MRKT20057 *Global Marketing in the Digital Era*
Term 1 - 2023

Profile information current as at 12/10/2024 04:16 pm

All details in this unit profile for MRKT20057 have been officially approved by CQUniversity 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 increasing digitisation in the globalised world, businesses are realising that there is a need to apply the digital technologies in expanding their target markets overseas for survival, growth and profitability. This unit builds on a series of critical global marketing concepts, where you will be able to learn how to analyse and evaluate the global marketing environmental forces and the associated digital trends, 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 global marketing theories, practices, and strategies applicable in this digital era.

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 - 2023

- 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.

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 Unit evaluation

Feedback

The feedback indicates the value in the contemporary relevance of the unit and topics, including the practical and varied international marketing-related assessments.

Recommendation

Continue to focus on topic currency and assessments that reflect professional practice in global marketing.

Feedback from Self reflection

Feedback

More guidance on the assessment tasks and requirements.

Recommendation

The unit coordinator will provide more assessment exemplars and a range of tailored support for the requirements of the assessment tasks.

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 in the digital era.
2. Critically analyse and evaluate the global marketing environments and the associated digital trends.
3. Develop analytical and problem-solving skills related to market selection, entry and competitive strategies in global physical and digital markets.
4. Formulate and synthesise global marketing mix strategies to respond to complex global marketing challenges and opportunities in the digital era.

Alignment of Learning Outcomes, Assessment and Graduate Attributes

— N/A Level | • Introductory Level | • Intermediate Level | • Graduate Level | ∘ Professional Level | ∘ Advanced Level

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	∘	∘	∘	∘
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				

Textbooks and Resources

Textbooks

MRKT20057

Prescribed

International Marketing: An Asia-Pacific Perspective
7th Edition (2017)
Authors: Fletcher, R. & Crawford, H.
Pearson Australia
Melbourne , Victoria , Australia
ISBN: 9781488611162; 9781488611179 (ebook)
Binding: Paperback

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

Janice Ban Unit Coordinator
j.ban@cqu.edu.au

Schedule

Week 1 - 06 Mar 2023

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

Week 2 - 13 Mar 2023

Module/Topic	Chapter	Events and Submissions/Topic
Influences of Social and Cultural Environments on International Marketing	Chapter 4	Discussion on plagiarism and referencing. In-class activities: Discussion questions / exercises / mini cases

Week 3 - 20 Mar 2023

Module/Topic	Chapter	Events and Submissions/Topic

Influences of Technology and Other Contemporary Variables on International Marketing	Chapters 5 - 6	In-class activities: Discussion questions / exercises / mini cases
Week 4 - 27 Mar 2023		
Module/Topic	**Chapter**	**Events and Submissions/Topic**
Influences of Political and Legal Environments on International Marketing	Chapter 2	Last minute Q&A session for Assessment Task 1 Online Test. In-class activities: Discussion questions / exercises / mini cases **Online test opens on Monday of Week 4 at 9:00 am AEST and closes on Friday of Week 4 at 11.00 pm (AEST).** **Online Test (Case Analysis)** Due: Week 4 Friday (31 Mar 2023) 11:00 pm AEST
Week 5 - 03 Apr 2023		
Module/Topic	**Chapter**	**Events and Submissions/Topic**
Influences of Economic and Financial Environments on International Marketing	Chapter 3	In-class activities: Discussion questions / exercises / mini cases
Vacation Week - 10 Apr 2023		
Module/Topic	**Chapter**	**Events and Submissions/Topic**
Vacation Week - No Class	Vacation Week - No Class	Vacation Week - No Class
Week 6 - 17 Apr 2023		
Module/Topic	**Chapter**	**Events and Submissions/Topic**
International Market Selection, Entry and Competitive Strategies	Chapters 8 and 9	Last minute Q&A session for Assessment Task 2 Written Assessment. In-class activities: Discussion questions / exercises / mini cases
Week 7 - 24 Apr 2023		
Module/Topic	**Chapter**	**Events and Submissions/Topic**
Product strategies for International Markets	Chapter 13	**Group formation for assessment task 3 DUE in Week 7.** In-class activities: Discussion questions / exercises / mini cases **Written Assessment (Environmental Analysis)** Due: Week 7 Friday (28 Apr 2023) 11:00 pm AEST
Week 8 - 01 May 2023		
Module/Topic	**Chapter**	**Events and Submissions/Topic**
Pricing strategies for International Markets	Chapter 14	In-class activities: Discussion questions / exercises / mini cases
Week 9 - 08 May 2023		
Module/Topic	**Chapter**	**Events and Submissions/Topic**
Promotion strategies for International Markets	Chapter 15	In-class activities: Discussion questions / exercises / mini cases

Week 10 - 15 May 2023		
Module/Topic	**Chapter**	**Events and Submissions/Topic**
Distribution strategies for International Markets	Chapter 16	Last minute Q&A session for Assessment Task 3 Presentation and Group Report (Recommendations for international marketing decisions). In-class activities: Discussion questions / exercises / mini cases
Week 11 - 22 May 2023		
Module/Topic	**Chapter**	**Events and Submissions/Topic**
Marketing Services Internationally	Chapter 17	**Presentations begin (this activity is part of Assessment Task 3).** **Presentation and Group Report (Recommendations for International Marketing Decisions)** Due: Week 11 Monday (22 May 2023) 11:00 pm AEST
Week 12 - 29 May 2023		
Module/Topic	**Chapter**	**Events and Submissions/Topic**
International Marketing in the Decade Ahead	Chapter 18	**Presentations continue (this activity is part of Assessment Task 3)**
Review/Exam Week - 05 Jun 2023		
Module/Topic	**Chapter**	**Events and Submissions/Topic**
Exam Week - 12 Jun 2023		
Module/Topic	**Chapter**	**Events and Submissions/Topic**

