

MACQUARIE  
UNIVERSITY



FACULTY OF  
BUSINESS AND ECONOMICS

**MKTG209**  
**International Marketing**

**Semester 2, 2010**

*Department of Business*

**MACQUARIE UNIVERSITY  
FACULTY OF BUSINESS AND ECONOMICS  
UNIT OUTLINE**

<b>Year and Semester:</b>	<b>2010, Semester 2</b>
<b>Unit convenor:</b>	<b>June Buchanan</b>
<b>Lecturers:</b>	<b>June Buchanan Brenton Price</b>
<b>Prerequisites:</b>	<b>MKTG101</b>

Students in this unit should read this unit outline carefully at the start of semester. It contains important information about the unit. If anything in it is unclear, please consult one of the teaching staff in the unit.

**ABOUT THIS UNIT**

This unit examines the factors that influence marketing strategy in an international setting. Product, pricing, promotion and distribution strategies in a global setting are discussed. Insights from international economics are integrated into other important inputs in the international marketing process. Problems and issues of international marketing are discussed with special reference to Australian firms. Topics include: the concept of global marketing; world economic environment; social, cultural elements of the world market environment; the political-legal environment; global marketing strategy; international marketing intelligence; international product policy; international promotion, pricing; international marketing of services and global management.

MKTG209 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. This unit will build on the knowledge you have gained from MKTG101.

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.

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.

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.

#### TEACHING STAFF

- June Buchanan (unit convenor and lecturer). Email: [june.buchanan@mq.edu.au](mailto:june.buchanan@mq.edu.au)
- Brenton Price (associate lecturer). Email: [bpenviro@bigpond.net.au](mailto:bpenviro@bigpond.net.au)

#### CONSULTATION TIMES

##### **June Buchanan:**

Tuesdays 11am to 1pm; 2pm – 3pm in June Buchanan's office: E4A630; 9850 9616

**Brenton Price:** Fridays from 3pm – 5pm in E4A630.

You are encouraged to seek help at a time that is convenient to you from a staff member teaching on this unit during their regular consultation hours. In special circumstances, an appointment may be made outside regular consultation hours. Staff will not conduct any consultations by email. You may, however, phone staff during their consultation hours.

Students experiencing significant difficulties with any topic in the unit must seek assistance immediately.

#### CLASSES

- There are 3 hours of face-to-face teaching per week consisting of a 1 x 2 hour lecture and 1 x 1 hour tutorial.
- The timetable for classes can be found on the University web site at: <http://www.timetables.mq.edu.au/>
- Students are required to form into groups in Week 2 of semester. It is therefore important that, once you are enrolled in a tutorial, you should remain in that particular tutorial, as changing would be disruptive to your fellow students, both those in the tutorial you have left and those in the tutorial you aim to join anytime after Week 2.

#### PRIZES

- Prizes for this unit: [http://www.businessandconomics.mq.edu.au/undergraduate\\_degrees/prizes\\_scholarships](http://www.businessandconomics.mq.edu.au/undergraduate_degrees/prizes_scholarships)

## REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS

Johansson, J.K. (2009), "Global Marketing – Foreign Entry, Local Marketing & Global Management", Fifth Edition, McGraw-Hill, New York.

The textbook is available from the Co-Op Bookshop.

### Related Required Materials

1. MKTG209 International Marketing Plan Guide (available for download from Blackboard)

## UNIT WEB PAGE

Please note that the unit's logon Blackboard address is: <http://learn.mq.edu.au>

- To log on, you must first obtain a log on password from IT services or the library then click through to MKTG209. Please check this site each week for lecture slides (available for downloading and printing). In addition, other notes will be posted on the site from time to time. It is incumbent upon each student to regularly check **Blackboard** (i.e. at least once a week).

## LEARNING OBJECTIVES AND OUTCOMES

### • 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.

### • Specific Objectives:

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

## GRADUATE CAPABILITIES

In addition to the discipline-based learning objectives, all academic programs at Macquarie seek to develop the capabilities the University's graduates will need to develop to address the challenges, and to be effective, engaged participants in their world.

