

## In Progress

Please note that this Unit Profile is still in progress. The content below is subject to change.



# MRKT20057 *Global Marketing in the Digital Era*

## Term 2 - 2024

Profile information current as at 14/05/2024 02:20 am

All details in this unit profile for MRKT20057 have been officially approved by CQU University and represent a learning partnership between the University and you (our student). The information will not be changed unless absolutely necessary and any change will be clearly indicated by an approved correction included in the profile.

## General Information

### Overview

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. This unit enables students to focus on an industry or organisation of their choice from a list of options for all assessments.

### 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 - 2024

- 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

#### 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 Student Feedback

**Feedback**

The workshop class allowed me to apply theoretical knowledge effectively, making it highly relevant and applicable to the assessment tasks.

**Recommendation**

Keep offering students with useful learning materials in relation to assessment tasks that cover the weekly materials.

#### Feedback from Unit Evaluation

**Feedback**

Unit Relevant to Degree

**Recommendation**

Include additional real-world case studies and learning materials in the weekly materials to offer students practical insights and connections to their field of study. This will help them demonstrate their competence and relevance to their degree.

#### Feedback from Student Feedback

**Feedback**

Communication, teaching flexibility, extra support to students, and the friendliness of the teaching team were appreciated by students.

**Recommendation**

It is recommended that all these factors are maintained to engage students and enhance student retention.

## 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
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### Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes			
	1	2	3	4
<b>1 - Written Assessment - 40%</b>	•	•	•	•
<b>2 - Presentation - 60%</b>	•	•	•	•

### Alignment of Graduate Attributes to Learning Outcomes

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

## Textbooks and Resources

Information for Textbooks and Resources has not been released yet.

This information will be available on Monday 17 June 2024

## Academic Integrity Statement

Information for Academic Integrity Statement has not been released yet.

This unit profile has not yet been finalised.