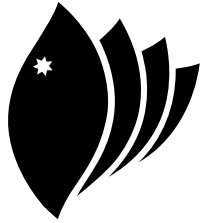


MACQUARIE
UNIVERSITY



FACULTY OF
BUSINESS AND ECONOMICS

MKTG801
International Marketing

Semester 2, 2011

Department of Marketing and Management

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

Year and Semester:	2011, Semester 1
Unit convenor:	June Buchanan
Lecturers:	June Buchanan Stephanie Yimin Huang
Prerequisites:	MKTG696 or admission to MCom or MIB or MEc or MActPrac prior to 2011
Credit points:	4 credit points

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. Topics include international marketing; world economic environment; social and cultural elements of market environment; political-legal environment; international marketing intelligence; marketing channels and international logistics.

MKTG801 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.

The topic and practice of international marketing is fascinating, complex and extremely dynamic. It is therefore impossible to provide students with all the knowledge they require to conduct international marketing within a 13-week semester format, but this unit is designed to provide a thorough overview of international marketing issues. Furthermore, this unit will hopefully expand your interest in international marketing/business and stimulate a desire to expand your knowledge in your own time and as your career develops. Since international marketing is such a

fast-changing field, it is essential to regularly monitor relevant markets (newspapers, magazines, journals, TV, Internet).

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
- Stephanie Yimin Huang. Email: stephanie.huang@mq.edu.au

CONSULTATION TIMES

June Buchanan:

Wednesday 4.30 – 6.30 pm June Buchanan's office: E4A630; 9850 9616

Stephanie Yimin Huang:

Tuesday 3-5pm Stephanie Yimin Huang's office: E4A450; 9850 8496

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 classes each week. These are run as a seminar and will consist of lectures and presentations.
- 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 group, you should remain in that group as changing would be disruptive to your fellow students, both those in the group you have left and those in the group you aim to join anytime after Week 2.
-

REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS

The lecture slides can be downloaded from Blackboard and are from the recommended textbook:

Recommended Textbook:

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.

Related Required Materials

1. MKTG801 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 MKTG2801. 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

1. To build on students' knowledge gained from undergraduate marketing fundamentals and develop a comprehensive understanding of marketing applications in the complexities of various international environments/contexts.
2. To critically evaluate the formulation of marketing strategies and tactics that can be used in an international setting.
3. To research and critically evaluate various cultural, social, economic and legal factors that influence the choice of market entry.
4. To critically analyse a number of academic journal articles and to develop in-depth appropriate strategies and tactics for each of the marketing mix elements, based on solid research.
5. To develop advanced and sophisticated skills in creatively building on existing research in the formulation and writing of a professionally presented (including a solid demonstration of scholarly skills) 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.

Recommended Capabilities

The Macquarie core values of Scholarship, Ethical Practice, Sustainability and Engagement are to be seen as the Guiding Principles within which the Curriculum is developed. They serve as a reference point to guide interpretation of both undergraduate and postgraduate capabilities. Acting with integrity underpins all the following capabilities.

Cognitive Capabilities

1. Discipline Knowledge and Skills

Our postgraduates will be able to demonstrate a significantly enhanced depth and breadth of knowledge, scholarly understanding, and specific subject content knowledge in their chosen fields.

2. Critical, Analytical and Integrative Thinking

Our postgraduates will be capable of utilising and reflecting on prior knowledge and experience, of applying higher level critical thinking skills, and of integrating and synthesising learning and knowledge from a range of sources and environments. A characteristic of this form of thinking is the generation of new, professionally oriented knowledge through personal or group-based critique of practice and theory.

3. Research and Problem Solving Capability

Our postgraduates will be capable of systematic enquiry; able to use research skills to create new knowledge that can be applied to real world issues, or contribute to a field of study or practice to enhance society. They will be capable of creative questioning, problem finding and problem solving.

Interpersonal and Personal Dispositions

4. Effective Communication

Our postgraduates will be able to communicate effectively and convey their views to different social, cultural, and professional audiences. They will be able to use a variety of technologically supported media to communicate with empathy using a range of written, spoken or visual formats.