This unit contributes to this by developing the following graduate capabilities:

- 1 Discipline Specific Knowledge and Skills
- 2 Critical, Analytical and Integrative Thinking
- 3 Problem Solving and Research Capability
- 4 Creative and Innovative
- 5 Effective Communication
- 6 Engaged and Ethical Local and Global citizens
- 7 Socially and Environmentally Active and Responsible
- 8 Capable of Professional and Personal Judgement and Initiative
- 9 Commitment to Continuous Learning

#### **TEACHING AND LEARNING STRATEGY**

- Presentation of the subject involves lectures and tutorials, student presentations and videos. Emphasis is placed on student participation using research topic presentation and major project presentations. A written major project will be undertaken on a group/team basis.
- The schedule of Lectures, Tutorials and other important dates is attached to this outline.

#### **RESEARCH AND PRACTICE**

- This unit gives you practice in applying research findings in your assignments

#### **RELATIONSHIP BETWEEN ASSESSMENT AND LEARNING OUTCOMES**

- To provide a report on your progress through this unit, there will be a number of assessments. Students will form into groups of approximately four (4) in their tutorials during Week 2. Each group will be required to cover one assigned research topic during the semester and one major international marketing plan. The due dates for the research topic presentation and the major international marketing plan (written and presentation) are shown in the Lecture/Tutorial Schedule and in the table below. The knowledge gained from researching and writing your major international marketing plan and the research topics also provide important preparation for the final examination.

	<b>Assessment Task 1</b>	<b>Assessment Task 2</b>	<b>Assessment Task 3</b>	<b>Assessment Task 4</b>
Title/Name	<b>Final Examination</b>	<b>Mid-Semester Exam</b>	<b>Research Topic</b>	<b>International Marketing Project (IMP)</b>
Description	<p>This consists of three parts:</p> <ol style="list-style-type: none"> <li>1. One long-answer question out of a choice of two. These questions will be based on all material covered during lectures and tutorials.</li> <li>2. Multiple-choice questions. There are 50 questions. Each question is of equal value. There is no negative marking.</li> <li>3. Short answer questions. You must answer two of the three questions.</li> </ol>	<p>This consists of 50 multiple-choice questions. You will have one hour. No negative marking will be used. This exam will include all the material covered in Weeks 1-3 inclusive (both in lectures and in tutorials).</p>	<p>Each group member must conduct research for at least 6 peer-reviewed academic articles related to your assigned research topic and present your findings, as a group, to the rest of the class. Each research topic will be related to a component of the major international marketing project</p>	<p>Student teams undertake a major project during the semester and will be assessed on the written report and a presentation.</p>
Due date	Formal examination period	Held in lectures during Week 4	Please refer to Lecture and Tutorial Schedule for due dates	Week 11 (28 October)
% Weighting	40%	10%	15%	30% written; 5% presentation
Grading method - marking criteria/	Parts 1 & 3: marked by lecturers. Part	Machine-marked m.c. answer sheets.	Please refer to Appendix 2 for marking guide	Please refer to Appendix 3 (written) and

	<b>Assessment Task 1</b>	<b>Assessment Task 2</b>	<b>Assessment Task 3</b>	<b>Assessment Task 4</b>
standards	2: machine marked m.c. answer sheets. No negative marking.	No negative marking.		Appendix 4 (presentation) for marking guides
Submission method	At the end of the MKTG209 formal examination.	At the end of the exam in Week 4, by the lecturer.	The group must place the text version of their PP slides into a Word document and upload it to Turnitin before their presentation. The group must also provide a hard copy of their Power Point slide presentation (including Reference List) to the tutor on the day of presentation.	The final typewritten report is due by 5pm on Thursday, Week 11 (i.e. 28 October 2010). Hard-copy reports (including additional material such as brochures etc.) must be placed in the appropriate assignment box in BESS. All group projects must be typed. Each group must also submit their report electronically to the plagiarism software (Turnitin) within MKTG209 Blackboard <a href="http://learn.mq.edu.au">http://learn.mq.edu.au</a> by 5pm, Thursday, Week 11.
Feedback ( <i>type, method, date</i> )	The final results will be released during the formal university period.	Two weeks after the test (i.e. in Week 6). Results will be uploaded to Turnitin.	The week following the presentation.	Reports and marks will be available for pick-up from BESS on Thursday in Week 13.
Learning outcomes assessed				
1	Understanding marketing in a global context	Understanding marketing in a global context	Understanding marketing in a global context	Understanding marketing in a global context
2	Formulating marketing strategies that	Formulating marketing strategies that	Formulating marketing strategies that	Formulating marketing strategies that can

