies** and present the findings in class.

Students must **reinforce their discussion with clear evidences** (i.e. books, academic journal articles, industry and government reports, charts, diagrams, websites and newspaper articles, dating no further back than 2015).

**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 discuss and 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 report**.
- Students should support their discussions with **at least 15 academic references**. Students are highly discouraged from simply downloading country profile data from CIA Factbook, Wikipedia, or generic online sources.
- Penalties for late submission are applied as per CQU policy.
- 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. If any group member does not participate in the presentation without prior notice, or if other group members inform about any of the group members' no/lack of contribution, then that group member will not receive any mark.
- **Only one PPT file and one report 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.

**Assessment Due Date**

Week 11 Monday (28 Sept 2020) 11:00 pm AEST

**Return Date to Students**

Assessments will be returned following certification of grades.

**Weighting**

40%

**Assessment Criteria**

Students will be assessed based on -

- the ability to formulate marketing strategies and tactics that can be used in international setting;
- the thorough, focused and insightful analysis;
- the ability to present researched topic with solid supporting data; the 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. The introduction also needs to introduce the company and the country they have chosen.)

See Moodle for detailed marking rubric for this assessment task.

**Referencing Style**

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

**Submission**

Online Group

**Submission Instructions**

Only one PPT file and one report per group are to be submitted through relevant assessment submission link in this unit's Moodle page (link for submitting Assessment Task 3).

**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