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 one online test worth 20% of the total grade. The online test requires students to answer the question(s) to one (1) of two (2) cases (see Assessment Task Information section in Moodle for the following cases):

- LJ Hooker's reach to China
- Shoes of Prey — a step ahead of the competition

Notes and Important Advice:
· Case studies and question(s) assess contents from Weeks 1 - 3 (Chapters 1, 4, 5, 6 and 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 9:00 am AEST** and closes on **Friday of Week 4 at 11:00 pm AEST**. Students must aim to have the test completed by the closing date.
· 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.
· Students must finish the test before the time limit is reached (80 minutes) and click on the '**finish**' **button** to submit. Otherwise, it will **not be saved**, and a **score of zero** applied.

· Students need to study the textbook, PPT slides, and the assessment guideline carefully to fulfill the assessment criteria.
· Responsibility for access, ISP, browsers, connection, and the computer students use (irrespective of who owns it) remains with them.
· 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 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**.
· 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 be applied. 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 (31 Mar 2023) 11:00 pm 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.

Return Date to Students
Week 6 Friday (21 Apr 2023)

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 solutions.

Referencing Style

- American Psychological Association 7th Edition (APA 7th edition)

Submission
No submission method provided.

assessmentOutcome

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

assessmentGradAttribute

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

- **The USA**
- **South Korea**
- **China**
- **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 evidence by in-text referencing (i.e. books, academic journal articles, industry and government reports, charts, diagrams, websites and newspaper articles, dating no further back than 2018). Students are highly discouraged from simply downloading country profile data from CIA Factbook, Wikipedia, or generic online sources.

Notes and Important Advice:

- Assessment Task 2 is an individual assessment task.
- Word length: **1600 words** (excluding the title page, table of contents, reference list, appendices and charts).
- Two (2) points will be deducted for assessments that are under 1400 or over 1800 words.
- Students should support their discussions with **at least 12 academic references.**
- The report should be formatted as follows: size 12 times new roman font, 1.5 line spacing.
- There will be a late penalty of 2 marks (5% of 40) for each day late.

Assessment Due Date
Week 7 Friday (28 Apr 2023) 11:00 pm AEST

Return Date to Students
Week 9 Friday (12 May 2023)

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
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
No submission method provided.

assessmentOutcome

- Critically analyse and evaluate the global marketing environments and the associated digital trends.
- Develop analytical and problem-solving skills related to market selection, entry and competitive strategies in global physical and digital markets.
- Formulate and synthesise global marketing mix strategies to respond to complex global marketing challenges and opportunities in the digital era.

assessmentGradAttribute

3 Presentation and Group Report (Recommendations for International Marketing Decisions)

Assessment Type
Presentation

Task Description
Assessment Task 3 is a group task and is designed to support students to be practical in applying international marketing theories/concepts in their workplace. This task requires students to prepare a report on recommendations involving the decisions regarding **(a) market selection**, (b) **mode of entry**, (c) **competitive strategies**, and (d) **marketing mix strategies and present the findings** in class. Groups are required to select a real company/brand in the Australian wine industry and one of the following markets for analysis:

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

Students must reinforce their discussion with clear evidence (i.e. books, academic journal articles, industry and government reports, charts, diagrams, websites and newspaper articles, dating no further back than 2018).

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 7 weeks of class**. Students should make a group with whom they can communicate on a regular basis. Groups are required to discuss the selection of a company and a country for this task.
- All groups must submit their **PPT slides,** along with a **1600 words report.**
- Word length of the report: **1600 words** (excluding the title page, table of contents, reference list, and appendices).
- Two (2) points will be deducted for assessments that are under 1400 or over 1800 words.
- **Only one (1) PPT file and one (1) report need to be submitted per group.**
- Students should support their discussions with at least 12 academic references. Students are highly discouraged from simply downloading country profile data from CIA Factbook, Wikipedia, or generic online sources.
- Students will be presenting their PPT presentations in class **during Weeks 11 and 12.**
- Each group is required to present for **10 minutes** with a maximum of **10 slides**.
- The marking criteria for this assessment can be used as a guide to including what is needed in the slides.
- As this is a group effort, all group members must participate in the presentation. If any group member does not participate in the presentation without prior notice, or if other group members inform the unit coordinator of group members' lack of contribution, then that group member will receive a zero.
- Students must not click on ‘Final submission’ of files in Moodle unless both files have been uploaded for their group.
- There will be a late penalty of 2 marks (5% of 40) for each day late.

Assessment Due Date
Week 11 Monday (22 May 2023) 11:00 pm AEST

Only one PPT file and one report need to be submitted per group.

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 an international setting;
- the thorough, focused, and insightful analysis;
- the ability to present researched topics with solid supporting data; communication and persuasion skills, and professionalism.

See Moodle for a detailed marking rubric for this assessment task.

Referencing Style

- American Psychological Association 7th Edition (APA 7th edition)

Submission
No submission method provided.

assessmentOutcome

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

assessmentGradAttribute

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