	<b>Assessment Task 1</b>	<b>Assessment Task 2</b>	<b>Assessment Task 3</b>	<b>Assessment Task 4</b>
	can be used in a global setting	can be used in a global setting	can be used in a global setting	be used in a global setting
3	Analysing factors that inter-relate in the global marketplace	Analysing factors that inter-relate in the global marketplace	Analysing factors that inter-relate in the global marketplace	Analysing factors that inter-relate in the global marketplace
4	Influence of cultural, social, economic and legal factors that can influence market entry	Influence of cultural, social, economic and legal factors that can influence market entry	Influence of cultural, social, economic and legal factors that can influence market entry	Influence of cultural, social, economic and legal factors that can influence market entry
5	Developing appropriate strategies and tactics for the marketing mix elements		Developing appropriate strategies and tactics for the marketing mix elements	Developing appropriate strategies and tactics for the marketing mix elements
6			Developing skills in formulating and writing an international marketing plan	Developing skills in formulating and writing an international marketing plan
Graduate capabilities assessed:				
1. Discipline Specific Knowledge and Skills	Yes	Yes	Yes	
2. Critical, Analytical and Integrative Thinking	Yes	Yes	Yes	Yes
3. Problem Solving and Research Capability	Yes	Yes	Yes	Yes
4. Creative and Innovative	Yes		Yes	Yes
5. Effective Communication	Yes		Yes	Yes
6. Engaged and Ethical Local and Global	Yes		Yes	Yes



	Assessment Task 1	Assessment Task 2	Assessment Task 3	Assessment Task 4
citizens				
7.Socially and Environmentally Active and Responsible	Yes		Yes	Yes
8.Capable of Professional and Personal Judgement and Initiative	Yes		Yes	Yes
9. Commitment to Continuous Learning	Yes			Yes

Further information relating to the assessment tasks is detailed below:

### 1. Examination (40%)

The **final exam** will consist of:

1 Long Answer Question	30%
50 Multiple Choice Questions	50%
2 Short Answer Questions	20%
<b>Worth 40% of your total assessment</b>	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 research topic 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 20/40 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.

## 2. Mid-Semester Exam (10%)

This will consist of 50 multiple-choice questions and will be held in lectures in Week 4. You will have one hour. No negative marking will be used. This exam will include all the material covered in Weeks 1-3 inclusive (both in lectures and in tutorials).

## 3. Research Topic Presentations (15%)

Each group member must conduct research for at least 6 peer-reviewed academic articles related to your assigned research topic and present your findings, as a group, to the rest of the class. Each research topic will be related to a component of the major international marketing project. You will not be required to submit a Word document for marking. You must, however, include a full reference list in your last Power Point slide(s) and ensure that you reference fully (Harvard method) at the appropriate places within your PP slides. Marks will be allocated on the presentation and PP slides, including the references, and will be based on the criteria listed in the marking guide (see Appendix 2).

Student teams of 4 formed in Week 2 will be assigned a research topic. The research topic articles (at least six, peer-reviewed, with the majority of articles being published within the last five years) must be thoroughly analysed and a comprehensive coverage and explanation of the importance of the components provided, for the benefit of the rest of the tutorial group in terms of their major international marketing plan. The first PP slide must clearly display each student name, SID and the research topic name. One group member from each group must upload the Word version of their presentation slides 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 from another tutorial 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 enrolment.

Please note that the hard copy of your Research Topic PP slides that is handed to your tutor on the day of your presentation must include a cover sheet with the Turnitin receipt number. **Any Research Topic PP slides in hard copy that are handed to your tutor that do not contain a cover sheet, a print out of the Turnitin report**

**(i.e. your research topic in Word) and a Turnitin receipt number will not be marked.** Cover sheets can be downloaded from:

[http://www.businessandconomics.mq.edu.au/for/new\\_and\\_current\\_students/undergraduate/admin\\_central/assignment\\_coversheets](http://www.businessandconomics.mq.edu.au/for/new_and_current_students/undergraduate/admin_central/assignment_coversheets)

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 research topic will work with other group members to prepare a professional **quality presentation of up to 40 minutes** duration, including question and answer time. Groups exceeding 40 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.

