



**College of Commerce  
Division of Economic and Financial Studies  
Business Department**

# **MKTG302: INTERNATIONAL MARKETING**

## ***UNIT OUTLINE First Semester, 2005***

**Unit Convenor: June Buchanan**

**Prerequisites: MKTG202; MKTG203**

**Students in this unit should read the Unit Outline carefully at the beginning of semester. It contains important information about the unit. If anything in it is unclear, please consult the Unit Convenor.**

## **1.0 Introduction**

Although the world has been experiencing greater globalisation over the past few decades with more and more countries participating in international trade, there have also been an increasing number of dissidents, resulting in large-scale anti-globalisation demonstrations, books and academic articles. In addition, terrorist attacks against an increasing number of countries make the task of the international marketer particularly challenging. There are also a large number of regional groupings, economic blocs and free trade agreements, with countries realising that if they are not part of an economic bloc, they risk economic isolation. International Marketing is therefore **important** and **necessary** because few countries choose to practice economic isolation. Failure to participate in the global marketplace will cause a nation to experience declining economic capability and result in its citizens experiencing a decrease in their standard of living. Australia in particular, because of the relatively small size of its domestic market, is reliant upon trade with international partners. Australia's uniquely multi-cultural society also reinforces our appreciation of, and familiarisation with, the opportunities and the subtle complexities of doing business in overseas markets.

Mktg302 has traditionally had a particularly high work-load. The convener has taken into account comments made via student evaluations in previous years and as a result, alleviated and/or integrated some of the assessment tasks. It is, however, still important that students are aware they must be prepared to allocate a substantial amount of time to this unit as the workload is still demanding, due to the nature of this unit. Students who cannot, or are not prepared to, make this commitment are strongly advised to withdraw from this unit. Students are strongly advised to attend lectures/tutorials, as there is a substantial amount of group work involved throughout semester.

This unit will help to broaden students' outlook on the multitude of factors that affect international marketing. In a 13 week semester it is impossible to give students all the knowledge they require. It is hoped that the program will be stimulating enough to give students a desire to expand their knowledge in their own time and as their careers develop. Students should remember that many of the factors affecting global marketing will change over time. Good marketers monitor and understand these changes.

This subject will test students' powers of analysis and creative thinking in addition to the ability to present ideas persuasively and to work cooperatively in group situations. Failure on either count will be reflected in marks awarded and no excuses will be accepted, as both these characteristics are factors that influence success or failure in the "real" international marketing environment.

## **2.0 Learning**

This subject emphasises analytical learning. You will obtain maximum benefit from this subject by thinking, **preferably critically**, about the concepts and various factors discussed in lectures/tutorials and applying them when you read current business journals and newspapers etc. This may be different from your previous experience of learning. You are strongly urged to consult with the lecturer earlier rather than later concerning your progress and/or problems, or even if you have an interesting idea you wish to develop.

## **3.0 Unit Content**

MKTG302 looks at the special issues involved in applying marketing principles in markets other than our own familiar home market. It looks at the growth in international marketing globally, the international marketing environment, especially the marketing implications of differences in the political/legal, economic and social/cultural factors in various markets. It looks at methods for assessing the attractiveness of opportunities in individual markets and the development of appropriate strategies to exploit these opportunities. Students are also expected to utilise and demonstrate the knowledge gained in the pre-requisite units, namely MKTG101 (previously known as BBA101), MKTG202 and MKTG203 and will be adversely affected in all assessment tasks if they are not able to do this.

The unit is designed to develop students' analytical ability to make marketing decisions and to provide knowledge of the tools and practices used in formulating and controlling marketing programs overseas.

## **4.0 Overall Objectives**

1. To provide students with an understanding of marketing in a global environment/context.
2. To develop students' skills in formulating marketing strategies that can be used in a global setting.