5. Engaged and Responsible, Active and Ethical Citizens

Our postgraduates will be ethically aware and capable of confident transformative action in relation to their professional responsibilities and the wider community. They will have a sense of connectedness with others and country and have a sense of mutual obligation. They will be able to appreciate the impact of their professional roles for social justice and inclusion related to national and global issues

6. Capable of Professional and Personal Judgment and Initiative

Our postgraduates will demonstrate a high standard of discernment and common sense in their professional and personal judgment. They will have the ability to make informed choices and decisions that reflect both the nature of their professional work and their personal perspectives.

TEACHING AND LEARNING STRATEGY

- Presentation of the subject involves lectures and student presentations. Emphasis is placed on student participation using research topic presentations 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 (2 short answer questions worth 5% each = 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 exam in Week 4. It provides valuable feedback as to your understanding of MKTG801 concepts at this early stage. Students who obtain a low mark are encouraged to speak to their lecturer, who will then discuss ways in which the student can improve their understanding of the material in this unit. The Week 4 exam also provides practice for the short-answer 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 five (5) in their seminar class during Week 2. Each group will be required to cover one assigned research topic during the semester, supplemented with substantial academic research. This assignment develops your researching and analytical skills and also enables you to apply the theory to the practice. The due dates for the research topic are shown in the Lecture/Tutorial Schedule. The knowledge gained from researching peer-reviewed academic journal articles and applying them to your research topics, helps you and the rest of your colleagues to develop a high-quality international marketing plan and also helps prepare you for the final examination.

Assessment	Task 1	Task 2	Task 3	Task 4
Title/Name	Mid-Semester Exam 10%	Research Topic (15% Written; 10% Presentation) 25%	Major IM Plan (30% Written; 5% Presentation) 35%	Final Examination 30%

Assessment	Task 1	Task 2	Task 3	Task 4
Description	<p>This consists of 2 short answer questions. You will have one hour. The questions will be based on the material covered in Weeks 1-3 inclusive (both in lectures and in tutorials).</p>	<p>Each group member must obtain <u>at least 4</u> peer-reviewed academic articles <u>each</u> that are related to your assigned research topic. The group must then analyse and synthesis these 20 (for a group of 5) academic journal articles and present your findings (based on a thorough analysis and synthesis of the 20 journal articles) as a group, to the rest of the class. You must use in-text referencing in your PP slides and in your Word document. Your PP slides and Word document must include a full References list. You must upload your Word document (approx. 3000 – 4000 words) to Turnitin prior to the start of</p>	<p>Student teams undertake a major project during the semester and will be assessed on the written report and a presentation. The written report should be approximately 8,000 words.</p>	<p>This consists of two parts:</p> <p>Part A: Short answer questions. You must answer two of the three questions. (Each question is worth 7.5%, making a total of 15%).</p> <p>Part B: One long-answer question (compulsory). This question will be based on all material covered during lectures and tutorials. (This question is worth 15%)</p>

Assessment	Task 1	Task 2	Task 3	Task 4
		the seminar.		
Due date	Held in lectures during Week 4	Please refer to Lecture and Tutorial Schedule for due dates	Week 11 (w/c 24 October)	Formal examination period
% Weighting	10%	Written: 15% Presentation: 10%	30% Written; 5% Presentation	30%
Grading method - marking criteria/ standards	Each lecturer will mark their own seminar classes. Blind marking will occur between the lecturers prior to the release of marks, to ensure that the marking across all seminar groups is 'in the same ball-park'.	Please refer to Appendix 2 for marking guide	Please refer to Appendix 3 (written) and Appendix 4 (presentation) for marking guides	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. 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.	The final typewritten report is due by 5 pm on Thursday Week 11 (i.e. 27 October 2011). 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 MKTG801 Blackboard http://learn.mq.edu.au by 5pm on Thursday Week 11.	Exam papers and answer sheets will be collected by the exam supervisors at the end of the MKTG801 examination.
Feedback (type, method, date)	Within two weeks after the test (i.e. in Week 6). Results will be uploaded to	The week following the presentation.	Reports and marks will be available for pick-up from BESS after 5 pm on Thursday in Week 13.	The final results will be released during the formal university period.

