

MACQUARIE
UNIVERSITY



FACULTY OF
BUSINESS AND ECONOMICS

MKTG209
Global Marketing

Semester 1, 2011

Department of Marketing and Management

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

Year and Semester:	2011, Semester 1
Unit convenor:	June Buchanan
Lecturers:	June Buchanan Brenton Price
Prerequisites:	MKTG101
Credit points:	3

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 is designed to introduce students to the management of global marketing, using the marketing concept. It considers environmental factors and how marketing management decisions are affected by those environmental factors. It develops an awareness and understanding of global marketing concepts including: global competitiveness; anti-globalisation sentiments; market entry options; global pricing; product and promotional standardisation versus customisation; distribution and logistics practices; international marketing strategy, planning, implementation and control.

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.

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.

TEACHING STAFF

- June Buchanan (unit convenor and LIC). Email: june.buchanan@mq.edu.au
- Brenton Price (lecturer and tutor). Email: Brenton.price@mqc.edu.au

CONSULTATION TIMES

June Buchanan:

Thursday 2-4 pm: E4A630; Telephone: 9850 9616

Brenton Price:

Friday 1-2 pm: 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.
- Attendance will be taken in the tutorials.
- Warning: You must attend at least 10 of the 12 tutorials – failure to do so will lead to major deduction from your participation mark and also your group-work contribution.
- Medical certificates must be provided if you are not able to attend a class without incurring a penalty.
- Students are expected to arrive on time, and not leave until the class ends.
- If you have a recurring problem that makes you late, or forces you to leave early, please have the courtesy to discuss this with your lecturer/tutor.
- Mobile phone must be turned OFF and not simply set to 'silent'.

- All laptops must be turned OFF in class.
- Students who disturb or are disruptive in lectures and/or tutorial class will be asked to leave.
- All students must complete a peer assessment for the case study – both presentation and written components. Furthermore, the written assignment must identify clearly the names of each person that did each section.

PRIZES

- Prizes for this unit:
http://www.businessandconomics.mq.edu.au/undergraduate_degrees/prizes_scholarships

REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS

Czinkota, M, Ronkainen, I. Sutton-Brady, C. and Beal, T. (2011), “International Marketing”, 2nd Asia-Pacific Edition, Cengage Learning Australia Pty Limited

The textbook is available from the Co-Op Bookshop. You will need to buy this textbook for the following reasons:

- It has not been used in previous semesters.
- The case studies will be from the textbook. You must read all case studies assigned throughout semester, as these are all assessable – not just the case study you have been assigned to present.
- The lecture slides are from the textbook
- The MC questions (mid- and part of final exam) will be from the textbook publishers database, therefore the questions will be based on material in the textbook.

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 the understanding of marketing strategies that can be used in a global setting, including some of the challenges that companies face when marketing globally.

- **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 examine the nature of cultural, social, economic and legal factors that can determine/influence the nature of entry.

5. To evaluate the strategic alternatives for entry and expansion into overseas markets.

6. To understand the importance of developing in-depth appropriate strategies and tactics for each of the marketing mix elements.

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 opportunities to conduct your own research.

RELATIONSHIP BETWEEN ASSESSMENT AND LEARNING OUTCOMES

- An early low risk diagnostic task (50 MC questions worth 10%) will be conducted during lectures in Week 4. Students must sit this mid-exam in the Week 4 lecture. Failure to do so will result in a mark of 0 for this assessment. Under no circumstances will there be a supplementary mid-exam. Students who have appropriate reasons for missing the mid-exam must submit official supporting documentation, through official university channels. If approved by the lecturer, the 10% weighting will then be moved to the final exam. It is strongly recommended that students sit this MC exam in Week 4. It provides valuable feedback as to your understanding of MKTG209 concepts at this early stage. Students who obtain a low mark are encouraged to speak to their tutor, who will then discuss ways in which the student can improve their understanding of the material in this unit. The Week 4 MC exam also provides practice for the MC component of the final exam.
- To provide a report on your progress through this unit, there will be a number of assessments. Students will form into groups of four (4) in their tutorials during Week 2. Each group will be required to cover one assigned case study during the semester, supplemented with substantial academic research. This assignment helps your researching and analytical skills and also enables you to apply the theory to the practice. The due dates for the case study are shown in the Lecture/Tutorial Schedule. The knowledge gained from researching additional academic journal articles and applying them to your case studies, also helps prepare you for the final examination.
- The main component of the Participation mark (10%), is attributable to the question and answer one-page, typed A4 paper each student prepares prior to each tutorial. Each student must read every case study that is to be presented throughout semester and think of one or two probing questions relating to the case study, or the global marketing concepts included in the case study. Each student must also have an answer, based on research, to each question. The tutor will randomly ask students to put their question(s) to the presenting group. That student is then expected to enter into a discussion with the presenting group, based on the student's pre-prepared answer. By reading each case study throughout semester, the global marketing concepts and application of those concepts to a real-world company, each student will experience fully involvement and therefore deeper learning. These typed Q&A sheets will be collected during each tutorial. Non-typed documents will not be accepted and the student will receive 0 for that particular week.

