

MARK2071

**INTERNATIONAL and GLOBAL
MARKETING**

COURSE OUTLINE

Semester 1, 2017

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PART A: COURSE-SPECIFIC INFORMATION

1. STAFF CONTACT DETAILS

Course coordinator: Dr. Gary Gregory
Office: Quad Bldg Room 3023A
Consultation times: Thur 9:00am-10:00am (or by appointment)
Telephone: 9385-3389
Email: g.gregory@unsw.edu.au

Tutor: Nicholas Ridis
Office: Quad Bldg Room 3045
Consultation times: by appointment only
Telephone: 9385-2641
Email: [TBA](#)

If you need to meet with the lecturer in charge outside consultation hours, please call and make an appointment. Alternatively feel free to email me and I will attempt to get back to you within 24-48 hours. Additionally, you can post general course enquires relating to any aspect of coursework on the discussion board of the Moodle site for this course. Again, I will attempt to address all enquiries within 24-48 hours.

2. COURSE DETAILS

2.1 Teaching Times and Locations

Lecture: Thurs 12:00 – 2:00pm (Weeks 1-12) in Central Lecture Block 6

*NOTE: Tutorials run for six weeks only: Weeks 2, 3, 4, 5, 8 and 9. Check UNSW Timetable for location and time of your tutorial.

2.2 Units of Credit

This course is worth 6 credits. There is no parallel teaching in this course

2.3 Summary of Course

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This course will present various concepts and tools for analysing international marketing strategies, and evaluating the marketplace (competitors, external environment: cultural, economic, technological, political/legal, marketing opportunities, etc.). Specifically, the focus will be on developing, evaluating and implementing international marketing strategy at the corporate, regional and local levels. By learning about both theory and practice, the student will obtain a good conceptual understanding of the field of international marketing as well as become firmly grounded in the realities of the global marketplace.

2.4 Course Aims and Relationship to Other Courses

The more general aims of this course are to:

- Provide an understanding of the scope and function of international marketing theory and practice.
- Increase knowledge and skills to help in developing international market entry strategies.
- Develop skills related to the analysis of international marketing data, in particular the use of secondary data in assessing the international marketing opportunities.

Students should emerge from this course as knowledgeable business managers, capable of formulating marketing objectives, collecting and analysing data, and completing international marketing research projects. Hopefully, students will learn a great deal about international and global marketing and will be able to apply their knowledge in their personal, disciplinary, and professional endeavors. Ideally, they should gain valuable experience and knowledge and enjoy themselves in the process.

For most businesses, understanding the process involved in assessing the international marketplace for opportunities to expand operations abroad is a major key to success. The concept of international marketing is broad in meaning and can be related to all areas of business management where firms must consider expansion strategies, as well as possible threats from overseas competitors. International and global marketing involves assessing the economic, cultural, political and legal environments of the various markets around the world. In this course we examine various marketing management concepts and models covered in other marketing courses and consider the complexities of manufacturing and marketing in various regions around the world. Specifically, we will incorporate techniques from other courses to analyse foreign marketplaces relative to: the competitive situation, structure and laws governing trade; market potential, demand analysis and potential target markets; planning and development of products and services; distribution structure, channel dynamics, and service levels; appropriate and effective pricing strategies and factors influencing/restricting price controls; and, necessary product/service support, costs of

providing support and mechanisms to ensure customer satisfaction. Examining the international and global marketplace for a broad array of marketing opportunities and decisions further complements the wider array of subjects taught in the BCom, marketing major stream, and the BCom in general. A prerequisite for this course is successful completion of MARK 1012.

2.5 Student Learning Outcomes

The Course Learning Outcomes are what you should be able to DO by the end of this course if you participate fully in learning activities and successfully complete the assessment items. The following seven (7) student learning outcomes have been established for MARK2071. Hence, upon completion of the course students should be able to:

1. Identify and analyse opportunities within international marketing environments;
2. Utilise cases, readings and international business reports to evaluate corporate problems/opportunities in an international environment;
3. Select, research, and enter a new international market;
4. Prepare an international marketing plan;
5. Develop a comprehensive course of action for a business firm using formal decision making processes;
6. Complete a final written project using skills acquired throughout the course; and,
7. Apply personal and interpersonal skills appropriate to being an effective member of an international marketing team.

The Learning Outcomes in this course also help you to achieve some of the overall Program Learning Goals and Outcomes for all undergraduate coursework. Program Learning Goals are what we want you to BE or HAVE by the time you successfully complete your degree (e.g. 'be an effective team player'). You demonstrate this by achieving specific Program Learning Goals and Outcomes - what you are able to DO by the end of your degree (e.g. 'participate collaboratively and responsibly in teams'). Below is a list of the Business Undergraduate Program Learning Goals and Outcomes:

Business Undergraduate Program Learning Goals and Outcomes

1. Knowledge: Our graduates will have in-depth disciplinary knowledge applicable in local and global contexts.

You should be able to select and apply disciplinary knowledge to business situations in a local and global environment.

