



MKT 316 - International Marketing

Basic Information:

Instructor Name	Dr Frances Chang
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Instructor Title	Professor
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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	Edition	Authors	Publisher	ISBN-10
Global Marketing	9 th Edition	Warren Keegan and Mark Green	Pearson	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

Course Hours:

This course consists of 18 class sessions, 1 field trip and 4 discussion sessions. Each class session is 150 minutes in length; each discussion session is 150 minutes in length; the field trip is 300 minutes in length. Classes normally meet from Monday to Friday. This course has 72 contact hours in total. Final exam will be on 26th Jan, 2019.

Year Level:

The 3rd year.

Prerequisite:

Prior knowledge of marketing; foundations marketing will students understand the unit better.

Course Schedule:

Week	Session	Day	Topic (s)	Chapte r(s)	Tutorials
Week 1	2 Jan, 2019	W	Orientation		



	3 Jan, 2019	TH	Introduction to Global Marketing	1	Class activity
	4 Jan, 2019	F	The Global Economic Environment	2	Class activity
	5 Jan, 2019	SAT	The Global Trade Environment	3	Class activity
Week 2	7 Jan, 2019	M	Social and Cultural Environments	4	Class activity
	8 Jan, 2019	T	The Political, Legal, and Regulatory Environments	5	Class activity
	9 Jan, 2019	W	Global Information Systems and Market Research	6	Class Test
	10 Jan, 2019	TH	Segmentation, Targeting and Positioning	7	Class activity
	11 Jan, 2019	F	Importing, Exporting, and Sourcing Global Market-Entry Strategies: Licensing, Investment, and Strategic Alliances	8&9	Class activity
Week 3	14 Jan, 2019	M	Brand and Product Decisions in Global Marketing	10	Class activity
	15 Jan, 2019	T	Pricing Decisions Global Marketing Channels and Physical Distribution	11&12	Class activity
	16 Jan, 2019	W	Global Marketing Communications Decisions Global Marketing and the Digital Revolution	13, 14 & 15	Class activity
	17 Jan, 2019	TH	Group presentation		
	18 Jan, 2019		Field Trip (5 Hours)		
Week4	21 Jan, 2019	M	Group presentation		
	22 Jan, 2019	T	Revision and Group Report submission		Submit Group report by 9am 22 Jan. Exam preparation
	23 Jan, 2019	W	Revision and Consultation		Exam Preparation
	24 Jan, 2019	TH	Home Revision		Exam Preparation
	25 Jan, 2019	F	Reading Day		
	26 Jan, 2019	SAT	Final Exam		

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 40 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.



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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 penalized. 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 (20% for report and 5% for PP slides)

Marketing Plan Structure

Your plan should strictly be of 10-12 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 Harvard Style referencing.

A typical marketing plan contains A) Executive summary; B) Table of Content; C) Introduction; D) Product Description; E) Research of selected country, with emphasis on relevant PEST elements, target customer and distribution channels; F) Mode of Entry; G) Conclusion and Future Scope; and other parts of the plan as provided in the Assessment Guidelines.

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
<u>Tutorial activity</u>		
No late submission allowed. Includes class presentation and a written report. Based on a given topic plus a mix of case studies. Refer assessment guidelines	30%	30
<u>Quiz</u>	15%	15
Multi-choice class test. No late submission allowed		
<u>Attendance/ Participation</u>		
Compulsory class room attendance	10%	10
<u>Group Project</u>	25%	25
Marketing Plan with no late submission or penalty of 10% per day for late submission;		



Marketing Plan with no late submission or penalty of 10% per day for late submission Includes a written report (20 marks) and presentation (5 marks)		
Exams	20%	20
Exam period university rules will apply		
Course Total	100%	100 Points

Grade Distribution:

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

Academic Integrity

SCP expects honesty from students in presenting all of their academic work. Students are responsible for knowing and observing accepted principles of scholarly research and writing in all academic work.

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

General Principles

SCP is committed to principles of trust, accountability, clear expectations and consequences. It is also committed to redemptive efforts, which are meaningful only in light of these principles. Students will be granted due process and the opportunity for an appeal.

Academic dishonesty offenses generally are subject to incremental disciplinary actions. Some first offenses, however, receive severe penalties, including dismissal from the program.

General Disciplinary

The following is a non-comprehensive list of possible actions apart from dismissal from the program: warning from a professor, program director; a lower or failing grade on an assignment, test or course; suspension or dismissal from the course; suspension or dismissal from the program.

Disciplinary Actions for Specific Offenses

Some academic dishonesty offenses call for specific disciplinary actions. The following have been identified:

Falsification of documents: 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.

Dishonesty in course requirements: 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.

Final assignment: 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 SCP.