## **5.0 Specific Objectives**

1. To analyse the factors that inter-relate in the global marketplace and determine their function in relation to marketing decisions.
2. To examine the nature of cultural, social, economic and legal factors that can determine/influence the nature of entry.
3. To evaluate the strategic alternatives for entry and expansion into overseas markets.
4. To develop appropriate strategies and tactics for each of the marketing mix elements.
5. To develop skills in formulating and writing an international marketing plan.

## **6.0 Method of Instruction**

Presentation of the subject involves lectures/tutorials, student presentations and videos. Emphasis is placed on student participation using both research topic presentations and major project presentations. A major project will be undertaken on a group/team basis.

## **7.0 Subject Pre-requisites**

Students **must have completed** the subjects BBA101 (now MKTG101), MKGT202 and MKTG203.

## **8.0 Subject Requirements**

1. **Examinations:** Mid-semester (in class 28 April) and Final (Examination Period).
2. **Research Topic Papers:** Each group must prepare a research presentation of an assigned topic relating to International Marketing.
3. **International Marketing Project (IMP):** Student teams undertake a major project during the semester and will be assessed on the written report and presentation.
4. **Student Participation:** Students will be expected to participate in all lectures/tutorials.

### **8.1 Examinations**

The **mid-semester exam** will consist of fifty (50) multiple choice questions. You will have a maximum of one (1) hour to complete this exam. There will be **no** supplementary mid-semester exam. Students who have strong documentary evidence as to why they could not sit the mid-semester exam will have the extra weighting added to the final exam (i.e. the final exam will then be out of 55%). As the mid-semester exam is very good preparation for the final exam, it is strongly recommended that students try and avoid the situation where they miss the mid-semester exam.

The **final exam** will consist of six (6) essay-type questions. You must answer four (4) of these questions. This examination will be formally administered by the Examinations Branch of the University. The exam will test all topics covered during lectures/tutorials, including videos and material not mentioned in the official class notes. It is incumbent upon all students to read the relevant textbook chapters as part of the overall course requirements.

Students **must** pass an aggregate of the mid-semester and final exams in order to pass the unit (i.e. at least 27.5/55). Students failing to achieve an aggregate pass will be awarded an F grade and will be required to repeat the unit. There will be no exceptions made. **NB: No correspondence will be entered into directly with any student regarding grades.** Students wishing to appeal their grade must do so through the authorised University channel. The only time marks can be changed is due to an error in adding up. As this

is done automatically through a spread-sheet, it is highly unlikely that this situation will ever arise.

Students must pass the final exam, regardless of their achievement in the other assessments, to pass this unit.

The final exam **must** be taken when scheduled within the examination period. Only one alternative exam for the final examination will be arranged. Only students who cannot sit for the scheduled exam because of timetable clashes with other exams, medical problems or personal crisis will be permitted to sit the alternative exam. Official documentary evidence will be required. Students should note that supplementary exams are subject to a more rigorous marking procedure owing to the benefit of extra study time for the student.

## 8.2 Research Topic Presentations

Student teams of 5 or 6 formed in Week 2 will be assigned a chapter topic from the prescribed textbook two weeks prior to their scheduled presentation.

The topic will be selected from a source related to, or cited, in the assigned chapter and must be thoroughly researched.

You should obtain comprehensive information relating to your topic from a number of different sources. It is important, where possible, to include: academic papers (from academic journals such as Harvard Business Review, Sloan Management Review etc.); books; and information based on contemporary information (from international business magazines such as Business Week or from newspapers etc.). All information must be clearly presented to the rest of the class on overheads, on the assigned date. There must be full referencing provided in the PowerPoint slides and a full Bibliography included. The PowerPoint slide presentation (3 slides to a page), must be sent electronically as a PowerPoint attachment in an email to the lecturer on the day of the presentation. Failure to submit these items to the lecturer before the commencement of class (i.e. before 5pm) will result in forfeiture of marks (2 marks for each day it is late – n.b. any work handed in on the same day **after the start of** class is counted as being one day late).