2. Critical thinking and problem solving: Our graduates will be critical thinkers and effective problem solvers.

You should be able to identify and research issues in business situations, analyse the issues, and propose appropriate and well-justified solutions.

3. Communication: Our graduates will be effective professional communicators.

You should be able to:

- a. Prepare written documents that are clear and concise, using appropriate style and presentation for the intended audience, purpose and context, and
- b. Prepare and deliver oral presentations that are clear, focused, well-structured, and delivered in a professional manner.

4. Teamwork: Our graduates will be effective team participants.

You should be able to participate collaboratively and responsibly in teams, and reflect on your own teamwork, and on the team's processes and ability to achieve outcomes.

5. Ethical, social and environmental responsibility: Our graduates will have a sound awareness of the ethical, social, cultural and environmental implications of business practice.

You should be able to:

- a. Identify and assess ethical, environmental and/or sustainability considerations in business decision-making and practice, and
- b. Identify social and cultural implications of business situations.

The following table shows how your Course Learning Outcomes relate to the overall Program Learning Goals and Outcomes, and indicates where these are assessed (they may also be practised in tutorials and other activities):

Program Learning Goals and Outcomes		Course Learning Outcomes	Course Assessment Item
<i>This course helps you to achieve the following learning goals for all Business undergraduate coursework:</i>		<i>On successful completion of the course, you should be able to:</i>	<i>This learning outcome will be assessed in the following items:</i>
1	Knowledge	2. Utilise cases, readings and international business reports to evaluate corporate problems/opportunities in an international environment	<ul style="list-style-type: none">• Tutorial Participation• Tutorial Assign.• Country/Product Brief• Group Project
2	Critical thinking and problem solving	1. Identify and analyse opportunities within international marketing environments 3. Select, research, and enter a new international market 5. Develop a comprehensive course of action for a business firm using formal decision making processes	<ul style="list-style-type: none">• Tutorial Participation• Tutorial Assign.• Country/Product Brief• Group Project• Course Quizzes
3a	Written communication	6. Complete a final written project using skills acquired throughout the course	<ul style="list-style-type: none">• Group Project
3b	Oral communication	Not specifically addressed in this course	<ul style="list-style-type: none">• Part of tutorial participation mark but not separately assessed.
4	Teamwork	7. Apply personal and interpersonal skills appropriate to being an effective member of an international marketing team	<ul style="list-style-type: none">• Tutorial Participation• Group Project

5a.	Ethical, social and environmental responsibility	4. Prepare an international marketing plan 5. Develop a comprehensive course of action for a business firm using formal decision making processes	<ul style="list-style-type: none"> • Tutorial Participation • Tutorial Assign. • Group Project
5b.	Social and cultural awareness	4. Prepare an international marketing plan 5. Develop a comprehensive course of action for a business firm using formal decision making processes	<ul style="list-style-type: none"> • Tutorial Participation • Tutorial Assign. • Group Project

3. LEARNING AND TEACHING ACTIVITIES

3.1 Approach to Learning and Teaching in the Course

Effective marketers are required to not only master the key tools and techniques of the discipline, but also be able to demonstrate strong analytical, creative, team-work and communication skills. The learning experience offered by this course therefore includes group projects, case studies, class discussions, presentations and business writing. This will be achieved by engaging students in classroom discussion, as well guiding students through the international marketing research process by collecting, analysing and interpreting information for their final project – an international market entry plan. Students will begin by formulating a plan of action for a firm entering into a foreign marketplace. Next, they will work with a firm and will proceed to collect and analyse data to address specific entry objectives. Teaching staff will provide training in how to gather secondary data and students will conduct research throughout the session to develop a comprehensive course of action. Finally, students will be advised on writing up their research results in a managerially-relevant context, culminating in the completion of a formal international market entry plan.

3.2 Learning Activities and Teaching Strategies

This course will be conducted on a discussion and lecture basis, with the occasional guest speaker from industry. Importantly it will draw upon the experience of both students and lecturer, via classroom discussion, to provide relevance via real world examples of concepts and models. Another important element is the discussion within the framework of assigned readings and up-to-date case studies both in Australia and around the world. Students will have an opportunity to develop analytical skills and improve their research skills in their major project, an international market entry plan. This research report will allow students to draw on their acquired research and analytical skills, to see how the various marketing concepts and theories can be applied when developing a comprehensive course of action for a firm entering a foreign market. It is your responsibility to study the reading assignments prior to class in order that you may contribute, participate intelligently and thus gain maximum value from the course. The lectures will primarily summarise and synthesise the key points in the chapters and readings and to explain and/or elaborate upon the more difficult principles. Furthermore the lectures will be used to provide real world examples and managerial implications of theories, concepts and models. Tutorials will be used mainly to

work through assigned discussion questions and case studies. These tutorials are an opportunity to explore the course material in greater depth than lectures allow, and apply this material to real business situations.

4. ASSESSMENT

4.1 Formal Requirements

In order to pass this course, you must:

- perform satisfactorily in all assessment tasks
- achieve a composite mark of at least 50%;
- gain an average of 50% of the allocated marks across both course quizzes; and,
- Attend at least 80% of the scheduled tutorials.

