Year and Semester: 2009, Semester 1
Unit convenor: June Buchanan
Prerequisites: MKTG202 or MKTG203 or MKTG208 or BBA203 or BBA213

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 and pricing; international marketing of services.

• 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, and MKTG202 or MKTG203 or MKTG208 or BBA203 or BBA213 and will be adversely affected in all assessment tasks if they are not able to do this.

• 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 can be contacted at: june.buchanan@mq.edu.au
- Ron Innis. Consultation times: Tuesdays 8.30 – 9.45 am and 5.10 – 6.30 pm in Room 652, E4A.

**CLASSES**

- There are **3 hours face-to-face teaching per week consisting of** approximately: 1 x 2 hour lecture and 1 x 1 hour tutorial, although you should be aware that there is no strict demarcation – i.e. tutorial tasks may commence prior to two hours after the start of lectures.
- The timetable for classes can be found on the University web site at: [http://www.timetables.mq.edu.au/](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 seminar, you should remain in that particular seminar, as changing would be disruptive to your fellow students, both those in the seminar you have left and those in the seminar you aim to join some time after Week 2.

**Required and Recommended texts and/or materials**


The textbook is available from the Co-Op Bookshop.

**Related Required Materials**

1. MKTG302 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](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 MKTG302. 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:**

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.

### TEACHING AND LEARNING STRATEGY

- 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 schedule of Lectures, Tutorials and other important dates is attached to this outline.

### 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 five (5) in Week 2. Each group will be required to cover one case study during the semester and one major international marketing plan. The due dates for the case studies (both
written and the presentation components) and the major international marketing plan are shown in the Lecture Schedule. The knowledge gained from researching and writing your major international marketing plan and the case studies also provide important preparation for the final examination.

1. **Examination**: Final (Examination Period).

2. **Case Study**: Each group member must 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. **Case Study Critique**: Each group must read the case study, conduct extra research, and respond to the main case study group’s research, analysis and answers to the case. The critiquing group must place the text of their critique 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 lecturer on the day of 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.

5. **Student Participation**: Students will be expected to participate in all lectures/tutorials.

   **1. Examination (50%)**

   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.

<table>
<thead>
<tr>
<th>Case Study</th>
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<tr>
<td>40 Multiple Choice Questions</td>
<td>40%</td>
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<tr>
<td>2 Short Answer Questions</td>
<td>20%</td>
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<tr>
<td><strong>Worth 50% of your total assessment</strong></td>
<td><strong>100%</strong></td>
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   - 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 spreadsheet, 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. **Case Study Write-Ups and Presentations (10%)**

- **Write-Up (5%)**

  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. Each group member independently of the rest of the group must answer the written component of the case study. 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 enrolment.

  Please note that your case study must include a cover sheet with the Turnitin receipt number. You must also attach your case study which you are to print out in colour from the Turnitin system. **Any case study not containing a cover sheet, a coloured print out of the Turnitin report (i.e. your case study) and a Turnitin receipt number will not be marked.** Cover sheets can be downloaded from:
• **Presentation (5%)**

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.

• **Case Study Critique (5%)**

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. Please note that your critique must include a cover sheet with the Turnitin receipt number. Any critique not containing a cover sheet and a Turnitin receipt number will not be marked.

Critiquing groups have up to **20 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.

Major Project (30%)

Date Due: Week 12

Page Limit: 30 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

The final typewritten report is due by 5pm on Monday, Week 12 (i.e. 25 May 2009). 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 MKTG302 Blackboard http://learn.mq.edu.au by 5pm, Monday, 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 5pm on 25 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.

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 from the Turnitin system. Any major report not containing a cover sheet, a coloured 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.businessandeconomics.mq.edu.au/for/new_and_current_students/undergraduate/admin_central/assignment_cover_sheets

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 the best report(s) from each seminar class will be submitted to the AUSTRADE 2009 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. An official cover sheet with the Turnitin receipt number. You must also print out a copy of your report in colour from the Turnitin system and attach it to your major report.

2. Your non-Turnitin report 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. June BUCHANAN 2009XXX), company name, name of product/service and country of focus, unit name and number (International Marketing MKTG302), name of lecturer 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 Marketing Plan guidelines

6. Bibliography

7. Appendices, Figures and Graphs/Tables

8. “Correct” referencing (i.e. use of brackets in body of text).

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 or bound booklet.

12. Pages not presented in plastic sleeves!

13. No typographical or spelling errors.
14. Correct English → Proof reading!

15. 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.

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%

Summary of Assessments

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<th>Weight</th>
<th>Component</th>
<th>Due Date</th>
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<tbody>
<tr>
<td>Final exam</td>
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<td>Examination period</td>
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<tr>
<td>Case Study - written</td>
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<td>Individual</td>
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<tr>
<td>Case study – presentation</td>
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<td>Group</td>
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<td>Case Study Critique</td>
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<td>Major Project: Report</td>
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<tr>
<td>Major Project: Presentation</td>
<td>5%</td>
<td>Group</td>
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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).

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

The University Examination period in First Half Year 2009 is from 10 to 26 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

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, that is the final day of the official examination period.

**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.

**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.
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      Case Study 3: Group 3
      Critique 3: Group 7</td>
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    <td style="padding:10px;">Case Study 4: Group 4
      Critique 4: Group 8
      Case Study 5: Group 5
      Critique 5: Group 9</td>
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    <td style="padding:10px;">Case Study 6: Group 6
      Critique 6: Group 10
      Case Study 7: Group 7
      Critique 7: Group 1</td>
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9 April to 27 April Mid Semester Break
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<td><strong>In-class student consultation for Major Project progress</strong></td>
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### Case Study and Critique Allocations

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# 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:** _______________

<table>
<thead>
<tr>
<th>Student Name</th>
<th>% Participation</th>
<th>Individual Mark</th>
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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

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