Assessment	Task 1	Task 2	Task 3	Task 4
	Turnitin.			
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 can be used in a global setting	Formulating marketing strategies that can be used in a global setting	Demonstrating the knowledge and skills developed as a result of assessment Task Numbers 2, 3 and 4, in addition to material covered in lectures and tutorials.
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	
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	
5		Developing appropriate strategies and tactics for the marketing mix elements	Developing appropriate strategies and tactics for the marketing mix elements	
		Developing skills in formulating 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		
2. Critical, Analytical and Integrative Thinking	Yes	Yes	Yes	Yes
3. Problem Solving and	Yes	Yes	Yes	Yes

Assessment	Task 1	Task 2	Task 3	Task 4
Research Capability				
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:

- **Research Topic:** Students must submit a hard copy of their presentation slides to their lecturer at the beginning of the seminar 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 seminar). The written component, in Word, must be uploaded to Turnitin prior to the commencement of the seminar. Each group must provide the Turnitin receipt no. to the lecturer. Failure to submit the written assignment prior to the commencement of the seminar will result in the loss of 5 marks each day it is late (note: the loss of 5 marks begins on the day the assignment is due, once the seminar commencement time has passed). Please note that this loss of 10% per day relates to the total assignment mark (15% for written; 10% for PP slides).
- **Major International Marketing Plan (IMP):** As per above, any late submissions will be penalised. Late IMPs will result in a 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 seminar commencement time has passed). Please note that this loss of 10% per day relates to the total assignment mark (30% for written; 5% for PP slides).
- **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 40% rather than 30%). Please note that the mid-semester exam is an excellent opportunity for you to receive early feedback on your performance in this unit.

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/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

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	1 August	Introduction to the Unit Introduction to Global Marketing	1	None
2	8 August	Economic Environment	2	Group Formation Allocation of Research Topics
3	15 August	Trade Institutions and Trade Policy	3	Discussion of relevant academic journal articles for research topics Reinforcing 'how to reference'
4	22 August	MID-SEMESTER EXAM (IN SEMINARS) – ONE HOUR This will cover 2 short-answer questions from Chapters 1-3 inclusive Political and Legal Environment	4	Group 1 Research Topic Presentation
5	29 August	Cultural Environment	5	Group 6 Research Topic Presentation Group 2 Research Topic Presentation
6	5 September	Building the Knowledge Base Foreign Market Entry	6 7	Group 3 Research Topic Presentation
7	12 September	Channels of Distribution and Logistics	8	Groups 4 & 5 Research Topic Presentations
		17 September to 4 October Mid-Semester Break		
8	4 October (note Monday 3 October is Labour Day and a public holiday)	Major International Marketing Plan consultation		Groups must bring along their major projects.

9	10 October	Product Policy and Adaptation in International Markets Product and Brand Management in International Markets	9 10	Groups 7 & 8 Research Topic Presentations
10	17 October	Services Marketing	11	Groups 9 & 10 Research Topic Presentations
11	24 October	Pricing in International Markets	12	Major Project Presentations
12	31 October	International Marketing Communications	13	Major Project Presentations
13	7 November	Wrap Up <i>Unit Evaluations</i> <i>Final Examination Format,</i> <i>Hints and Example(s)</i>		<i>Lecturer Evaluations</i> Any questions?

Research Topic Allocations

Week	Date w/c	Research Topic	Presentation
4	22 August	Opportunities for global marketing, including the use of the Internet	Group 1
5	29 August	Trade factors, including trade barriers and nationalism	Group 2
6	5 September	Porter's Diamond Model	Group 3
7	12 September	Market Screening and Attractiveness Factors (including PEST factors)	Group 4
7	12 September	Market Entry Factors for Products and for Services	Group 5
8	3 October	Distributing International Products and Services	Group 6
9	10 October	Producing Products and Services for International Markets	Group 7
9	10 October	Pricing for International Markets	Group 8
10	17 October	Promoting International Products and Services	Group 9
10	17 October	Implementation and Control	Group 10

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 RESEARCH TOPIC PRESENTATIONS

Date: _____

Case Study Name and No.: _____

Group Name: _____

Student Names and IDs: _____

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

MARKING GUIDE FOR WRITTEN RESEARCH TOPIC PAPERS

Date: _____

Seminar Number, Day and Date:

Research Topic: _____

Student Name and ID:

Research (no. and quality of academic articles):

1 2 3 4 5 6 7 8 9 10

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

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

Overview of the topic area:

1 2 3 4 5 6 7 8 9 10

Overall Quality (referencing, professionalism etc.):

1 2 3 4 5 6 7 8 9 10

APPENDIX 4

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 5

MARKING GUIDE FOR MAJOR PROJECT PRESENTATIONS

Date: _____

Company and Country Name.: _____

Group Number: _____

Student Names and IDs: _____

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)