4.2 Assessment Details

Overview of Course Assessment:

Tutorial Participation/Assignments	15%
Country/Product Brief	25%
Group project – final report (market entry plan)	30%
Course Quizzes (2@15% each)	30%
TOTAL:	100%

TABLE 4.2. Details for Course Assessments

Assessment Task	Weighting	Length	Due Date
1. Tutorial Participation/Assignments	15%	1-4 typed pages per assignment	Each week (wks 2, 3, 4, 5, 8 and 9)
2. Country/Product Brief	25%	6 pages	March 30 (week 5)
3. Group project – final report (market entry plan)	30%	20 pages excluding append.	May 18 (week 11)
4. Course Quizzes (2@15% each)	30%	N/A	April 6 (week 6), May 25 (week 12)

1. Tutorial Participation/Assignments (15%)

Tutorials are designed to allow students to work on specific cases/assignments in designated groups, and to interact with other classmates and the lecturer. This will enhance group dynamics, and allow students to engage in critical thinking and problem solving relating to international marketing. Each week students will be expected to have read the assigned case/materials and the corresponding questions and prepare typed answers as a basis for discussion prior to attending the tutorial (as per tutorial schedule on Moodle). During the tutorial, students may be called upon to answer questions, lead discussion and debate case related issues. **The tutor reserves the right to collect typed responses to any assignment questions, so students MUST prepare responses for EACH assignment, EACH week. Tutors will not, under any circumstances, accept late assignments, nor will they accept electronic submissions of assignments. "I forgot to or couldn't print it out before class" is not an acceptable excuse. Tutors don't want to see it on your laptop computer as evidence you have done the assignment. Handwritten assignments will NOT be marked, and any handwritten comments on typed assignments will be ignored. A minimum of three (3) assignments will be collected during the course, which can be collected on any given week. So BE PREPARED each week.**

The assignments and cases are a critical part of the course learning and mandates full attendance and participation, as both are used in determining assessment of tutorial marks. **It is a course requirement that all students attend a minimum of 80% of the tutorials (i.e. 5 out of 6 tutorials) to pass this component of the course.** Assessment of the tutorial component of this course will be made up of attendance, performance on typed answers and presentation of the assignments.

A DETAILED TUTORIAL SCHEDULE WILL BE AVAILABLE ON MOODLE

2. Country/Product Brief (25%)

The country/product brief is designed to encourage students to engage in independent and reflective learning, as well as develop the skills to locate, evaluate and use relevant information for a specific international marketing problem. Students are expected to research market entry opportunities, develop a 'Country/Product Brief' highlighting the opportunities that exist for market entry, and specify product entry issues and strategies for a given country. **Countries will be allocated to each student in week 2 (March 9th) in class. If you miss class, you will not be assigned a country until the following class, unless you have an excused absence. Since there is only 3 weeks to do this assignment, make sure and utilize the entire time by getting your country on March 9th.** The objective of developing a country/product brief is to briefly discuss the opportunities that exist

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for entry into this market for specific products and services that your firm offers (either actual products/services (real companies) or hypothetical ones). Nevertheless, students will need to conduct research on product/services they plan on entering the market, as well as research the most current issues that their company (real or hypothetical) may face in entering a specific country. Issues include, but are not limited to legal/regulatory concerns, political risk, cultural nuances that require adaptation, entry/importation procedures/policies, competitive nature of industry, suppliers/channels of entry, tariffs/taxes, etc. A rubric (marking guide) will be used to assess your country brief, and will be provided on Moodle.

The brief should be a *maximum of 6 pages* (typed, single spaced within each section – use headings/sub-headings throughout, 2.5 cm margins, and 12pt font), and for example, may include brief introduction/information on their firm, information on aspects of the macro and micro environment, channels of distribution, customer segments/profiles, market entry opportunities/barriers (exporting, FDI, etc.), government/economic regulations encouraging or prohibiting business activity, competitive threats, etc. **All information within the brief should be managerially oriented and directly applicable to the *specific product/service entry decision you are recommending*.** Students are highly discouraged from simply downloading country profile data from CIA Factbook, Wikipedia, or generic online sources. This brief will be assessed based on the breadth and depth of information presented, how well it is specifically applied to the product entry strategy, the soundness and logic of the product/entry choice/strategy, and the overall presentation of material (including proper referencing of materials and websites). The country/product brief is **due March 30th** and will be uploaded in **soft copy form only** to the Moodle site using the **Turnitin Inbox by 9:00am on March 30th**. Email submission to the lecturer is unacceptable, and will not be marked. Students **MUST ALSO submit a coversheet in class on March 30th** which must be signed by the student. Assignments will not be marked if a coversheet is not submitted. The coversheet can be found at: <https://www.business.unsw.edu.au/About-Site/Schools-Site/marketing-site/Documents/Assignment%20Cover%20Sheet.pdf>