	Assessment Task 1	Assessment Task 2	Assessment Task 3	Assessment Task 4
Title/Name	Mid-Semester Exam	Case Study	Participation	Final Examination
Description	<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 obtain <u>at least</u> 3 peer-reviewed academic articles <u>each</u> which are related to your assigned case study. The group must then analyse and synthesis these 12 (for a group of 4) academic journal articles and present your answers to the case study, as a group, to the rest of the class. You must use in-text referencing in your PP slides, as well as in your Word document. Your PP slides and your written document must include a full References list.</p>	<p>This is an individual assessment. Part of the mark will be assigned to your attendance, with the majority assigned to the number and quality of your prepared Q&A <u>typed</u> documents for each of the case studies being presented throughout semester. You must bring your prepared (typed) Q&A sheet at the <u>beginning</u> of tutorial. Each week, your tutor will randomly ask students to verbally present their prepared question to the presenting group and, based on your pre-researched answer, each student is expected to then enter into appropriate dialogue with the presenting group.</p>	<p>This consists of three parts:</p> <ol style="list-style-type: none"> 1. Multiple-choice questions. There are 50 questions. Each question is of equal value. There is no negative marking. 2. Short answer questions. You must answer two of the three questions. 3. One long-answer question out of a choice of two. These questions will be based on all material covered during lectures and tutorials.
Due date	Held in lectures during Week 4	Please refer to Lecture and Tutorial Schedule for	Throughout semester.	Formal examination period

	Assessment Task 1	Assessment Task 2	Assessment Task 3	Assessment Task 4
		due dates		
% Weighting	10%	Written: 20% Presentation: 10%	10%	50%
Grading method - marking criteria/ standards	Machine-marked MC answer sheets. No negative marking.	Please refer to Appendix 2 for marking guide	Quality of question(s) and answer(s) in each tutorial.	Part 1: machine marked MC answer sheets. No negative marking Parts 2 & 3: marked by lecturers.
Submission method	Exam papers and answer books will be collected at the end of the exam by the lecturer.	The group must submit their fully referenced written (Word) document and upload it to Turnitin before the day of their presentation. Please note that you have the opportunity of multiple submissions, based on your Similarity Index score, prior to the due date. 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.	All Q&A sheets from every student, whether randomly picked to ask a question or not, will be collected by the tutor each week. Non-typed documents will not be accepted.	Exam papers and answer sheets will be collected by the exam supervisors at the end of the MKTG209 examination.
Feedback (<i>type, method, date</i>)	Within two weeks after the test (i.e. in	The week following the presentation.	These will be collated after Week 13.	The final results will be released during the formal

	Assessment Task 1	Assessment Task 2	Assessment Task 3	Assessment Task 4
	Week 6). Results will be uploaded to Turnitin.			university period.
Learning outcomes assessed				
1	Understanding marketing in a global context	Understanding marketing in a global context		Understanding marketing in a global context
2	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	Demonstrating the knowledge and skills developed as a result of assessment Task Numbers 2 and 3, in addition to material covered in lectures and tutorials.
3	Influence of economic factors, trade institutions and trade policy.	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		Understanding appropriate strategies and tactics for the marketing mix elements	Understanding appropriate strategies and tactics for the marketing mix elements	
6		Developing skills in analysing and understanding the challenges that real-life organisations face when marketing in the global environment.		
Graduate capabilities assessed:				
1. Discipline	Yes	Yes	Yes	Yes

	Assessment Task 1	Assessment Task 2	Assessment Task 3	Assessment Task 4
Specific Knowledge and Skills				
2. Critical, Analytical and Integrative Thinking	Yes	Yes	Yes	Yes
3. Problem Solving and Research Capability		Yes	Yes	Yes
4. Creative and Innovative		Yes	Yes	Yes
5. Effective Communication		Yes	Yes	Yes
6. Engaged and Ethical Local and Global citizens		Yes	Yes	Yes
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	Yes

