



*MISSION: To develop a unique business school identity which is distinctive in the marketplace and provides a clear value proposition for students. This will be achieved by embedding the themes of entrepreneurship and innovation, digitalisation and data within our programs and embracing sustainability, work integrated learning and a commitment to social justice.*

## OVERVIEW

**Course Description** Remaining competitive in a changing environment requires organisations to continuously adapt to market forces. The complexities of marketing in an international environment are examined while addressing local market characteristics. Marketing theory and consumer behaviour addressed in other marketing courses is expanded upon as well as incorporating theory specific international/global marketing management. Communication and collaborative work processes are emphasised as important attributes for the international marketing professional.

**Sustainable Development Goals**



**Contact Hours** **Integrated Learning Session/Workshop** Face to Face on Campus  
2 hour(s) per Week for Full Term

Students are expected to complete 4 hours of guided learning via online preparation, lectures, interactive workshops, tutorials, discussion groups or self-directed learning and an additional 6 hours of independent study per week.

**Unit Weighting**  
**Assumed Knowledge**

10  
MKTG2100 Principles of Marketing or MKTG1001 Foundations of Marketing

**Workload** 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.**

**Course Learning Outcomes** **On successful completion of this course, students will be able to:**

1. Apply the basic concepts, theories, and principles of marketing to international marketing;
2. Demonstrate an integrative understanding of the environmental and organisational constraints that act on the development of an effective international marketing strategy;
3. Evaluate the international marketing processes involved in a successful marketing effort;
4. Apply problem solving and decision-making to international marketing situations participating actively and responsibly in individual and collaborative learning experiences;
5. Research and analyse contemporary issues inclusive of social and cultural, which impact international marketing operations; and
6. Effectively communicate marketing knowledge and outcomes in oral and written contexts reflective of both audience and purpose.

# COURSE OUTLINE

# ASSESSMENT DETAILS

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	In Term Quizzes	Friday of Week 3 by 11:59 pm SGT Friday of Week 5 by 11:59 pm SGT Friday of Week 7 by 11:59 pm SGT Friday of Week 9 by 11:59 pm SGT	Individual	20%	1, 2, 3, 5
2	Preliminary Market Analysis	Friday of Week 8 by 11:59 pm SGT	Individual	25%	1, 2, 5, 6
3	International Marketing Cultural Analysis Report (Group)	Friday of Week 12 by 11:59pm SGT	Group	40%	1, 2, 3, 4, 5, 6
4	Cultural Analysis Oral Presentation (Group)	Weeks 12 and 13 - See "Assessments" tab on CANVAS for Presentation Schedule	Group	15%	1, 2, 3, 4, 5, 6

**Please note: students are advised that all assessments must be submitted in English. Assessment items 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.**

<b>Late Submissions</b>	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. <b>Note:</b> this applies equally to week and weekend days.
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## Assessment 1- In Term Quizzes

<b>Assessment Type</b>	In Term Test Multiple Choice Quizzes (4)
<b>Purpose</b>	The purpose of this assessment is to assess students' knowledge of international marketing theories and concepts covered in the course.
<b>Description</b>	Students apply critical thinking and problem solving in assessing theories in the field of international marketing. Four multiple choice tests are to be completed periodically over the duration of the course. More information will be provided in the workshop closer to the date of each test.
<b>Weighting</b>	20% (5% each quiz)
<b>Length</b>	30 minutes per quiz
<b>Due Date</b>	Quiz 1: Friday of Week 3 by 11:59 pm SGT Quiz 2: Friday of Week 5 by 11:59 pm SGT Quiz 3: Friday of Week 7 by 11:59 pm SGT Quiz 4: Friday of Week 9 by 11:59 pm SGT
<b>Submission Method</b>	On-line – completed on-line through CANVAS
<b>Assessment Criteria</b>	Each quiz will have 20 multiple-choice questions to be completed in 30 minutes
<b>Return Method</b>	Online
<b>Feedback Provided</b>	Online - Feedback provided online via CANVAS

## Assessment 2 – Preliminary Market Analysis

<b>Assessment Type</b>	Written Assignment
<b>Purpose</b>	The purpose of this assessment is to assess students' knowledge of the environmental influences and marketing strategies for international marketing. This assessment is a practice exercise for students to apply international marketing concepts in a context.
<b>Description</b>	See CANVAS for detailed Assessment 2 Guidelines.
<b>Weighting</b>	25%
<b>Length</b>	2000 words
<b>Due Date</b>	Friday of Week 8 by 11:59 pm SGT
<b>Submission Method</b>	Online - via Turnitin