3. Group Project (30%)

The group project will expect in-depth engagement with relevant international marketing knowledge and will help students build skills required for collaborative and multidisciplinary work. The group project involves the development of an international marketing plan for an actual company. In general, the international marketing plan will involve the development of a strategic plan for a 'real' company that is considering (a) entering a new country, or (b) considering the entry of a new product/service to an existing international market, or (c) both. Many firms, when going global, need to gather information pertaining to the environment, competition, infrastructure, and specific product/market marketing strategies when entering a country. More specifically, the international marketing plan will need to be comprised of sections on *Cultural Analysis*, *Economic Analysis*, *Market Audit and Competitive Market Analysis*, and *Preliminary Marketing Plan* (See pages 613-21 in textbook for details on each

section). Student groups are expected to develop a detailed market entry plan that will involve making decisions on issues such as:

- local partners;
- mode of entry;
- positioning;
- the 4 P's (product, place, promotion and price), including the extent of standardisation vs. adaptation with respect to domestic or other international marketing plans already in place; and
- managing, measuring and controlling the international marketing effort.

Students are expected to form project groups (4-5 students per group only) and to *identify a company within the first three (3) weeks of class*. The company may be large or small, local or international, have existing products/services or considering new products/services.

Students will be expected to **meet with companies outside of class and/or have regular contact with the company** in developing their marketing plan. Students *will not* be permitted to work on fictitious companies or work on a company that has not agreed to work directly with the students. This means students are expected to provide evidence (e.g., emails, written correspondence, etc.) from the companies of their agreement to work with the student groups.

Students are expected to utilise numerous data sources in compiling their project, such as government (country) and non-government sources (UN, Worldbank, IMF, etc.), internal company records, consulting, legal and advertising firms, country-specific internet sites, trade statistics, embassy resources, etc. By the fourth week of class (**March 23rd**) **groups are expected to submit a project proposal** that includes: overview of the company partner, product/services involved, country in which company is considering entering, sources of information expecting to be used, and allocation of tasks among group members. This proposal should be no more than three (3) pages in length. While this proposal is not assigned project assessment marks, the lecturer uses this proposal to determine the feasibility in the student group project, and reserves the right to ask student groups to revise their proposal and/or clarify certain aspects of the proposal prior to commencing data collection. **Students also need to provide evidence that they have established contact/commitment from a real company (via emails, phone, and correspondence) in their proposal.**

The final report should not exceed 20 A4 pages (single space, 12 font, 2.5cm margins), *excluding appendices and references*. The emphasis is not on bulk writing but clearly expressed and supported arguments, as well as creative ideas. Bullet points, diagrams and graphs are encouraged. Make sure the report is a coherent argument from start to finish. You should not leave the reader to make inferences from what you have written. This means that the argument and data you use to support your points should be made explicit. As well, you must include detailed supplementary material in appendices to support the analysis presented in your entry plan. Students are expected to acknowledge the source of ideas and expressions used in all academic work. Failure to do so may constitute plagiarism

and academic misconduct. I suggest students visit the following site for information on how to properly reference sources of information and construct a written report:
<https://www.business.unsw.edu.au/About-Site/Schools-Site/marketing-site/Documents/AssignmentGuide.pdf>

The **group project is due May 18th, 11:00am sharp, to be submitted in softcopy only** uploaded via the Moodle site using the Turnitin Inbox. Emails of projects directly to the lecturer will NOT be accepted. Student groups MUST ALSO submit a coversheet in class on May 18th which must be signed by *all members* of the student group. Projects will not be marked if a coversheet is not submitted. The coversheet can be found at:
<https://www.business.unsw.edu.au/About-Site/Schools-Site/marketing-site/Documents/Group%20assignment%20coversheet.pdf>

Assessment of Project

The group project will make up 30% of the final course grade. Marks will be awarded for the following:

- thorough, focused and insightful analysis;
- strategic thinking and creative solutions;
- the effective use of tools, techniques and concepts from the course;
- thoroughly researched topic with solid supporting data
- realism; and
- communication and persuasion.

A detailed rubric (marking guide) will be provided in advance on Moodle.

Your assignment should be free of colloquial language and spelling, grammatical and typographical errors. Repeated errors of this kind will be penalised. Please provide generous margins (2.5cm) and 12pt font in your assignment. Assignments must follow the specified page length. Writing within a specified limit is a skill. *Assignments over the limit may have marks deducted and/or all extra material beyond 20 pages will be ignored.* Assignments will be subjected to **Turnitin**, a software package that analyses the content for plagiarism and improper referencing, so please make sure use proper referencing and assure your work is your own. I recommend that students visit the follow site for further information on what constitutes plagiarism: <https://student.unsw.edu.au/what-plagiarism>.

Students should aim to have the project finished and completed a few days prior to the submission date and to upload a draft of the project to Turnitin. Groups can assess (ahead of time) if their projects have any problems with improper referencing by viewing the Turnitin diagnostics. Groups are allowed to upload a new draft every 24hrs, so the earlier they are able to complete the project, the greater opportunity to identify and correct any potential referencing issues.

Group Work

Past experience has shown that effective groups are those that are able to:

- meet regularly;
- develop and follow a work plan;
- divide the work according to each member's strengths, and as evenly as possible;
- encourage open communication, participation and the sharing of ideas; and
- have fun!

