



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

MKTG302 INTERNATIONAL MARKETING

UNIT OUTLINE Semester 1, 2008

Unit Convenor: June Buchanan

Prerequisites: MKTG202; MKTG203

Lecturers/Lectures:

Gareth Jude:

Seminar 1	Monday	6-9pm W6B 345
Seminar 2	Tuesday	2-5pm W6B 325
Seminar 3	Wednesday	5-8pm W6B 320

June Buchanan:

Seminar 4	Thursday	11-2pm E5A 116
Seminar 5	Thursday	4-7pm W6B 325

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 your lecturer or the Unit Convenor.

1.0 Introduction

The world has been experiencing greater globalisation over the past few decades with more and more countries participating in international trade. A large number of regional groupings, economic blocs and free trade agreements have arisen, 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 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. Students should make every attempt 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.

Students' powers of analysis and creative thinking will be tested, 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, 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 case studies and major project presentations. A major project will be undertaken on a group/team basis. The best major project(s) from each class will be submitted to AUSTRADE for entry into the Export Plan Competition for tertiary students – 2008

Blackboard will be utilised for MKTG302 - <http://learn.mq.edu.au>.

- Weekly PP slides will be uploaded as PDF documents, 3 slides to a page
- The compulsory Peer Evaluation forms can be downloaded for all group work
- The Unit Outline and major International Marketing Plan Guide are available for download
- Important announcements will be made from time to time, so it is important that you check the Blackboard site regularly
- Students may use the Discussion Board to communicate with each other. The lecturer will be monitoring this section from time to time.
- DO NOT try to contact your lecturers through Blackboard. You must use the email contact addresses provided in Section 11.0 of this Unit Outline

7.0 Subject Pre-requisites

Students **must have completed** the subjects MKTG101, MKGT202 and MKTG203.

8.0 Subject Requirements

1. **Examination:** Final (Examination Period).
2. **Case Study:** Each group member must individually answer the questions relating to a case study and present their findings, as a group, to the rest of the class. Groups must also conduct a critique of another case study in a different week.
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 Examination

The **final exam** will consist of:

- One case study. You must answer all questions at the end of the case. This case study will not be the same as any presented throughout semester, although it will be of a similar nature.
- Multiple-choice questions. There are 40 questions. Each question is of equal value. There is no negative marking.
- Short answer questions. You must answer two of the three questions.

Case Study	40%
40 Multiple Choice Questions	40%
2 Short Answer Questions	20%
Worth 50% of your total assessment	100%

The exam will cover all topics covered during lectures/tutorials, including case studies, videos and material not mentioned in the official class notes. It is incumbent upon all students to read the relevant textbook chapters and attend all case study presentations as part of the overall course requirements.

Students **must** pass the final exam in order to pass the unit (i.e. gain at least 25/50 marks). Students failing to achieve a 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. To iterate: **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 Case Study Write-Ups and Presentations

8.2.1 Write-Up

Student teams of 5 formed in Week 2 will be assigned a case study. The case study must be thoroughly analysed and all questions answered on an individual basis. All answers must be justified and backed up by extra research if necessary. **The written component of the case study must be answered by each group member independently of the rest of the group.** The case study write-up **must not exceed 1,500 words.** Students will be penalised if they exceed the word limit. The word count must be clearly displayed on the front of each document, along with the student name, SID, class/seminar number, case study name and date. Each group member must upload their written case study to Turnitin (through Blackboard: <http://learn.mq.edu.au>) the day before the group presentation. Failure to submit this **the day before** the commencement of class will result in forfeiture of marks (2 marks for each day it is late – n.b. any work handed in on the same day is counted as being one day late). It is incumbent upon each group member to ensure that absolutely no information is shared with any other student, whether in the same group or from another seminar class, as it will be picked up by Turnitin and, at the very least, all students sharing a majority of information will receive a zero and in the worst case scenario, may be excluded from Macquarie University enrollment.

8.2.2 Presentation

All information must be clearly presented to the rest of the class on overheads, on the assigned date. Students work together as a group on the case study presentation and should include a succinct overview of the case. Do not be concerned if individual group member's answers to questions differ from other group member's answers. On the contrary, welcome this as an opportunity to generate discussion during your presentation. Part of the group presentation mark will be based on the group's ability to generate meaningful class discussion (see Appendix 2).

Students allocated to a particular case study will work with other group members to prepare a professional **quality presentation of up to 20 minutes** duration, including question and answer time. Groups exceeding 20 minutes will be asked to stop their presentation immediately. Each group member must present, which means groups must be disciplined in terms of time management. In order to deliver a quality presentation with group members keeping within their time limit, it is essential that you rehearse several times before the day of your presentation.