<b>Assessment Criteria</b>	This assessment is assessed according to the following criteria: <ul style="list-style-type: none"> <li>– Engagement with the course content</li> <li>– Depth of analysis demonstrating a good understanding of marketing theory</li> <li>– Clarity and cohesiveness of arguments</li> <li>– Clarity of writing. The writing must reflect correct grammar and sentence structure.</li> <li>– References and style of referencing (APA) both in-text and bibliography</li> </ul> See CANVAS for a detailed Assessment Rubric
<b>Return Method</b>	Online
<b>Feedback Provided</b>	Online - via Turnitin

### Assessment 3 - International Marketing Cultural Analysis Report (Group)

<b>Assessment Type</b>	Report
<b>Purpose</b>	The purpose of this assignment is to assess students' research capability and capacity to provide an informed cultural analysis and marketing strategy for a contemporary consumer brand.
<b>Description</b>	In the Week 4 workshop, students are required to form groups (maximum of 5 students per group). In this era of rapid global economic growth, knowledge of marketing in all cultures is increasingly important. This project is designed to enhance your understanding of culture and appreciate the consumer behaviour differences between two different cultures. Essentially, this project examines the impact of culture on marketing strategy development for a specific product or service in an international context. The report must include detailed coverage of the cultural context including environmental influences and develop a marketing strategy to export an Australian consumer brand internationally. See CANVAS for detailed assessment guidelines.
<b>Weighting</b>	40%
<b>Length</b>	4000 words
<b>Due Date</b>	Friday of Week 12 by 11:59 pm SGT
<b>Submission Method</b>	Online - via Turnitin – to be submitted by <b>ONE (1)</b> member for the group <b>ONLY</b>
<b>Assessment Criteria</b>	Six (6) criteria will be used in this assessment: <ul style="list-style-type: none"> <li>– Overview of the brand;</li> <li>– Quality of political, legal, cultural and economic analysis;</li> <li>– Appropriate identification of potential differences in consumer behaviour;</li> <li>– Reasoning of marketing strategy;</li> <li>– Clarity and cohesiveness of arguments throughout the report;</li> <li>– Format and referencing;</li> </ul> See CANVAS for a detailed rubric.
<b>Return Method</b>	Online
<b>Feedback Provided</b>	Online - Provided online within the submitted report.

### Assessment 4 - Cultural Analysis Presentation (Group)

<b>Assessment Type</b>	Presentation
<b>Purpose</b>	The purpose of this assessment is to assess student capacity to communicate an informed cultural analysis of their chosen consumer brand.
<b>Description</b>	Each group will be required to provide a formal presentation of their cultural analysis report to their peers in the assigned workshop in weeks 12 or 13. Each group presentation must include detailed coverage of the environmental influences, as well as develop a marketing strategy to export an Australian consumer brand internationally. Each member of the group is required to be involved in compiling the presentation and to be present on the day and involved in the delivery of the presentation. See CANVAS for detailed Assessment guidelines.
<b>Weighting</b>	15%
<b>Length</b>	15 Minutes
<b>Due Date</b>	Weeks 12 and 13 - See "Assessments" tab on CANVAS for Presentation Schedule.
<b>Submission Method</b>	Oral presentation in Class, Presentation slides Online – via course CANVAS site
<b>Assessment Criteria</b>	Criteria to be used in this assessment: <ul style="list-style-type: none"> <li>– Professionalism in timing of delivery;</li> <li>– Professionalism in organisation of material;</li> <li>– Knowledge of subject matter;</li> <li>– Use of visual aids;</li> </ul>

- Contact with audience;
- Clear delivery; and
- Response to questions.

See CANVAS for a detailed rubric.

**Return Method**

Online via course CANVAS site

**Feedback Provided**

Online via course CANVAS site

# SYLLABUS

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

1. Rationale for international marketing
2. Appreciating the international economic and financial environment
3. Catering for the cultural and social environment of international marketing
4. Avoiding the pitfalls of the international political and legal environment
5. The technology environment and contemporary environmental variables
6. Researching international markets
7. International market selection and entry
8. Planning for international marketing
9. International competitive strategy
10. Globalisation
11. Internationalisation, relationships and networks
12. Modifying products for international markets
13. Marketing services internationally
14. Promotion in international marketing
15. International pricing for profit
16. Effective international distribution

**Course Materials****Required Text:**

Fletcher, R. and Crawford, H (2017) *International Marketing: An Asia-Pacific Perspective*. 7<sup>th</sup> Edition, Frenchs Forest: Pearson Education Australia.