Rigorous critical analysis of the assigned Research Topic is expected and you should present your information to the rest of the class in such a way that helps them, in addition to you, identify important issues for inclusion in their major international marketing plan and possibly for the examinations. Where appropriate, you should provide real-life examples. Accordingly, students who are not part of the presenting group should be aware that it is in their interest to turn up to the presentations, as the topics are designed to further improve the quality of your major international marketing plan (worth 30%).

Students allocated to a particular Research Topic will work with other group members to prepare a professional **quality presentation of between 10-15 minutes** duration. Groups exceeding 15 minutes will be asked to stop their

presentation immediately. Each group member must present, which means groups must be extremely disciplined in terms of time management. In order to deliver a quality presentation with each group member keeping within their time limit, it is essential that you rehearse several times before the presentation night.

**Some important criteria used as the basis of assessment for presentations will include:**

- **Background Research:** Relevant secondary data such as statistical material, extra readings and, if and when applicable, interviews.
- **Organisation and Analysis of the material:** This will include the critical appraisal of the nature and scope of the problems set, the relevant application of international marketing theory, a logical presentation flow and a conclusion providing an overview and/or summary to the issues being presented.
- Ability to establish and sustain interest.
- Imagination in presentation.
- Use of audio-visual aids.
- Clarity in delivery.
- **Discussion generated:** This includes the ability to stimulate class participation and respond to questions asked by class members (provided of course it is within the 15 minutes).

**Every group member must present in order to be allocated a presentation mark.**

In addition to visual aids (overhead projectors, PP presentations, slides, videos, flip boards etc.), you may use group members in **supporting roles, i.e. role-plays**. It is the responsibility of the presenting group to both **direct and lead the course of the presentation** and be able to **respond to related discussion questions**.

Students are reminded that presentation aids must be prepared in advance of the class and that efficient setting-up procedures are part of the overall presentation skills. Students will be penalised for the inappropriate use of class time.

- **Never** use hand-written overheads.
- **Do not** photocopy work from your assignment and put it on overhead.
- **Do not** use small fonts - 18 or above is a good size.

A copy of the marking guide is included in Appendix 2 for guidance.

Students must hand a Member Contribution Sheet (Appendix 1 of your unit outline) signed by each group member to the lecturer, along with a hard copy of the overheads.

## Research Topic Presentation

10%

### 8.3 Major Project

**Date Due:** Week 12

**Page Limit:** 30 - 40 pages, **including** tables, figures and appendices.  
Marks will be deducted for exceeding the number of pages.

The same student teams formed in Week 2 will undertake a major project during the semester and will be assessed on both the written report and class presentation. This is intended to be of benefit in that a number of perspectives and interpretations are presented in working with a group. Since this is a group effort, alternative points of view are encouraged.

A one-page **Project Proposal** is to be emailed to the lecturer as a Word document attachment in Week 3. This proposal should include the following information:

- Group name
- Student names and ID numbers
- The name of the company the marketing plan is being developed for
- Key contact(s) within the company
- Name and brief description of product/service
- International market you are planning to enter
- Type of methodology you expect to use

**The final typewritten report is due by 6pm on Thursday, Week 12.** Hard-copy reports (including additional material such as brochures etc.) must be placed in the appropriate assignment box in ERIC. All group projects must be typed. **Each group must also submit their report electronically in Word as an email attachment to the lecturer by 6pm, Thursday, Week 12. Late reports (both hard and electronic copies) will be penalised at the rate of 5 marks per day** (n.b. any report submitted after 6pm on 1 June 2006 will lose 5 marks and continue to lose 5 marks for each subsequent day it is late).

Throughout the semester, we will spend considerable time in class going through the various factors that affect international marketers. To enhance your understanding of International Marketing, a real project will be used as the subject of analysis of international research, market entry strategies and comprehensive marketing mix development. The International Marketing

Project is essentially the development of an international marketing plan for an Australian company. Project teams will be expected to find and work with an Australian company to develop this plan.

