

GSBS6041: Global Marketing Strategy and Planning
Online
2023



MISSION: Our mission is to advance responsible and impactful business knowledge. To achieve our mission, we develop life ready graduates and build global and local partnerships through ethical and innovative practices.

OVERVIEW

Course Description

In contrast with growing their domestic market, businesses often engage in strategic market expansion to other countries, involving alternative processes that range from exporting to internationalisation, multinationalisation and globalisation. Each of these expansion strategies is unlike the others in the capabilities and competencies needed by the business, as well as in the core marketing considerations of segmentation, targeting and positioning it involves. Guided by the global marketing imperative, the course is designed to provide students with a thorough grounding in all facets of global marketing strategy. A framework is developed that focuses on such key issues as the global market environment, the global marketing mix, and the strategic consideration of global market segmentation, targeting and positioning decisions. The overall focus is on the identification of global marketing opportunities, and on the subsequent planning and development of global marketing strategies aligned to the identified opportunities. Case studies dealing with global marketing issues assist in the application of learning to practical situations and in the development of a global marketing plan for a product or product line.

Sustainable Development Goals



Contact Hours

Online:

Online workshops and discussion forums as per course requirement for the full trimester.

Unit Weighting Assumed Knowledge Workload

10 units

GSBS6005 Marketing Management and Planning

Students are required to spend on average 120-140 hours of effort (contact and non-contact) including assessments per 10 unit course.

Please refer to the course CANVAS site for details of teaching staff for ALL course offerings. The primary contact for courses is the Course Coordinator, whose details are listed on the course CANVAS site.

Student Consultation

A minimum of one (1) hour consultation per week. Please see course CANVAS site for details of time and location.

Course Learning Outcomes

On successful completion of this course, students will be able to:

1. Justify the importance of studying global marketing and explain the challenges that influence global marketing decisions;
2. Distinguish between international, multinational, and global marketing management;
3. Demonstrate cognitive knowledge of the skills required in identifying, assessing and selecting global market opportunities;
4. Develop effective global marketing strategies and determine the method of entering a market;
5. Develop and justify global marketing mix programs for different environments;
6. Recognise key factors in running effective global businesses and the managerial challenges facing global marketing managers;
7. Apply global marketing concepts to gain strategic insights from

COURSE OUTLINE

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- case studies of real global marketing issues; and
8. Develop and justify an in-depth global marketing plan.

ASSESSMENTS

This course has 4 assessments. Each assessment is described in more detail in the sections below:

	Assessment Name	Due Date	Involvement	Weighting	Learning Outcomes
1	Global Marketing Opportunity Analysis	Sunday of Week 5 by 11:59 pm	Individual	25%	1, 2, 3, 4, 5, 6, 7, 8
2	Case Analysis Presentation Slides	Sunday of Week 7 by 11:59 pm	Group	15%	1, 2, 3, 4, 5, 6, 7, 8
3	Case Analysis Report	Sunday of Week 9 by 11:59 pm	Group	20%	1, 2, 3, 4, 5, 6, 7, 8
4	Global Marketing Plan	Day 1 of the formal exam period by 11:59 pm	Individual	40%	1, 2, 3, 4, 5, 6, 7

Please note: students are advised that ALL assessments must be submitted in English. Assessments not submitted in English will receive a mark of zero.

Results of individual assessment items and final results, including those provided via the Learning Management System (LMS) are 'unofficial results' until they are confirmed as finalised by the School Assessment Body and the Head of School or delegate. Finalised results are released directly to students on the Fully Graded Date of the relevant Semester/Trimester.

Time referenced is time in Newcastle NSW

Late Submissions	The mark for an assessment item submitted after the designated time on the due date, without an approved extension of time, will be reduced by 10% of the possible maximum mark for that assessment item for each day or part day that the assessment item is late. Note: this applies equally to week and weekend days.
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Assessment 1 – Global Marketing Opportunity Analysis

Assessment Type	Report
Purpose	This individual assignment assesses students' knowledge and proficiency in the application of global marketing theory, models and concepts.
Description	Specific to a small or medium (SME) enterprise of their choice, students identify a global expansion opportunity that may exist in the global market. Based on an appropriate situation analysis, the identified opportunity is analysed from a global marketing perspective.
Weighting	25%
Length	1500 words (excluding executive summary, appendix)
Due Date	Sunday of week 5 by 11:59 pm – check course CANVAS site for details
Submission Method	Online – via Turnitin
Assessment Criteria	Rubric is available on the course CANVAS site
Return Method	Online
Feedback Provided	Online