Groups should document everything. Students are expected to work in groups throughout the semester, and to divide work amongst group members equally. When groups meet for project work during the semester, it is suggested that a diary be kept by one of the group members, highlighting meeting times, attendance, issues discussed, and delegation of work to group members. If student groups are having problems with one or more group members not meeting group obligations it will be clear from the documentation (e.g., proposal of expected contributions, email exchanges, etc.). Groups should first try and work out differences amongst the group, but if unsuccessful, set up a meeting with the lecturer as soon as possible. It is not a good idea to wait until problems escalate, so please come and see the lecturer immediately if problems exist. At the end of the project, **group members are required to complete a peer evaluation of each group member at the time of project submission (May 18th)** (See Moodle site for online peer evaluation).

School Policy on Peer Evaluations:

Each student will evaluate the contributions of their group members (not themselves) in Week 11 (May 18th) using the School of Marketing's WebPA Peer Assessment on the course Moodle site. WebPA is based on a detailed list of evaluation criteria to rate team work skills, an important program learning goal of undergraduate degrees offered by the UNSW Business School. Group members bring different strengths to a project, and this should be reflected in your ratings, i.e. do not give each group member exactly the same score.

Each student's contribution score will be the average of the points received from their group members.

Adjustments to individual marks will occur where an individual student's peer evaluation score falls below an acceptable level.

IMPORTANT: Ideally, each member of the group will have contributed equally as a group, and in this case each member will earn the mark assigned to the written project. Realistically, some students perform exceptionally well while others may lag behind. I would expect there to be some variance in scores. In extreme cases where group members contribute nothing to the written work, do not show up to group meetings, do not submit their work in time to be included in the project and where the group has documented a lack of any substantial contribution to the group, group members may be removed from a group and receive a mark of zero on the final project. It is therefore in your interest to make an equal contribution to your group work to ensure that it delivers high quality output. Working in

groups is always challenging, but this is how marketing happens in reality. Students can also learn a great deal from fellow group members as the course progresses.

4. Course Quizzes (30%)

There will be two (2) in-class quizzes that will be administered during the course to develop skills involved in scholarly enquiry and effective communication of the acquired knowledge throughout the course. Each quiz will be a 1.5 hour, closed book assessment, and will draw on work covered in lectures, discussions, textbook material and course readings. The structure of each quiz will be a combination of multiple choice, essay and short answer questions. Course quiz 1 will cover the first six weeks of material (chapters 1, 2, 4-7, plus lecture notes, readings, etc.), and will be conducted on **April 6th**. Course quiz 2 will cover the remaining five weeks of material (chapters 8, 13, 15, 16 & 18 plus lecture notes, readings, etc.), and will be conducted on **May 25th**. Students must obtain an **average of 50% of the marks across both quizzes to pass the course**. For example, 40% on one quiz and 60% on the other quiz would constitute a passing mark for this component.

Quality Assurance

The Business School is actively monitoring student learning and quality of the student experience in all its programs. A random selection of completed assessment tasks may be used for quality assurance, such as to determine the extent to which program learning goals are being achieved. The information is required for accreditation purposes, and aggregated findings will be used to inform changes aimed at improving the quality of Business School programs. All material used for such processes will be treated as confidential.

4.3 Assignment Submission Procedure

Assignments (tutorial assignments) are to be handed in to the tutor in charge in the tutorial on the due date. The country/product brief and final group project is to be submitted via the Moodle site (Turnitin). **A coversheet is required to be signed and submitted for both the country product brief and the group project.**

4.4 Late Submission

Late submission will incur a penalty of 10% of the percentage weight of the assessment component per day after the due date, including the weekends, and will in most cases not be accepted after 5 working days.

Extensions will only be granted on medical or compassionate grounds under extreme circumstances, and will not be granted because of work and other commitments. Requests for extensions must be made via myUNSW Special Consideration prior to the due date. Medical certificates or other evidence of extreme misfortune must be submitted through a

special consideration form and must contain information that justifies the extension sought.

5. COURSE RESOURCES

(A) Text (Required):

The text that is *required* for this course is available from the University Bookshop:

Cateora, Philip Gilly, Mary, Graham, John and Money, Bruce (2016), *International Marketing*, 17th edition, Sydney, Australia: McGraw Hill.

Textbook website: <http://connect.mheducation.com/class/g-gregory-semester-1---2016>

(B) Sources for additional reading:

Numerous international marketing books are available in the library. Each provides an overview of the issues in international and global marketing.

Kotabe, M., Peloso, T., Gregory, G, Noble, G., MacArthur, W., Neal, C., Riege, A., and Helsen, K., (2005) *International Marketing: An Asia Pacific Focus*, John Wiley and Sons, Brisbane.

Kotabe, M. and Helsen, K. (2010) *Global Market Management (5rd ed)*, John Wiley and Sons.

Fletcher & Crawford (2013) *International Marketing: An Asia-Pacific Perspective (6th ed)*, Prentice Hall, Sydney, Australia.

Craig and Douglas (2005). *International Marketing Research (3rd ed.)*, John Wiley and Sons: Australia.