You are given the chance to select a product or service of your choice (as a group) in a selected overseas market. The group will develop an international marketing plan for entry/expansion into the market and the strategies used within the new market.

**Criteria for company selection are as follows:**

1. An Australian Company considering the export of a product or service to a country where they are not presently represented.
2. An Australian Company considering the export of a new product or service to a country where they are already represented but have developed a significantly different product or service from the existing one (which will require a significantly different marketing strategy).
3. Given that there are special trade conditions through the Closer Economic Relations (CER) Agreement between Australia and New Zealand, New Zealand is **not** considered as an export market for the purposes of this project.
4. Where there are project teams with members predominantly from one country, then that country should be considered as a domestic market and it should **not** be nominated as a potential export market (e.g. 4 students from Indonesia proposing a project where an Australian product or service is to be exported to Indonesia).
5. For certain countries such as China and the USA, an international marketing plan for a region (e.g. West Coast of the USA) rather than a country may be acceptable.

Students should **not** contact AUSTRADE in connection with research or company selection for this course as AUSTRADE have advised that they are unable to assist students.

This project is designed to improve your information collection and interpretation skills. To that end you are to conduct this project as independently of the company chosen as possible. The institution itself may not have identified all possible sources of information.

Members of each team will be required to prepare 'peer group evaluations' on other members of the team [see Appendix 1]. These will be taken into account in awarding the individual marks for the project. Each group must hand the lecturer an envelope with a member contribution sheet from each student at the beginning of class in Week 13. The outside of the envelope must have the student group name, product/service name and country clearly written. For reasons of confidentiality, each student can place their member

evaluation sheet in the envelope in front of the lecturer. Marks for assessments (research topic and major project) will not be released until the lecturer has received a group member evaluation sheet from either each group or from each group member.

You are to use the format discussed in class and set out in the International Marketing Plan Guide. It is important to note that substantial weighting will be given to creative, comprehensive marketing mix strategies.

### **Compulsory Inclusions include:**

1. Title (i.e. **first/front**) page. This should include your **group name, names and ID numbers of group members**, name of product/service and country of focus, unit name and number, name of lecturer and date of submission.
2. Executive Summary (synopsis)
3. Table of Contents (**must include page numbers**)
4. All relevant sections and sub-sections as per the Marketing Plan guidelines
5. Bibliography
6. Appendices, Figures and Graphs/Tables
7. "Correct" referencing (i.e. use of brackets in body of text).
8. **No plagiarism** - you must acknowledge **all** sources of the ideas included in your essay. **NB: Plagiarism amounts to academic misconduct, for which there are severe penalties. Likewise with cheating. Where individual or group work is required for the purpose of assessment, the copying of the work of other individuals or groups without acknowledgment is considered to be cheating.**
9. Typed with **double line spacing** using font **Arial size 12**, margins top/bottom 1.00" and left/right 1.25". This will allow enough space for comments and it also ensures fairness towards other groups. Handwritten assignments will not be accepted.
10. Presentation in a folder or bound booklet.
11. Pages **not** presented in plastic sleeves!
12. No typographical or spelling errors.
13. Correct English → Proof reading!
14. Your own conclusions/implications/recommendations based on your research.

Papers must be **referenced** using brackets in the body of the text, as per the Harvard style. **Papers submitted without full referencing and a bibliography conforming to academic standards will not be graded.** Students who are unclear how to write their project in a style which conforms to academic standards should consult "**Essay Writing in Economics**" by **Professor Rod O'Donnell**. Copies are held in the Economics Reference Room.