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

- **Number and quality (including recent date) of at least 6 academic articles with full referencing (Harvard style).**
- **Organisation and Analysis of the material:** This will include the critical appraisal of the literature relating to the research topic, 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. Do not forget that the purpose of this assessment is to benefit your fellow class mates by presenting the results of your in-depth research and analysis, which they can then apply to their own major international marketing plan. By so doing, each group will benefit each of the other groups.
- 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 40 minutes for the research topic presentation).

**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.

**4. International Marketing Project (IMP):** Student teams undertake a major project during the semester and will be assessed on the written report and presentation

### **Major Project (30%)**

**Date Due:** Week 11

**Page Limit:** 40 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. You are expected to build on the academic literature presented during your own and your fellow students' research topics. To that end, your report should include at least 10 peer-reviewed academic articles and full details provided in your Bibliography/Reference List.

A one-page **Project Proposal** is to be emailed to your tutor 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

**The final typewritten report is due by 5pm on Thursday, Week 11 (i.e. 28 October 2010).** Hard-copy reports (including additional material such as brochures etc.) must be placed in the appropriate assignment box in BESS. All group projects must be typed. **Each group must also submit their report electronically to the plagiarism software (Turnitin) within MKTG209 Blackboard <http://learn.mq.edu.au> by 5pm, Thursday, Week 11. Late reports (both hard and electronic copies) will be penalised at the rate of 5 marks per day (n.b. any**

report submitted after 5pm on 28 October 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. Turnitin log-in details will be provided on the MKTG209 Blackboard site.

Please note that your major report must include a cover sheet with the Turnitin receipt number. You must also attach your major report which you are to print out in colour (preferably, otherwise in black and white) from the Turnitin system. Please ensure that you print out a copy of the Similarity Index report from Turnitin (NOT the Word version). **Any major report not containing a cover sheet, a Similarity Index print out of the Turnitin report (i.e. your major report) and a Turnitin receipt number will not be marked.** Cover sheets can be downloaded from:

[http://www.businessandconomics.mq.edu.au/for/new\\_and\\_current\\_students/undergraduate/admin\\_central/assignment\\_coversheets](http://www.businessandconomics.mq.edu.au/for/new_and_current_students/undergraduate/admin_central/assignment_coversheets)

Throughout the semester, we will spend considerable time in lectures and tutorials 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 (hint: find an SME using for example, the Yellow Pages. Do not use a large, publicly-listed multinational organisation).

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.

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 tutor 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. By relying too heavily on information from the AUSTRADE website, you risk 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 tutor 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 (research topic and major project) will not be released until the tutor 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. An official cover sheet;  
[http://www.businessandconomics.mq.edu.au/for/new\\_and\\_current\\_students/undergraduate/admin\\_central/assignment\\_coversheets](http://www.businessandconomics.mq.edu.au/for/new_and_current_students/undergraduate/admin_central/assignment_coversheets) with the Turnitin receipt number. You must also print out a copy of the Similarity Index of your report from the Turnitin system and attach it to your major report.
2. Your non-Turnitin report (i.e. your Word document) should include, after the cover sheet obtained from BESS, a Title 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. Joe BLOGGS 2010XXX)**, company name, name of product/service and country of focus, unit name and number (International Marketing MKTG209), name of tutor, time and location (i.e. room number) of your tutorial, and date of submission.
3. Executive Summary (synopsis)
4. Table of Contents (**must include page numbers**)
5. All relevant sections and sub-sections as per the relevant sections of the Marketing Plan guidelines
6. Bibliography
7. Appendices, Figures and Graphs/Tables
8. "Correct" referencing (i.e. use of brackets in body of text – i.e. Harvard method).

9. **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.**
10. 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.
11. Presentation in a folder, bound booklet, or securely stapled on top left hand corner.
12. Pages **not** presented in plastic sleeves!
13. No typographical or spelling errors (Spell check).
14. Correct English → Proof reading (Grammar check)!
15. Your own conclusions/implications/recommendations based on your research.
16. At least 16 peer-reviewed academic journal articles

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.**

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 15 minutes to present the most interesting and important highlights from their written report (i.e. DO NOT go through your entire Table of Contents!). Groups will be asked to stop their presentation if they exceed 15 minutes.