Czinkota, M. & Ronkainen, I. (2010). *International Marketing (9th ed)*, Thompson South-western Publishing

Cateora, Philip R, Gill, Mary, and Graham, John. (2013) *International Marketing (16th ed.)*, Irwin McGraw-Hill: Boston, MA

Newspapers/Magazines

Academic Journals

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Sydney Morning Herald (Bus. Sec.)	Journal of International Marketing
Australian Financial Review	Harvard Business Review
The Australian (Mark. Sec.)	Journal of International Business Studies
B&T Magazine	Journal of Global Marketing
Marketing Management	Journal of Advertising
Advertising News	International Journal of Advertising
Business Review Weekly (BRW)	International Marketing Review
Advertising Age	Business Horizons
	Management International Review
	Journal of Int'l Consumer Marketing
	Journal of International Management
	Columbia Journal of World Business
	Sloan Management Review

(C) Moodle site:

This course will have a Moodle site. You can access this at:

<https://moodle.telt.unsw.edu.au/login/index.php>

If you have not used Moodle before, you should go to: <http://teaching.unsw.edu.au/moodle>

Moodle is a critical resource for the course and will be used as follows:

- All lecture notes, in the form of .pdf files, will be posted under the 'Lectures' icon 24 hours before the actual lecture (no hard copies of the notes will be distributed at lectures).
- Any course materials (e.g., web links, project guides, peer evaluations forms, etc.) will be posted under appropriate icons.
- Any course announcements will be made on the discussions/announcements section. Please check this regularly.
- Any readings, cases, course materials relevant to assignments and preparation for lectures and tutorials
- The discussion/communication tools of Moodle can also be used by students to communicate with other class members (note that the authors of all messages will be identified), as well as with the lecturer outside of office hours.

- Links to useful web sites will also be posted on the course Home Page.

Note that the Discussion Board on Moodle is not to be relied upon as a means of communicating with the lecturer/tutor regarding personal matters or issues relating to a student in particular (email should be used), but rather for general enquiries dealing with course materials, assessments, etc.

NOTE : Students in doing their project should utilize the UNSW library information/subject guides, e-journals, databases etc., available on the library website.

6. COURSE EVALUATION AND DEVELOPMENT

Each year feedback is sought from students and other stakeholders about the courses offered in the School and continual improvements are made based on this feedback. UNSW's myExperience online surveys are one of the ways in which student evaluative feedback is gathered. Significant changes to courses and programs within the School are communicated to subsequent cohorts of students.

Your feedback is valuable and has a real impact on the course improvement. The inclusion of active peer learning, audio and video clips, and class exercises in large group settings is a direct result of the feedback provided by students in the past years.

7. COURSE SCHEDULE

Week No	Lecture Date	Topic	Reference
1	2 Mar	Introduction to Course/Scope and Challenge of Int'l Marketing	Chapter 1
2	9 Mar	Dynamic Environment of International Trade (Countries allocated for Country/Product Brief)	Chapter 2
3	16 Mar	Cultural Dynamics in Assessing Global Markets	Chapter 4; Reading 1

4	23 Mar	Culture, Management Style, Business Systems and Negotiation Styles Group Project Proposals DUE IN CLASS	Chapter 5 and 19; Reading 2
5	30 Mar	The Political Environment: A Critical Concern International Legal Environment: Playing by the Rules Country Product Brief DUE (via Turnitin)	Chapter 6; Reading 3 Chapter 7
6	6 April	QUIZ 1 (ch 1, 2, 4, 5, 6, 7 plus readings 1-3)	
7	13 April	Developing a Global Vision through Marketing Research	Chapter 8; Reading 4
		EASTER HOLIDAY BREAK (April 14-23)	
8	27 Apr	Market Entry Modes	Chapter 15 (lecture notes); Reading 5
9	4 May	Product Adaptation/Product and Brand Management	Chapter 13; Reading 6
10	11 May	Integrated Marketing Communications and International Advertising	Chapter 16; Reading 7 & 8
11	18 May	Pricing for International Markets Group Projects Due Submitted through Turnitin (Moodle)	Chapter 18; Reading 9
12	25 May	QUIZ 2 (ch 8, 13, 15, 16 & 18, plus readings 4-9)	

PART B: KEY POLICIES, STUDENT RESPONSIBILITIES AND SUPPORT

1. PROGRAM LEARNING GOALS AND OUTCOMES

The Business School Program Learning Goals reflect what we want all students to BE or HAVE by the time they successfully complete their degree, regardless of their individual majors or specialisations. For example, we want all our graduates to HAVE a high level of business knowledge, and a sound awareness of ethical, social, cultural and environmental implications of business. As well, we want all our graduates to BE effective problem-solvers, communicators and team participants. These are our overall learning goals for you.

You can demonstrate your achievement of these goals by the specific outcomes you achieve by the end of your degree (e.g. be able to analyse and research business problems and propose well-justified solutions). Each course contributes to your development of two or more program learning goals/outcomes by providing opportunities for you to practise these skills and to be assessed and receive feedback.