All papers submitted must be **proof read** before being handed in. Proof read in this context means that the paper must have page numbering and have been subjected to a complete spell check and grammar check (use programs which are now widely available in word processing packages and read the paper yourself several times). Marks will be deducted for significant levels of spelling and grammar mistakes

**Desirable Inclusions are:**

1. Attractive visuals and copy layout
2. Easy to read copy
3. Concise sentences
4. No "flowery" or subjective language
5. Logical presentation of ideas

**Your project will be assessed in terms of:**

- The identification and collection of relevant information from both primary and secondary sources.
- Analysis of the gathered material.
- A critical appraisal of the proposed market entry/expansion strategy.
- A logical structured flow of the material presented, with a conclusion providing an overview/summary of the objectives, strategies and tactics used.
- Please note that greater weighting will be awarded to reports containing in-depth and creative strategies and tactics (as can be seen in the Major Project Marking Guide, Appendix 3).

**It is important to note that in the Major Project presentations, the first slide must clearly show: the group name; group members' names, the name of the company/product/service and the country of focus. Failure to show this slide will result in a deduction of 1 mark from the presentation total. Each group has a maximum of 10 minutes to present the most interesting and important highlights from their written report. Groups will be asked to stop their presentation if they exceed 10 minutes.**

**Written Major Project: 30%**

**Major Project Presentation: 5%**

**9.0 Assessment**

- |                      |            |                    |
|----------------------|------------|--------------------|
| 1. Final exam        | <b>45%</b> | Examination period |
| 2. Mid-semester exam | <b>10%</b> | In class, Week 8   |

3. Research Paper: Presentation	<b>10%</b>	One per group
4. Major Project: Report	<b>30%</b>	One per group
5. Major Project: Presentation	<b>5%</b>	One per group
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	<b>100%</b>	

**Notes:**

- Marks will be deducted for assignments submitted after the due date.
- **In order to pass this subject students are required to:**
  - (a) gain an aggregate pass in the mid-semester and final examinations; and**
  - (b) satisfactorily complete all assignments.**

If you are unable to meet either of the above requirements, please advise your lecturer in writing with supporting evidence (e.g. medical certificate, letter from employer).

**10.0 Textbook and related materials****Textbook**

**Kotabe, M., Peloso, A., Gregory, G., Noble, G., Macarthur, W., Neal, C., Riege, A. and Helsen, K, (2005), "International Marketing: an Asia Pacific focus", John Wiley & Sons, Australia**

The textbook is available from the Co-Op Bookshop.

**Related Required Materials**

1. MKTG302 International Marketing Plan Guide (available in Class, Week 2)

**11.0 Unit Convenor and Lecturer**

June Buchanan

- e-mail: [june.buchanan@mq.edu.au](mailto:june.buchanan@mq.edu.au)
- Bldg W4A, Room 630
- Consultation hours:  
Wednesday 8.00 to 9.00 pm  
Other times by appointment

**12.0 Lectures and Tutorials**

Lectures/Tutorials will run from 5.00 to 8.00pm on Wednesday evenings and are located in C5CT1.

**NB: There will be no clear demarcation between lecture and tutorial times.**

## Examinations

The University examination period in First Half Year 2006 is from 14 June to 30 June.

You are expected to present yourself for examination at the time and place designated in the University Examination Timetable. The timetable will be available in Draft form approximately eight weeks before the commencement of the examinations and in Final form approximately four weeks before the commencement of the examinations.

<http://www.timetables.mq.edu.au/exam>

The only exception to not sitting an examination at the designated time is because of documented illness or unavoidable disruption. In these circumstances you may wish to consider applying for Special Consideration. Information about unavoidable disruption and the special consideration process is available at <http://www.reg.mq.edu.au/Forms/APSCons.pdf>

If a Supplementary Examination is granted as a result of the Special Consideration process the examination will be scheduled after the conclusion of the official examination period.

You are advised that it is Macquarie University policy not to set early examinations for individuals or groups of students. All students are expected to ensure that they are available until the end of the teaching semester, which is the final day of the official examination period (i.e. 30 June 2006).