Late submissions:

- Case Study: 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 case study 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). The written component, in Word, must be uploaded to Turnitin prior to the commencement of tutorial. Each group must provide the Turnitin receipt no. to the tutor. Failure to submit the written assignment prior to the commencement of tutorial, will result in the loss of 10 marks each day it is late (note: the loss of 10 marks begins on the day the assignment is due, once the tutorial commencement time has passed).
- 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 60% rather than 50%). 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

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

GRADES

Macquarie University uses the following grades in coursework units of study:

HD – High Distinction

D – Distinction

CR – Credit

P – Pass

F – Fail

Grade descriptors and other information concerning grading are contained in the Macquarie University Grading Policy which is available at:

<http://www.mq.edu.au/policy/docs/grading/policy.html>

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/new_and_current_students/undergraduate/how_do_i/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

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.

LECTURE AND TUTORIAL OUTLINE 2011

Week	Date w/c	Lecture	Chapter	Tutorial
1	21 February	Introduction to the Unit Introduction to Global Marketing	1	None
2	28 February	Economic Environment	2	Group Formation Allocation of Case Studies
3	7 March	Trade Institutions and Trade Policy	3	Discussion of relevant academic journal articles for case studies Reinforcing 'how to reference'
4	14 March	MID-SEMESTER EXAM (IN LECTURES) – ONE HOUR This will cover 50 MC questions from Chapters 1-3 inclusive Political and Legal Environment	4	Discussion questions
5	21 March	Cultural Environment	5	Group 1 Case Study Presentation
6	28 March	Building the Knowledge Base Foreign Market Entry	6 7	Group 2 Case Study Presentation
7	4 April	Channels of Distribution and Logistics	8	Group 3 Case Study Presentation
		8 April to 27 April Mid-Semester Break		
8	Thursday 28 April (Friday 29 April)	Product Policy and Adaptation in International Markets Product and Brand Management in International Markets	9 10	Group 4 Case Study Presentation
9	2 May	Services Marketing	11	Group 5 Case Study Presentation

10	9 May	Pricing in International Markets	12	Group 6 Case Study Presentation
11	16 May	International Marketing Communications	13	Group 7 Case Study Presentation (if no case study, then discussion questions)
12	23 May	International Marketing Strategy, Planning, Implementation and Control	14	Discussion questions
13	30 May	The Future of International Marketing <i>Unit Evaluations</i> <i>Final Examination Format,</i> <i>Hints and Example(s)</i>	15	<i>Tutorial Evaluations</i> Wrap-Up – any questions?

Case Study Allocations

Week	Date	Case Study	Page No.	Presentation
5	21 March	BHP Billiton and Rio Tinto: Seizing Opportunities in China's Dragon Economy	31	Group 1
6	28 March	New Zealand Butter Battles European Bureaucracy	145	Group 2
7	4 April	Lonely Planet Guides Global Exporters	215	Group 3
8	Thursday 28 April (Friday 29 April)	Show Me the Money: the Birth of Singapore's Gaming Industry	299	Group 4
9	2 May	Li & Fung	343	Group 5
10	9 May	Sound Lounge Looks to the Future	445	Group 6
11	16 May	Blackberry in Indonesia	535	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:

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 PRESENTATIONS

Date: _____

Case Study Name and No.: _____

Student Names and IDs: _____

Evidence of Additional Research:

	1	2	3	4	5	6	7	8	9	10
Quality of Answers:	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. Your first slide must have: the name of the case study and each student's name, with the last name in capital letters and underlined.

**APPENDIX 3:
MARKING GUIDE FOR WRITTEN CASE STUDY PAPERS**

Date: _____

Case Study Name and No _____

Student Name(s) and ID:

Research (no. and quality of academic articles):

1 2 3 4 5 6 7 8 9 10

Overview of the case study and the associated global marketing concept(s)/theories:

1 2 3 4 5 6 7 8 9 10

Critical review (analysis and synthesis) of the academic articles:

1 2 3 4 5 6 7 8 9 10

Quality of answers to case study questions (in-depth, based on extra academic research, solid conclusion/insights)

1 2 3 4 5 6 7 8 9 10

Overall Quality (Referencing etc.):

1 2 3 4 5 6 7 8 9 10

The front page of your written case study must include the name of the case study and each student's ID and name, with the last name in capital letters and underlined.