



## MKT 3126 - International Marketing

### **Basic Information:**

**Instructor Name:** Dr. Kanika Meshram

**Home Institution:** University of Melbourne

**Instructor Title:** Lecturer

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**Office:** TBA

**Office Hours:** TBA, and by appointment

### **Course Description:**

This unit will examine the factors that influence marketing strategy in an international setting. Students undertake comprehensive research and analysis of academic articles and apply concepts such as globalization and anti-globalization; international economic environments; social and cultural elements of market environments; political-legal environments; international marketing intelligence; market entry; and international product, distribution, pricing and promotional strategies and tactics, to a comprehensive international marketing plan.

### **Required Course Materials:**

**Textbook:** Global Marketing

**Edition:** 9<sup>th</sup> Edition

**Author:** Warren Keegan and Mark Green

**Publisher:** Pearson

**ISBN-10:** 1292150769

**Link to e-book purchase address:**

[https://www.amazon.com/Global-Marketing-Green-Warren-Keegan/dp/1292150769/ref=sr\\_1\\_1?ie=UTF8&qid=1487311173&sr=8-1&keywords=1292150769](https://www.amazon.com/Global-Marketing-Green-Warren-Keegan/dp/1292150769/ref=sr_1_1?ie=UTF8&qid=1487311173&sr=8-1&keywords=1292150769)

### **Course Hours:**

The course has 16 class sessions in total. Each class session is 150 minutes in length. The course meets from Monday to Friday. Each course has a total of 40 class hours. A reading day for students is on 18<sup>th</sup> Jan, 2019. Final exam will be on 19<sup>th</sup> Jan, 2019.

### **Year Level:**

The 3<sup>rd</sup> Level.

### **Prerequisite:**

Since this is a foundation unit no prerequisites are required (N/A)

### **Course Schedule:**

| Week 1    |              |                        |                     |                  |                     |                           |
|-----------|--------------|------------------------|---------------------|------------------|---------------------|---------------------------|
| Session   | 24 Dec, 2018 | 25 Dec, 2018           | 26 Dec, 2018        | 27 Dec, 2018     | 28 Dec, 2018        | 29 Dec, 2018              |
| Day       | M            | T                      | W                   | TH               | F                   | SAT                       |
| Topic (s) | Orientation  | Introduction to Global | The Global Economic | The Global Trade | Social and Cultural | The Political, Legal, and |



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|                   |   | Marketing  | Environment   | Environment                             | Environments  | Regulatory Environments |
|-------------------|---|--|---|---|---|-------------------------|
| <b>Chapter(s)</b> |   |  |   |   |   |                         |
| <b>Homework</b>   |   | Class activity   | Class activity  | Class activity                          | Class activity  | Class activity          |
| <b>Week 2</b>     |   |  |   |   |   |                         |
| <b>Session</b>    | 31 Dec, 2018                                    | 1 Jan, 2019  | 2 Jan, 2019   | 3 Jan, 2019                             | 4 Jan, 2019   | 5 Jan, 2019             |
| <b>Day</b>        | M   | T  | W   | TH                                      | F   | SAT                     |
| <b>Topic (s)</b>  | No Class  | No Class   | Global Information Systems and Market Research  | Segmentation, Targeting and Positioning | Importing, Exporting, and Sourcing Global Market-Entry Strategies: Licensing, Investment, and Strategic Alliances | No Class                |
| <b>Chapter(s)</b> |   |  |   |   |   |                         |
| <b>Homework</b>   |   |  | Class Test  | Class activity                          | Class activity  |                         |
| <b>Week 3</b>     |   |  |   |   |   |                         |
| <b>Session</b>    | 7 Jan, 2019                                     | 8 Jan, 2019  | 9 Jan, 2019   | 10 Jan, 2019                            | 11 Jan, 2019  | 12 Jan, 2019            |
| <b>Day</b>        | M   | T  | W   | TH                                      | F   | SAT                     |
| <b>Topic (s)</b>  | Brand and Product Decisions in Global Marketing | Pricing Decisions<br>Global Marketing Channels and Physical Distribution | Global Marketing Communications Decisions (parts 1 & 2) Global Marketing and the Digital Revolution | Group presentation                      | No Class  | No Class                |
| <b>Chapter(s)</b> |   |  |   |   |   |                         |
| <b>Homework</b>   |   | Class activity   | Class activity  | Class activity                          |   |                         |
| <b>Week 4</b>     |   |  |   |   |   |                         |
| <b>Session</b>    | 14 Jan, 2019                                    | 15 Jan, 2019   | 16 Jan, 2019  | 17 Jan, 2019                            | 18 Jan, 2019  | 19 Jan, 2019            |
| <b>Day</b>        | M   | T  | W   | TH                                      | F   | SAT                     |
| <b>Topic (s)</b>  | Group presentation                              | Group presentation   | Revision  | Revision                                | <b>Reading Day</b>  | <b>FINAL EXAM</b>       |
| <b>Chapter(s)</b> |   |  |   |   |   |                         |
| <b>Homework</b>   | Group Report submission                         | Group Report submission  | Exam Preparation  | Exam Preparation                        | Exam Preparation  |                         |