## Plagiarism

The University defines plagiarism in its rules: "Plagiarism involves using the work of another person and presenting it as one's own." Plagiarism is a serious breach of the University's rules and carries significant penalties. You must read the University's practices and procedures on plagiarism. These can be found in the *Handbook of Undergraduate Studies* or on the web at: <http://www.student.mq.edu.au/plagiarism/>

The policies and procedures explain what plagiarism is, how to avoid it, the procedures that will be taken in cases of suspected plagiarism, and the penalties if you are found guilty. Penalties may include a deduction of marks, failure in the unit, and/or referral to the University Discipline Committee.

## University Policy on Grading

Academic Senate has a set of guidelines on the distribution of grades across the range from fail to high distinction. Your final result will include one of these grades plus a standardised numerical grade (SNG).

On occasion your raw mark for a unit (i.e., the total of your marks for each assessment item) may not be the same as the SNG which you receive. Under the Senate guidelines, results may be scaled to ensure that there is a degree of comparability across the university, so that units with the same past performances of their students should achieve similar results.

It is important that you realise that the policy does not require that a minimum number of students are to be failed in any unit. In fact it does something like the opposite, in requiring examiners to explain their actions if more than 20% of students fail in a unit.

The process of scaling does not change the order of marks among students. A student who receives a higher raw mark than another will also receive a higher final scaled mark.

For an explanation of the policy see

<http://www.mq.edu.au/senate/MQUonly/Issues/Guidelines2003.doc> or  
<http://www.mq.edu.au/senate/MQUonly/Issues/detailedguidelines.doc>.

### **Student Support Services**

Macquarie University provides a range of Academic Student Support Services. Details of these services can accessed at  
<http://www.student.mq.edu.au>.

### 13.0 LECTURE AND TUTORIAL OUTLINE 2006 (subject to change without notice)

Week	Date	Lecture	Chapter	Tutorial
1	01/03	<ul style="list-style-type: none"> <li>➤ Introduction to the Unit</li> <li>➤ Introduction to International Marketing</li> </ul>	1	None
2	08/03	The Economic and Financial Environment	2	Group Formation and 1 <sup>st</sup> 5 Topics Allocations
3	15/03	The Political and Legal Environment	3	<b>MAJOR PROJECT PROPOSAL DUE</b> 2 <sup>nd</sup> 5 Topics Allocations
4	22/03	The Cultural Environment	4	<b>1<sup>st</sup> 5 Topics Presentations</b> 3 <sup>rd</sup> 4 Topics Allocations
5	29/03	International Marketing Research	6	<b>2<sup>nd</sup> 5 Topics Presentations</b> <b>4<sup>th</sup> 4 Topics Allocations</b>
6	05/04	Market Selection and Entry Strategies	8	<b>3<sup>rd</sup> 5 Topics Presentations</b>
7	12/04	International Product/Service Strategies; Branding	9 & 10	<b>4<sup>th</sup> 5 Topics Presentations</b> 5 <sup>th</sup> 4 Topics Allocations 6 <sup>th</sup> 5 Topics Allocations
	19-27/04	<i>Easter Break</i>		
8	03/05	<b>MID-SEMESTER EXAM</b>	<b>Based on weeks 1 - 7</b>	<b>5<sup>th</sup> 5 Topics Presentations</b> 7 <sup>th</sup> 4 Topics Allocations
9	10/05	International Marketing Communication	11	<b>6<sup>th</sup> 5 Topics Presentations</b>
10	17/05	Logistics: Sourcing and Distribution <i>Course Evaluations</i> <i>Final Examination Format, Hints and Example(s)</i>	12	<b>7<sup>th</sup> 5 Topics Presentations</b>
11	24/05	International Pricing	14	
12	31/05	<b>Major Project Presentations</b> (10 mins. per group)	--	<b>MAJOR PROJECTS DUE</b>
13	07/06	<b>Major Project Presentations</b> (10 mins per group)	--	

## APPENDIX 1

### STUDENT EVALUATION OF MEMBER PARTICIPATION

In order to encourage equal participation on the part of all group members, each group will complete and turn in an evaluation of the group member (only for the Major Project group reports and presentations). This evaluation will indicate the percentage of contribution of group members to the group's overall performance. An evaluation must accompany each written research project. Use the following format:

