

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 3 - 2025

Profile information current as at 21/11/2024 11:36 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 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 3 - 2025

- Online

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

Information for Class and Assessment Overview has not been released yet.

This information will be available on Monday 15 September 2025

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

I really appreciate and have experienced more theories and concepts based on the real-world business.

Recommendation

Incorporate a wider variety of real-world business case studies across different sectors. This will help students see the practical application of theories in diverse contexts and enhance their understanding of the material.

Feedback from Student feedback

Feedback

I'm satisfied with this overall module. Workshop activities are valuable and paid off with my assessments.

Recommendation

Continue to develop and refine workshop activities to ensure they remain interactive and closely aligned with assessment tasks. This will help maintain their value and effectiveness in reinforcing learning.

Unit Learning Outcomes

Information for Unit Learning Outcomes has not been released yet.

This information will be available on Monday 15 September 2025

Alignment of Learning Outcomes, Assessment and Graduate Attributes

Information for Alignment of Learning Outcomes, Assessment and Graduate Attributes has not been released yet.

This information will be available on Monday 15 September 2025

Textbooks and Resources

Information for Textbooks and Resources has not been released yet.

This information will be available on Monday 20 October 2025

Academic Integrity Statement

Information for Academic Integrity Statement has not been released yet.

This unit profile has not yet been finalised.