Assessment 2 - Case Analysis Presentation Slides

Assessment Type	Case Study / Problem Based Learning
Purpose	This group assignment assesses students' ability to apply, justify and communicate global marketing theory and concepts in the context of the discussion of an approved case study from a global marketing perspective.
Description	Working as a group, students communicate their understanding of a selected case study in a clear and logical manner, via an online group presentation. The students need to communicate the global marketing issues relevant to the case, effectively defending the most important issue using global marketing theory.
Weighting	15%
Length	300 words; maximum 15 minutes.
Due Date	Sunday of week 7 by 11:59 pm – check course CANVAS site for details

Submission Method	Online – via Turnitin - submitted by ONE group member only and presentation in class
Assessment Criteria	Rubric is available on the Course CANVAS site Note: The group mark is an overall mark. However, the group mark is to be peer moderated, which means individual group members may receive different marks.
Return Method	Online
Feedback Provided	Online

Assessment 3 - Case Analysis Report

Assessment Type	Report
Purpose	This group assignment assesses students' ability to apply and justify global marketing theory and concepts in the context of the discussion of an approved case study from a global marketing perspective. The assignment offers the opportunity for students to tap into different concepts and theories covered in the course as an applied basis to develop a deeper understanding of key areas in global marketing strategy.
Description	Students examine a selected case study from a global marketing perspective, applying critical thinking and problem solving to assess that case. They then effectively communicate in writing the relevance of the applied global marketing theory.
Weighting	20%
Length	1600 words (excluding executive summary, appendix)
Due Date	Sunday of week 9 by 11:59 pm – check course CANVAS site for detail
Submission Method	Online - via Turnitin - by ONE group member only
Assessment Criteria	Rubric is available on the course CANVAS site. Note: The group mark is an overall mark. However, the group mark is to be peer moderated, which means individual group members may receive different marks.
Return Method	Online
Feedback Provided	Online

Assessment 4 - Global Marketing Plan

Assessment Type	Proposal / Plan
Purpose	This assignment assesses students' in-depth knowledge of global marketing theory, models and concepts, and proficiency in their application in the context of a global marketing plan for a selected product or product line.
Description	Drawing from the Global Marketing Opportunity Analysis (assignment 1), students apply their knowledge of global marketing theory, models and concepts by preparing a global marketing plan with particular focus on the design and deployment of a global marketing strategy.
Weighting	40%
Length	4000 words (excluding executive summary, appendix)
Due Date	Day 1 of the formal exam period by 11:59 pm - check course CANVAS site for details
Submission Method	Online – via Turnitin
Assessment Criteria	Rubric is available on the Course CANVAS site
Return Method	Not Returned
Feedback Provided	No Feedback.

SYLLABUS

Course Content

Topics in the course include but are not limited to the following:

1. Globalisation Imperative and environmental considerations (economic/financial/global cultural/political and legal)
2. Global Cultural Environment and Buying Behaviour
3. Global Marketing Research, Segmentation and Positioning
4. Global Marketing and Market Entry Strategies
5. Developing New Products for Global Markets
6. Global Marketing of Goods and Services
7. International and global market plans
8. Global Pricing
9. Communicating with the World Consumer. Cross-Cultural Management
10. Global Logistics and Distribution. Export and Import Management
11. Planning, Organisation, and Control of Global Marketing Operations
12. Marketing Strategies for Emerging Markets. Global Marketing and the Internet

Course Materials

Required Text:

Kotabe, Masaaki and Helsen, Kristiaan, *Global Marketing Management 8th ed.* (2020).
USA: John Wiley & Sons.

ISBN: 978-1-119-67212-8

Please refer to the course CANVAS site for details of additional recommended readings.