### Evaluation:

#### ▪ Daily Class Activity Participation:

Each week your lecturer will bring in a class activity related to the lecture topic. This could either be a quiz, case study or a marketing game. You are required to do the activity in class and present your work to the class. Your lecturer will assess you based on the quality of your written submission and presentation. Since this is an in class activity no late submissions will be accepted. Weighting will be applied to student who are absent for the day.

#### ▪ Class Test

There will be a multi-choice class test in day 6 of your lecture schedule (check the course schedule). This test will have 50 compulsory multi-choice questions based on lecture topics 1 to 5. You are required to read as much as you can on the topics to prepare for the test.

#### ▪ International Marketing Plan

This evaluation task involves group work.

The task is about preparing a marketing plan to launch a product in an international market situation. A fictional product can be selected based on what customer(s) needs you are aiming to target and satisfy. Your marketing plan should contain all aspects of product development, market research analysis along with future scope for your product.

Any late submissions will be penalize. Late reports will result in loss of 10 marks each day it is late. Also note that this loss of 10% per day relates to the total assignment mark (15% for report and 5% for PP slides)

### Marketing Plan Structure

Your plan should strictly be of 12-15 pages (excluding references and appendices). Any write up more than that will attract a 10% penalty.

All exhibits should be double-spaced, with 2.5 cm margins and 12 point Times New Roman font with Havard Style referencing.

A typical marketing plan contains A) Executive summary; B) Table of Content; C) Product Introduction; D) Conclusion section and Future Scope; and other parts of the plan as provided in the marking guide appendix 2.

Your plan must be referenced using at least 15 scholarly journal articles that deeply reflect all aspects of the product launch.

Your presentation ppt should have about 8 to 12 slides that provide a summary of your report.

### Final Exam

A final exam is included as an assessment task for this course to provide assurance that the student has attained the knowledge and skills tested in the exam.

A two-hour final exam for this course will be held during the university exam period. Please note that questions will be based on lecture topics.

You are expected to present yourself for examination at the time and place designated in the University Examination timetable.



## Grading Policies:

| Part   | Percentage  | Points            |
|--|-------------|-------------------|
| <b><u>Tutorial activity</u></b>  |             |                   |
| No late submission allowed. Evaluation includes seven class-written activity and presentation of 5 marks each. | 35%         | 35                |
| <b><u>Quiz</u></b>   | 15%         | 15                |
| Multi-choice class test. No late submission allowed  |             |                   |
| <b><u>Exams</u></b>  | 20%         | 20                |
| Exam period university rules will apply  |             |                   |
| <b><u>Attendance/ Participation</u></b>  |             |                   |
| Compulsory class room attendance   | 10%         | 10                |
| <b><u>Group Project</u></b>  | 20%         | 20                |
| Marketing Plan with no late submission or penalty of 10% per day for late submission                           |             |                   |
| <b>Course Total</b>  | <b>100%</b> | <b>100 Points</b> |

## As per school's policy, final grades will be determined on the following scale:

| Letter Grade     | Grade Points |
|------------------|--------------|
| High Distinction | 85-100       |
| Distinction      | 75-84        |
| Credit           | 65-74        |
| Pass             | 50-64        |
| Fail             | 0-49         |

## Attendance Policy

Students are expected to attend all lectures, to be there on time, to come fully prepared, to be engaged, to be respectful, and to stay there until dismissed.