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Group: \_\_\_\_\_ Date: \_\_\_\_\_

Topic: \_\_\_\_\_ Project Mark: \_\_\_\_\_

Student Name	% Participation	Individual Mark	Signature

Each student should give each group member (including themselves) a mark out of 100%. Individual marks are calculated by multiplying paper grade by the percentage awarded by peers. For example, if Joe Black was awarded 90% for his contribution to the research project and his group received 36 out of 40 points for the project, Joe's individual mark would be 32.4%. Another student, awarded 100%, would receive 36 points.

Students can give each of the group members 100%. If this is done, each student receives the mark that was awarded to the total project (in the above example, 36 points). No student should receive 0% unless the student really did nothing to contribute to the completion of the project (for example, did not go to meetings, did not complete assigned tasks, and did not contribute to the conceptualisation of the project).

**In completing this form you should take into account:**

1. Willingness of the individual to carry out jobs assigned
2. Ability of the individual to meet deadlines
3. Co-operation with other team members
4. Quality of the individual's work

**APPENDIX 2**  
**MARKING GUIDE FOR RESEARCH TOPIC PRESENTATIONS**

Date: \_\_\_\_\_

Topic: \_\_\_\_\_

Group Name: \_\_\_\_\_

Student Names and IDs: \_\_\_\_\_

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Research:            1    2    3    4    5    6    7    8    9    10

Analysis:            1    2    3    4    5    6    7    8    9    10

Logical Flow:        1    2    3    4    5    6    7    8    9    10

Topic Coverage:    1    2    3    4    5    6    7    8    9    10

Overall Quality:    1    2    3    4    5    6    7    8    9    10

(based on overheads, clarity of speech, dress standard, group cohesion/synergy and how interesting/creative the content and delivery is)

NB: where there is obvious disparity within the group with things such as standard of dress, clarity of speech, lack of cohesion etc., then those members will be marked up or down accordingly. It is therefore in the best interest of groups to liaise and rehearse their presentations prior to the relevant date.

**Please ensure that each group member is clearly identified during the presentation. Failure to do this will result in the loss of marks.** Suggestion: Put the name of each presenter on the top of the first slide of the section being presented.

### APPENDIX 3 MAJOR PROJECT MARKING GUIDE

Executive Summary										
1	2	3	4	5	6	7	8	9	10	
Table of Contents										
1	2	3	4	5						
Introduction										
1	2	3	4	5						
Methodology Section										
1	2	3	4	5						
Consumer Behaviour										
1	2	3	4	5						
Situation Analysis										
1	2	3	4	5	6	7	8	9	10	
Porter's Five Forces Industry Analysis and Diamond Model										
1	2	3	4	5	6	7	8	9	10	
SWOT Analysis (including Implications of SWOT Analysis)										
1	2	3	4	5	6	7	8	9	10	
Objectives										
1	2	3	4	5						
Target Markets, Market Positioning, Market Entry Strategy										
1	2	3	4	5	6	7	8	9	10	
Marketing Mix Strategies and Tactics:										
Product:										
2	4	6	8	10	12	14	16	18	20	
Price:										
2	4	6	8	10	12	14	16	18	20	
Place:										
2	4	6	8	10	12	14	16	18	20	
Promotion:										
2	4	6	8	10	12	14	16	18	20	
Planning Budget										
1	2	3	4	5	6	7	8	9	10	
Implementation and Control										
1	2	3	4	5						
Bibliography										
1	2	3	4	5	6	7	8	9	10	
Referencing										
1	2	3	4	5	6	7	8	9	10	
Appendices (including linking of appendices to body of report)										
1	2	3	4	5	6	7	8	9	10	
Spelling/Grammar and General Presentation/Professionalism of Report										
1	2	3	4	5	6	7	8	9	10	