SCHEDULE

Week	Topic	Class Preparation	Class Activities
1	Introduction; Global Marketing Imperative	(Ch. 1)	Familiarise yourself with the course CANVAS site
2	Global Environment Considerations	(Ch. 2 & 3 & 5)	Mini-case discussion: See CANVAS for case details (Not for assessment)
3	Global Cultural Environment and Buying Behaviour	(Ch. 4);	Mini-Case Discussion: See CANVAS for case details (Not for assessment)
4	Global Marketing Research	(Ch. 6)	Workshop: Global Marketing Opportunity Analysis Forming Groups (list of group members and selected case due in class)
5	Segmentation, Positioning & Global Marketing Strategy	(Ch. 7 & 8)	Class Discussion: See CANVAS for case details Assessment 1 due: Sunday of Week 5 by 11:59 pm
6	Market Entry Strategies Developing New Products for Global Markets	(Ch. 9 & 10)	Mini-case discussion: See CANVAS for case details
7	Global Marketing of Goods and Services	(Ch. 11)	Class Discussion: See CANVAS for case details Assessment 2 due: Sunday of Week 7 by 11:59 pm
8	Global Pricing	(Ch. 12)	Class presentations Q&A: Review Opportunity Analysis
9	Communicating with World Consumer and Cross-Cultural Management	(Ch. 13 & 14)	Q & A: Global Marketing Plan Assessment 3 due: Sunday of Week 9 by 11:59 pm
10	Global Logistics and Distribution Export and Import Management	(Ch. 15 & 16)	Q & A: Global Marketing Plan
11	Planning, Organisation and Control of Global Marketing Operations	(Ch. 17)	Q & A: Global Marketing Plan
12	Emerging markets The internet Sustainability	(Ch. 18, 19 & 20)	Q & A: Global Marketing Plan Assessment 4 due: Day 1 of the exam period, 11:59 pm

If a lecture/class is scheduled on a public holiday, a make-up lecture may be announced by the course coordinator on the course CANVAS site.

CONTACTS

School Office **Newcastle Business School – Callaghan, Newcastle City & Online**
 NU Space
 409 Hunter Street
 Newcastle
nbs.enquiries@newcastle.edu.au
 +61 2 4921 5511

ADDITIONAL INFORMATION

Grading Scheme

This course is graded as follows:

Range of Marks	Grade	Description
85-100	High Distinction (HD)	Outstanding standard indicating comprehensive knowledge and understanding of the relevant materials; demonstration of an outstanding level of academic achievement; mastery of skills*; and achievement of all assessment objectives.
75-84	Distinction (D)	Excellent standard indicating a very high level of knowledge and understanding of the relevant materials; demonstration of a very high level of academic ability; sound development of skills*; and achievement of all assessment objectives.
65-74	Credit (C)	Good standard indicating a high level of knowledge and understanding of the relevant materials; demonstration of a high level of academic achievement; reasonable development of skills*; and achievement of all learning outcomes.
50-64	Pass (P)	Satisfactory standard indicating an adequate knowledge and understanding of the relevant materials; demonstration of an adequate level of academic achievement; satisfactory development of skills*; and achievement of all learning outcomes.
0-49	Fail (FF)	Failure to satisfactorily achieve learning outcomes. If all compulsory course components are not completed the mark will be zero. A fail grade may also be awarded following disciplinary action.

Communication Methods

*Skills are those identified for the purposes of assessment task(s).

Communication methods used in this course include:

- CANVAS Course Site: Students will receive communications via the posting of content or announcements on the CANVAS course site.
- Email: Students will receive communications via their student email account.
- Face to Face: Communication will be provided via face to face meetings or supervision.

Course Evaluation

Each year feedback is sought from students and other stakeholders about the courses offered in the University for the purposes of identifying areas of excellence and potential improvement.

Oral Interviews

As part of the evaluation process of any assessment item in this course an oral examination may be conducted. The purpose of the oral examination is to verify the authorship of the material submitted in response to the assessment task. The oral examination will be conducted in accordance with the principles set out in the [Oral Examination Guidelines](#). In cases where the oral examination reveals the assessment item may not be the student's own work the case will be dealt with under the [Student Conduct Rule](#).

Academic Misconduct

All students are required to meet the academic integrity standards of the University. These standards reinforce the importance of integrity and honesty in an academic environment. Academic Integrity policies apply to all students of the University in all modes of study and in all locations. For the Student Academic Integrity Policy, refer to <https://policies.newcastle.edu.au/document/view-current.php?id=35>.

**Adverse
Circumstances**

The University acknowledges the right of students to seek consideration for the impact of allowable adverse circumstances that may affect their performance in assessment item(s). Applications for special consideration due to adverse circumstances will be made using the online Adverse Circumstances system where:

1. the assessment item is a major assessment item; or
2. the assessment item is a minor assessment item and the Course Co-ordinator has specified in the Course Outline that students may apply the online Adverse Circumstances system;
3. you are requesting a change of placement; or
4. the course has a compulsory attendance requirement.

Before applying you must refer to the Adverse Circumstances Affecting Assessment Items Procedure available at:

<https://policies.newcastle.edu.au/document/view-current.php?id=236>

**Important Policy
Information**

The 'HELP for Students' tab in UoNline contains important information that all students should be familiar with, including various systems, policies and procedures.

This course outline was approved by the Head of School. No alteration of this course outline is permitted without Head of School approval. If a change is approved, students will be notified and an amended course outline will be provided in the same manner as the original.

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