- ✓ Arrive on time: If you are late, enter without disrupting the learning environment of the class and be sure to allow enough travel time between classes so that you are not routinely late.
- ✓ Come prepared to learn: Before coming to class, read the chapter to be covered that day and prepare questions to ask in class.
- ✓ Be engaged: All students are expected to participate in class activities and discussion.
- ✓ Be respectful: Refrain from the following: arguing about controversial topics or grades, talking or texting during class, loud debate, swearing, back-talking, misusing laptops/tablets, phones ringing or vibrating, leaving class early, eating in class, gathering up material before class is dismissed, sleeping in class, tardiness, threatening or harassing students or professors.

## Communication Policy

- ✓ Announcements, assignments, and changes to the course may be delivered verbally in the classroom or may be delivered through emails. Students are responsible for all university communication.
- ✓ Keep the instructor informed – If you are having difficulty understanding the instructor, hearing the instructor, keeping up, studying, focusing, etc., please seek for help from the instructor.
- ✓ Personal electronic devices (laptop computers, phones, hand-held devices, etc.) should be silenced prior to the beginning of each class meeting. Classrooms should have a learning environment at all times.



- ✓ No personal conversations are allowed during lecture and talking in class while the instructor is teaching is strictly prohibited. If the student does not obey these rules and is disruptive to other students, they might be asked to leave.
- ✓ Be responsible – know if you are ready for a test – determine when you need outside help – be responsible for knowing where you stand in the class at all times.
- ✓ Be assertive – speak up and seek clarification when you do not understand something.
- ✓ Be polite – if you question something that the instructor has said or something s/he has graded, kindly ask him/her to re-check it.

### **Exam Policy**

Exam attendance is critical and required at the schedule time and day. If you have a last minute emergency, you will need to provide appropriate documentation. Make-up exam must be re-scheduled within 24 hours of the missed exam date or no credit is given. Advance holiday plans or airline reservations are not acceptable reasons for re-scheduling the planned exam date.

### **Academic Integrity**

School demands the highest standards of conduct from students, faculty and staff. All students are expected to be the highest character and to behave honestly in their learning and in their behavior outside the classroom. Students are responsible for knowing and understanding these standards; misunderstanding of the appropriate academic conduct will not be accepted as an excuse for academic dishonesty. If a student is in doubt about appropriate academic conduct in a particular situation, he or she should consult with the instructor of the course and the program director.

Academic dishonesty or cheating includes acts of plagiarism, forgery, fabrication or misrepresentation, such as the following:

- ✓ claiming the work or thoughts of others as your own
- ✓ copying the writing of others into your written work without appropriate attribution
- ✓ writing papers for other students or allowing them to submit your work as their own
- ✓ buying papers and turning them in as your own
- ✓ having someone else write or create all or part of the content of your assignments
- ✓ submitting the same paper for more than one study or class without explicit permission from the faculty members

Students who falsify or present falsified documents may be dismissed. Prospective students who are discovered to have presented falsified admission documents prior to admission shall be denied admission to the program. Should it be discovered after admission that a student had presented falsified documents for admission, such admission may be annulled and the record of academic achievement removed from the academic record, with appropriate notations. Such annulments or denials may be reviewed after one year.

Course work (a quiz, assignment, report, mid-term examination, research paper, etc.) in which a student has been dishonest generally will receive zero points towards the grade in fulfillment of a course requirement, and/or the student may receive a failing grade for the course. The professor of the course determines the appropriate consequence.

When a student cheats in a major or final assignment such as a comprehensive examination or presents plagiarized material in a major or final assignment, that student shall receive an F in that particular subject. Student cheats on more than two exams shall be dismissed from School.



### **Grades**

Grades are considered final when they are submitted to Academic Services. Students should ask their instructors for explanations of their grades if they believe errors were made. Students could consider filing an appeal to the Academic Committee and ask for judgment if they believe they were treated unfairly. Though students are entitled to an explanation of their grades, they should be careful not to harass instructors. Repeatedly calling an instructor about a grade or a few points on an exam or telling an instructor that a certain grade is needed could be considered harassment.