8.3 Case Study Critique

Each group will also be assigned a case study to critique. Groups should come to class with their PP presentation already on USB. As the case study presenting group will be including an overview of the case, under no circumstances should the critiquing group duplicate this information. Critiquing group members should be making notes during the case study

presentation and be ready to offer a quality response to the presenting group's appraisal of the case and their answers to each of the questions, making clear where they (the critiquing group) agree and where they differ. Group members of the critiquing group are also expected to encourage class participation.

Critiquing groups have **10 minutes** to present. Groups will be asked to terminate their presentation after this time.

Each group member (case study presentation and critique) must sign a Peer Evaluation Sheet (Appendix 1 – also available for download from Blackboard) and submit to the lecturer on the day of their presentation. Marks for case study presentations will not be released until an evaluation sheet is either received from each group member individually, or each member signs one form.

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

- **Background Research:** Relevant secondary data such as statistical and other material and extra readings.
- **Organisation and Analysis of the material:** This will include the critical appraisal of the nature and scope of the questions 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 20 minutes for case study presentation and within the 10 minutes for critiques).

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 on the day of the presentation..

Case Study (individual, written component) 5%

Case Study (presentation, as a group) 5%

Critique (group presentation) 5%

8.4 Major Project

Date Due: Week 12

Page Limit: 20 pages single-spaced, **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 your lecturer as a Word document attachment in **Week 3**. This proposal should include the following information (please refer to company selection criteria on next page):

- 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 (refer to MKTG202)

The final typewritten report is due by 4pm on Thursday, Week 12 (i.e. 29 May 2008). 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 to the plagiarism software (Turnitin) within MKTG302 Blackboard <http://learn.mq.edu.au> by 4pm, 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 4pm on 29 May will lose 5 marks and continue to lose 5 marks for each subsequent day it is late).

Please note some important information relating to Turnitin:

1. Students must submit Word documents (i.e. not PDF, PP etc.)
2. It is very important that each group submits their major project **once** only. If the report is submitted twice (such as by two different group members), then both copies will be diagnosed as being 100% plagiarised.
3. Students must use their Macquarie University email address as their Turnitin username. The class/seminar password will be provided towards the end of semester.

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 the company product or service (as a group) in a selected overseas market. The group will develop an international marketing plan for entry/expansion into the market and the develop strategies used within the new market.

Criteria for company selection and country choice are as follows:

1. An Australian Company that has not conducted any marketing activities outside of Australia. To this end, you must provide proof that the company has never entered an overseas market.
2. 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.

AUSTRADE offers a competition each year and, as mentioned previously in this Unit Outline, the best report(s) from each seminar class will be submitted to the AUSTRADE 2008 competition. An important requirement from AUSTRADE is that the Australian companies “cannot already be exporters,

even if students are investigating new markets for these firms. The competition rules specify a business that has never exported – these businesses often need more help to establish an export plan, including export capability, before they select an export market. Through this competition Austrade aims to increase export awareness amongst non-exporters”.

Students should **not** contact AUSTRADE in connection with research or company selection for this unit as AUSTRADE have advised that they are unable to assist students directly. You should however make use of the excellent resources, information and links on the AUSTRADE website: <http://www.austrade.gov.au> Click on ‘Student’ then ‘University Resources’. You should note that your lecturer will be checking the relevant sectors of AUSTRADE to ensure that you have not merely copied and pasted information from the website. Whilst the information on countries, markets, industries and products/services is excellent, you should use it as a starting point only. Furthermore, by relying too heavily on information from the AUSTRADE website, you risk expulsion from the AUSTRADE competition, not to mention loss of marks and other penalties that may apply in line with the amount of plagiarism.

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 – also available for download from Blackboard]. These will be taken into account in awarding the individual marks for the project. Each group must either include this evaluation with the hard copy of their International Marketing Plan, or, where anonymity is required, group members may hand the lecturer their evaluation at the beginning of class in Week 12 or 13. The outside of the envelope must have the student group name, product/service name and country clearly written. Marks for assessments (case study 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 (see Appendix 3).

Compulsory Inclusions include:

1. Title (i.e. **first/front**) page. This should include your **group name, names and ID numbers of group members (first name lower case and last name in capitals, e.g. June BUCHANAN 2008XXX)**, company name,

name of product/service and country of focus, unit name and number (International Marketing MKTG302), 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 **single 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 that conforms to academic standards should consult "**Essay Writing in Economics**" by **Professor Rod O'Donnell**. Copies are held in the Economics Reference Room, or can be accessed through the appropriate icon in Blackboard.

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.

As you can see in Appendix 3, the marketing mix factors will be heavily weighted. It is expected that in order to achieve strong marks, student groups will be as creative as possible based on strong research and analysis of the other factors.

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 20 minutes to present the most interesting and important highlights from their written report. Groups will be asked to stop their presentation if they exceed 20 minutes.