Program Learning Goals for undergraduate and postgraduate students cover the same key areas (application of business knowledge, critical thinking, communication and teamwork, ethical, social and environmental responsibility), which are key goals for all BUSINESS students and essential for success in a globalised world. However, the specific outcomes reflect different expectations for these levels of study.

We strongly advise you to choose a range of courses which assist your development of these skills, e.g., courses assessing written and oral communication skills, and to keep a record of your achievements against the Program Learning Goals as part of your portfolio.

BUSINESS Undergraduate Program Learning Goals and Outcomes

1. Knowledge: Our graduates will have in-depth disciplinary knowledge applicable in local and global contexts.

You should be able to select and apply disciplinary knowledge to business situations in a local and global environment.

2. Critical thinking and problem solving: Our graduates will be critical thinkers and effective problem solvers.

You should be able to identify and research issues in business situations, analyse the issues, and propose appropriate and well-justified solutions.

3. Communication: Our graduates will be effective professional communicators.

You should be able to:

- a. Prepare written documents that are clear and concise, using appropriate style and presentation for the intended audience, purpose and context, and
- b. Prepare and deliver oral presentations that are clear, focused, well-structured, and delivered in a professional manner.

4. Teamwork: Our graduates will be effective team participants.

You should be able to participate collaboratively and responsibly in teams, and reflect on your own teamwork, and on the team's processes and ability to achieve outcomes.

5. Ethical, social and environmental responsibility: Our graduates will have a sound awareness of the ethical, social, cultural and environmental implications of business practice.

You should be able to:

- a. Identify and assess ethical, environmental and/or sustainability considerations in business decision-making and practice, and
- b. Identify social and cultural implications of business situations.

2. ACADEMIC HONESTY AND PLAGIARISM

The University regards plagiarism as a form of academic misconduct, and has very strict rules regarding plagiarism. For UNSW policies, penalties, and information to help you avoid plagiarism see: <https://student.unsw.edu.au/plagiarism> as well as the guidelines in the online ELISE tutorials for all new UNSW students: <http://subjectguides.library.unsw.edu.au/elise>

To see if you understand plagiarism, do this short quiz:
<https://student.unsw.edu.au/plagiarism-quiz>

For information on how to acknowledge your sources and reference correctly, see:
<https://student.unsw.edu.au/harvard-referencing>

For the *Business School Harvard Referencing Guide*, see the [Business Referencing and Plagiarism webpage](#) (Business >Students>Learning support> Resources>Referencing and plagiarism).

For information for staff on how UNSW defines plagiarism, the types of penalties that apply and the protocol around handling plagiarism cases, see:

<https://www.gs.unsw.edu.au/policy/documents/plagiarismpolicy.pdf>

<https://www.gs.unsw.edu.au/policy/documents/plagiarismprocedure.pdf>

<https://www.gs.unsw.edu.au/policy/studentmisconductprocedures.html>

3. STUDENT RESPONSIBILITIES AND CONDUCT

Students are expected to be familiar with and adhere to university policies in relation to class attendance and general conduct and behaviour, including maintaining a safe, respectful environment; and to understand their obligations in relation to workload, assessment and keeping informed.

Information and policies on these topics can be found in UNSW Current Students 'Managing your Program' webpages: <https://student.unsw.edu.au/program>.

business.unsw.edu.au

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3.1 Workload

It is expected that you will spend at least **nine-ten hours** per week studying this course. This time should be made up of reading, research, working on exercises and problems, and attending classes. In periods where you need to complete assignments or prepare for examinations, the workload may be greater.

Over-commitment has been a cause of failure for many students. You should take the required workload into account when planning how to balance study with employment and other activities.

We strongly encourage you to connect with your **Moodle course websites** in the **first week of semester**. Local and international research indicates that students who engage early and often with their course website are more likely to pass their course.

Information on expected workload: <https://student.unsw.edu.au/uoc>

3.2 Attendance

Your regular and punctual attendance at lectures and seminars is expected in this course. University regulations indicate that if students attend less than 80% of scheduled classes they may be refused final assessment. For more information, see: <https://student.unsw.edu.au/attendance>

3.3 General Conduct and Behaviour

You are expected to conduct yourself with consideration and respect for the needs of your fellow students and teaching staff. Conduct which unduly disrupts or interferes with a class, such as ringing or talking on mobile phones, is not acceptable and students may be asked to leave the class. More information on student conduct is available at: <https://student.unsw.edu.au/conduct>

3.4 Health and Safety

UNSW Policy requires each person to work safely and responsibly, in order to avoid personal injury and to protect the safety of others. For more information, see <http://safety.unsw.edu.au/>.

3.5 Keeping Informed

You should take note of all announcements made in lectures, tutorials or on the course web site. From time to time, the University will send important announcements to your university e-mail address without providing you with a paper copy. You will be deemed to have received this information. It is also your responsibility to keep the University informed of all changes to your contact details.

4. SPECIAL CONSIDERATION

You must submit all assignments and attend all examinations scheduled for your course. You should seek assistance early if you suffer illness or misadventure which affects your course progress.