**Written Major Project: 30%**  
**Major Project Presentation: 5%**

### Summary of Assessments

1. Final exam	<b>40%</b>	Examination period
2. Mid-semester exam	<b>10%</b>	Individual
3. Research Topic	<b>15%</b>	Group
4. Major Project: Report	<b>30%</b>	Group
5. Major Project: Presentation	<b>5%</b>	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) Pass the final examination; and**
  - (b) Satisfactorily complete all assignments.**

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

#### Late submissions:

- **Research Topic:** Students must submit a hard copy of their presentation to their tutor at the beginning of the tutorial in the week the group is scheduled to present. No late research topic reports will be marked (i.e. students will receive a mark of 0% for non-submission of their presentation slides at the beginning of the tutorial. International Marketing Plan: Late reports (both hard and electronic copies) will be penalised at the rate of 5 marks per day (n.b. any report submitted after 5pm on 28 October will lose 5 marks and continue to lose 5 marks for each subsequent day it is late). Please note that the deduction of 5 marks commences at 5.01 pm on 28 October.
- **Mid-semester Exam:** There will be no supplementary mid-semester exam. Students who do not sit the mid-semester exam will receive a mark of 0% unless



they submit an official university approved form, along with acceptable documentation (such a medical certificate approved by the university). Once the unit convenor receives this official form and acceptable documentation, the student will have the 10% weighting added to the final exam (i.e. the final exam will then be assessed out of 50% rather than 40%). Please note that the mid-semester exam is an excellent opportunity for you to receive early feedback on your performance in this unit.

**Attendance:**

Students must attend a minimum of 80% of tutorials. A weekly attendance list/roll will be taken.

**Examinations:**

A final examination is included as an assessment task for this unit to provide assurance that:

- i) the product belongs to the student and
- ii) the student has attained the knowledge and skills tested in the exam.

A 3 hour final examination for this unit will be held during the University Examination period.

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. The University's policy on special consideration process is available at:

[http://www.mq.edu.au/policy/docs/special\\_consideration/policy.html](http://www.mq.edu.au/policy/docs/special_consideration/policy.html)

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.

The Macquarie university examination policy details the principles and conduct of examinations at the University. The policy is available at:

<http://www.mq.edu.au/policy/docs/examination/policy.htm>

**ACADEMIC HONESTY (PLAGIARISM)**

The nature of scholarly endeavour, dependent as it is on the work of others, binds all members of the University community to abide by the principles of academic honesty. Its fundamental principle is that all staff and students act with integrity in the creation, development, application and use of ideas and information. This means that:

- all academic work claimed as original is the work of the author making the claim
- all academic collaborations are acknowledged
- academic work is not falsified in any way
- when the ideas of others are used, these ideas are acknowledged appropriately.

Further information on the academic honesty can be found in the Macquarie University Academic Honesty Policy at [http://www.mq.edu.au/policy/docs/academic\\_honesty/policy.html](http://www.mq.edu.au/policy/docs/academic_honesty/policy.html)

## GRADES

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://senate.mq.edu.au/rules/Guidelines2003.doc>

Or

<http://senate.mq.edu.au/rules/detailedguidelines.doc>

## GRADING APPEALS AND FINAL EXAMINATION SCRIPT VIEWING

If, at the conclusion of the unit, you have performed below expectations, and are considering lodging an appeal of grade and/or viewing your final exam script please refer to the following website which provides information about these processes and the cut off dates in the first instance. Please read the instructions provided concerning what constitutes a valid grounds for appeal before appealing your grade.

[http://www.businessandconomics.mq.edu.au/for/new\\_and\\_current\\_students/undergraduate/admin\\_central/grade\\_appeals](http://www.businessandconomics.mq.edu.au/for/new_and_current_students/undergraduate/admin_central/grade_appeals).

## SPECIAL CONSIDERATION

The University is committed to equity and fairness in all aspects of its learning and teaching. In stating this commitment, the University recognises that there may be circumstances where a student is prevented by unavoidable disruption from performing in accordance with their ability. A special consideration policy exists to

support students who experience serious and unavoidable disruption such that they do not reach their usual demonstrated performance level. The policy is available at: [http://www.mq.edu.au/policy/docs/special\\_consideration/procedure.html](http://www.mq.edu.au/policy/docs/special_consideration/procedure.html)

## STUDENT SUPPORT SERVICES

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

## IT CONDITIONS OF USE

Access to all student computing facilities within the Faculty of Business and Economics is restricted to authorised coursework for approved units. Student ID cards must be displayed in the locations provided at all times.