Written Major Project: 30%

Major Project Presentation: 5%

9.0 Assessment

1. Final exam	50%	Examination period
2. Case Study - written	5%	Individual
3. Case study – presentation	5%	Group
4. Case Study Critique	5%	Group
5. Major Project: Report	30%	Group
6. Major Project: Presentation	5%	Group

	100%	

Notes:

- Marks will be deducted for assignments submitted after the due date.
- **In order to pass this subject students are required to:**
 - (a) Pass the final examination; 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 for download from Blackboard)

11.0 Unit Convenor and Lecturers

June Buchanan june.buchanan@mq.edu.au
Bldg E4A, Room 630
Office number: 9850 9616
Consultation hours:
Wednesday 2-4pm
Other times by appointment

Gareth Jude gjude@ozemail.com.au
Consultation by appointment

12.0 Lectures and Tutorials

Lectures/Tutorials will run on the days and times and be in the rooms stated on the cover page of this unit outline.

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

13.0 Examinations

The University examination period in First Half Year 2008 is from 11 June to 27 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. 27 June 2008).

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 that 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>

Classroom Etiquette

Students are expected to arrive on time, certainly before five minutes past the hour, and not to leave until the class ends. If you have a recurring problem that makes you late, or forces you to leave early, have the courtesy to discuss this with your lecturer/tutor. Students are expected to be quiet during lectures unless, of course, class participation is required. Mobiles should be turned off during classes; not simply set to "silent".

13.0 LECTURE AND TUTORIAL OUTLINE 2008 (subject to change without notice)

Week	Date (W/C)	Lecture	Chapter	Tutorial
1	25/02	<ul style="list-style-type: none"> ➤ Introduction to the Unit ➤ Introduction to International Marketing 	1	None
2	03/03	The Economic and Financial Environment	2	Group Formation
3	10/03	The Political and Legal Environment	3	MAJOR PROJECT PROPOSAL DUE
4	17/03	The Cultural Environment	4	Case Study 1: Group 1 Critique 1: Group 5
	21-24 March	<i>Easter Break</i>		
5	25/03	International Marketing Research, Consumer Behaviour and Porter Diamond Model	6	Case Study 2: Group 2 Critique 2: Group 6 Case Study 3: Group 3 Critique 3: Group 7
6	31/03	Market Selection and Entry Strategies	8	Case Study 4: Group 4 Critique 4: Group 8 Case Study 5: Group 5 Critique 5: Group 9
7	07/04	International Product/Service Strategies; Branding	9 & 10	Case Study 6: Group 6 Critique 6: Group 10 Case Study 7: Group 7 Critique 7: Group 1
	12 - 27 April	Mid-Semester Break		
8	28/04	In-class student consultation for Major Project progress		
9	05/05	International Marketing Communication	11	Case Study 8: Group 8 Critique 8: Group 2
10	12/05	Logistics: Sourcing and Distribution	12	Case Study 9: Group 9

				Critique 9: Group 3
11	19/05	International Pricing	14	Case Study 10: Group 10 Critique 10: Group 4 <i>Unit Evaluations Final Examination Format, Hints and Example(s)</i>
12	26/05	Major Project Presentations (20 mins. per group)	--	MAJOR PROJECTS DUE
13	02/06	Major Project Presentations (20 mins per group)	--	

Case Study and Critique Allocations

Week	Date (w/c)	Case No.	Case Study Name	Presentation	Critique
4	17/03	1	The Australian and New Zealand Film Industries	Group 1	Group 5
5	25/03	2	TWO DOGS bites into the World Market: Focus on Japan	Group 2	Group 6
5	25/03	3	Motorola: China Experience	Group 3	Group 7
6	31/03	4	Virgin Blue: a Piece of the Empire	Group 4	Group 8
6	31/03	5	Australia's Hi-Tech Service Exports: Cameron Systems	Group 5	Group 9
7	07/04	6	Ikea and Tiffany: World's Apart but they both have Big Blue Boxes	Group 6	Group 10
7	07/04	7	Branding China	Group 7	Group 1
9	05/05	8	An Australian Icon – Or Not?	Group 8	Group 3
10	12/05	9	Blundstone	Group 9	Group 4
11	19/05	10	Starbucks Coffee: Expansion in Asia	Group 10	Group 5

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:

 Group: _____ Date: _____

Assessment: _____ 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 CASE STUDY AND PRESENTATIONS

Date: _____

Case Study Name and No.: _____

Group Name: _____

Student Names and IDs: _____

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

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

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

Class Discussion: 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	6	7	8	9	10	
Consumer Behaviour										
1	2	3	4	5	6	7	8	9	10	
Situation Analysis										
1	2	3	4	5	6	7	8	9	10	
Porter's Five Forces Industry Analysis										
1	2	3	4	5	6	7	8	9	10	
Porter's 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	