General Information on special consideration for undergraduate courses:

1. All applications for special consideration must be **lodged online through myUNSW within 3 working days of the assessment** (Log into myUNSW and go to My Student Profile tab > My Student Services > Online Services > Special Consideration). You will then need to submit the originals or certified copies of your completed Professional Authority form (pdf - download here) and other supporting documentation to Student Central. For more information, please study carefully in advance the instructions and conditions at: <https://student.unsw.edu.au/special-consideration>
2. Please note that documentation may be checked for authenticity and the submission of false documentation will be treated as academic misconduct. The School may ask to see the original or certified copy.

3. Applications will **not** be accepted by teaching staff. The lecturer-in-charge will be automatically notified when you lodge an online application for special consideration.
4. Decisions and recommendations are only made by lecturers-in-charge (or by the Faculty Panel in the case of UG final exam special considerations), **not** by tutors.
5. Applying for special consideration **does not** automatically mean that you will be granted a supplementary exam or other concession.
6. Special consideration requests **do not allow** lecturers-in-charge to award students additional marks.

Business School policy on requests for special consideration for Final Exams in undergraduate courses:

The lecturer-in-charge will need to be satisfied on each of the following before supporting a request for special consideration:

1. Does the medical certificate contain all relevant information? For a medical certificate to be accepted, the degree of illness, and impact on the student, must be stated by the medical practitioner (severe, moderate, mild). A certificate without this will not be valid.
2. Has the student performed satisfactorily in the other assessment items? Satisfactory performance would require at least 45% in each assignment and meeting the obligation to have attended 80% of classes [e.g., tutorials].
3. Does the student have a history of previous applications for special consideration? A history of previous applications may preclude a student from being granted special consideration.

Special Consideration and the Final Exam in undergraduate and postgraduate courses:

Applications for special consideration in relation to the final exam are considered by a Business School Faculty panel to which lecturers-in-charge provide their recommendations for each request. If the Faculty panel grants a special consideration request, this will entitle the student to sit a supplementary examination. No other form of consideration will be granted. The following procedures will apply:

1. Supplementary exams will be scheduled centrally and will be held approximately two weeks after the formal examination period. The dates for Business School supplementary exams for Semester 1, 2017 are:

Tuesday 11 July 2017 Exams for the School of Accounting, Marketing

Wednesday 12 July 2017 Exams for the School of Banking and Finance, Management, Risk and Actuarial Studies

Thursday 13 July 2017 Exams for the School of Economics, Taxation and Business Law, Information Systems

If a student lodges a special consideration for the final exam, they are stating they will be available on the above dates. **Supplementary exams will not be held at any other time.**

2. Where a student is granted a supplementary examination as a result of a request for special consideration, the student's original exam (if completed) will be ignored and only the mark achieved in the supplementary examination will count towards the final grade. Absence from a supplementary exam without prior notification does not entitle the student to have the original exam paper marked, and may result in a zero mark for the final exam.

The Supplementary Exam Protocol for Business School students is available at:
<http://www.business.unsw.edu.au/suppexamprotocol>

5. STUDENT RESOURCES AND SUPPORT

The University and the Business School provide a wide range of support services for students, including:

- **Business School Education Development Unit (EDU)**

<https://www.business.unsw.edu.au/students/resources/learning-support>

The EDU offers academic writing, study skills and maths support specifically for Business students. Services include workshops, online resources, and individual consultations. EDU Office: Level 1, Room 1033, Quadrangle Building. Phone: 9385 7577 or 9385 4508; Email: edu@unsw.edu.au.

- **Business Student Centre**

<https://www.business.unsw.edu.au/students/resources/student-centre>

Provides advice and direction on all aspects of admission, enrolment and graduation. Office: Level 1, Room 1028 in the Quadrangle Building; Phone: 9385 3189.

- **Moodle eLearning Support**

For online help using Moodle, go to: <https://student.unsw.edu.au/moodle-support>. For technical support, email: itservicecentre@unsw.edu.au; Phone: 9385 1333.

- **UNSW Learning Centre**

www.lc.unsw.edu.au

Provides academic skills support services, including workshops and resources, for all UNSW students. See website for details.

- **Library services and facilities for students**

<https://www.library.unsw.edu.au/study/services-for-students>

- **IT Service Centre:**

<https://www.it.unsw.edu.au/students/index.html>

Provides technical support to troubleshoot problems with logging into websites, downloading documents, etc. Office: UNSW Library Annexe (Ground floor). Phone: 9385 1333.

- **UNSW Counselling and Psychological Services**

<https://student.unsw.edu.au/wellbeing>

Provides support and services if you need help with your personal life, getting your academic life back on track or just want to know how to stay safe, including free, confidential counselling. Office: Level 2, East Wing, Quadrangle Building; Phone: 9385 5418; Email: counselling@unsw.edu.au

- **Disability Support Services**
<https://student.unsw.edu.au/disability>

Provides assistance to students who are trying to manage the demands of university as well as a health condition, learning disability or have personal circumstances that are having an impact on their studies. Office: Ground Floor, John Goodsell Building; Phone: 9385 4734; Email: disabilities@unsw.edu.au