Students are expected to act responsibly when utilising University IT facilities. The following regulations apply to the use of computing facilities and online services:

- Accessing inappropriate web sites or downloading inappropriate material is not permitted. Material that is not related to coursework for approved unit is deemed inappropriate.
- Downloading copyright material without permission from the copyright owner is illegal, and strictly prohibited. Students detected undertaking such activities will face disciplinary action, which may result in criminal proceedings.

Non-compliance with these conditions may result in disciplinary action without further notice.

Students must use their Macquarie University email addresses to communicate with staff as it is University policy that the University issued email account is used for official University communication.

A 3 hour final examination for this unit will be held during the University Examination period.

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/APSCon.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 final day of the official examination period. Therefore, DO NOT book any travel for dates within the entire duration of the examination period, as you will fail the unit due to non-attendance at the official examination (it would be prudent to book travel for the period after the supplementary examination date, as only the main examination and one supplementary will be offered).

## LECTURE AND TUTORIAL OUTLINE 2010

Week	Date (Thursday)	Lecture	Chapter	Tutorial
1	5 August	Introduction to the Unit Introduction to Global Marketing Theoretical Foundations Overview of Culture	1  2 3	
2	12 August	Country Attractiveness Factors Overview of Exporting and other Market Entry Options (Licensing, Strategic Alliances, FDI)	4  5 6	a) Introduction b) Explanation of Major Project c) Group Formation In-class student consultation for Major Project
3	19 August	Understanding Local Customers Local Marketing in Mature Markets	7  8	<b>MAJOR PROJECT PROPOSAL DUE</b>
4	26 August	<b>MID-SEMESTER TEST (IN LECTURES) – ONE HOUR</b> <b>This will cover questions from Chapters 1-8 inclusive</b>  Local Marketing in New Growth Markets	   9	<b>Group 1</b> Research Topic Presentation
5	2 September	Local Marketing in Emerging Markets	10	<b>Group 2</b> Research Topic Presentation
6	9 September	Global Marketing Strategy	11	<b>Group 3</b> Research Topic Presentation
7	16 September	Global Products and Services	12	<b>Group 4</b> Research Topic Presentation
		<b>23 September to 7 October</b> <b>Mid-Semester Break</b>		
8	7 October	Global Branding	13	<b>Group 5</b> Research Topic Presentation

9	14 October	Global Pricing	14	<b>Group 6</b> Research Topic Presentation
10	21 October	Global Distribution	15	In-class student consultation for Major Project progress
11	28 October	Global Advertising	16	<i>Tutorial Evaluations</i> <b>MAJOR PROJECTS DUE</b>
12	4 November	Global Promotion, E- commerce and Personal Selling	17	<b>Major Project Presentations</b> (15 mins. per group)
13	11 November	Organising for Global Marketing  <i>Unit Evaluations Final Examination Format, Hints and Example(s)</i>	18	<b>Major Project Presentations</b> (15 mins. per group)

### Research Topic Allocations

Week	Date	Research Topic	Presentat ion
4	26 August	Market Screening and Attractiveness Factors	Group 1
5	2 September	Market Entry Factors	Group 2
6	9 September	Marketing of Global Products/Services	Group 3
7	16 September	Pricing for Global Products/Services	Group 4
8	7 October	Promoting Global Products/Services	Group 5
9	14 October	Distributing Global Products/Services	Group 6
10	21 October	Electronic Marketing	Group 7

## 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 over-all performance. An evaluation must accompany each written research project. Use the following format:

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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 RESEARCH TOPIC PRESENTATIONS

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

Case Study Name and No: \_\_\_\_\_

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

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

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Quality and number of

Academic Articles:	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
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

### WRITTEN 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
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 (no. and quality of academic articles and correct setting out of references)									
1	2	3	4	5	6	7	8	9	10
Referencing (within 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

## APPENDIX 4

### MARKING GUIDE FOR MAJOR PROJECT PRESENTATIONS

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

Company and Country Name: \_\_\_\_\_

Group Number: \_\_\_\_\_

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

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#### Quality of Academic

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

#### Coverage of

Main Points:        1    2    3    4    5    6    7    8    9    10

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

Overall Quality:    2    4    6    8    10  12  14  16  18  20

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