**ISBN:** 9781488611162

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

# SCHEDULE

Week	Topic	Class Preparation	Workshop Activities
1	Introduction to international marketing	Review: Workshop activities on CANVAS Read: Chapter 1 (Fletcher & Crawford, 2017)	
2	Avoiding the pitfalls of the international political and legal environment	Review: Workshop activities on CANVAS  Read: Chapter 2 (Fletcher & Crawford, 2017)	
3	Appreciating the dynamics of the international economic and financial environment	Review: Workshop activities on CANVAS  Read: Chapter 3 (Fletcher & Crawford, 2017)	<b>Groups to be formed for Assessment 3 and 4</b> <b>Assessment 1 due:</b> Complete Quiz 1 by Friday 11:59 pm SGT
4	Catering for the social and cultural environment of international marketing Technology and change in international marketing	Review: Workshop activities on CANVAS  Read: Chapter 4 & Chapter 5 (Fletcher & Crawford, 2017)	Allocation of Groups
5	Contemporary environment variables in international marketing	Review: Workshop activities on CANVAS  Read: Chapter 6 (Fletcher & Crawford, 2017)	<b>Assessment 1 due:</b> Complete Quiz 2 Friday by 11:59 pm SGT
6	Researching international markets International market selection and entry	Review: Workshop activities on CANVAS  Read: Chapter 7 & Chapter 8 (Fletcher & Crawford, 2017)	
7	International competitive strategy Internationalisation, relationships and networks	Review: Workshop activities on CANVAS  Read: Chapter 9 & Chapter 10 (Fletcher & Crawford, 2017)	<b>Assessment 1 due:</b> Complete Quiz 3 Friday by 11:59 pm SGT
8	Globalisation Planning for effective international marketing	Review: Workshop activities on CANVAS	<b>Assessment 2 due:</b> Submit paper Friday by 11:59pm SGT
9	Modifying products for international markets Marketing services and projects internationally	Review: Workshop activities on CANVAS  Read: Chapter 13 & Chapter 17 (Fletcher & Crawford, 2017)	<b>Assessment 1 due:</b> Complete Quiz 4 Friday by 11:59 pm SGT <b>Week 9 Group Progress Report Due</b>
10	International pricing for profits	Review: Workshop activities on CANVAS Group assessment worksheet  Read: Chapter 14 (Fletcher & Crawford, 2017)	
11	Promotion in international marketing Effective international distribution	Review: Workshop activities on CANVAS  Read: Chapter 15 & Chapter 16 (Fletcher & Crawford, 2017)	
12	Group presentations	Cultural analysis presentation	<b>Assessment 3 due:</b> Submit report Friday by 5:00 pm SGT <b>Assessment 4 due: In Class</b>
13	Group presentations	Cultural analysis presentation	<b>Assessment 4 due: In Class</b>

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 Offices

### Newcastle Business School – Callaghan, Newcastle City & Online

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### Newcastle Business School - Sydney

55 Elizabeth Street  
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### PSB Academy Enquiries

Log your question or request to the PSB Program Executives at the following website:  
<http://www.psb-academy.edu.sg/eng>  
+65 6390 9000

### Newcastle Australia Institute of Higher Education Pte Ltd

100 Victoria Street #13-01/02  
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+65 6221 3306

# 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.

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

<b>Communication Methods</b>	Communication methods used in this course include: <ul style="list-style-type: none"> <li>- CANVAS Course Site: Students will receive communications via the posting of content or announcements on the CANVAS course site.</li> <li>- Email: Students will receive communications via their student email account.</li> <li>- Face to Face: Communication will be provided via face to face meetings or supervision.</li> </ul>
<b>Course Evaluation</b>	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.
<b>Oral Interviews (Vivas)</b>	As part of the evaluation process of any assessment item in this course an oral examination (viva) 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 <a href="#">Oral Examination (viva) Procedure</a> . 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 <a href="#">Student Conduct Rule</a> .
<b>Academic Misconduct</b>	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 <a href="https://policies.newcastle.edu.au/document/view-current.php?id=35">https://policies.newcastle.edu.au/document/view-current.php?id=35</a> .
<b>Adverse Circumstances</b>	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: <ol style="list-style-type: none"> <li>1. the assessment item is a major assessment item; or</li> <li>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;</li> <li>3. you are requesting a change of placement; or</li> <li>4. the course has a compulsory attendance requirement.</li> </ol>
<b>Important Policy Information</b>	Before applying you must refer to the Adverse Circumstances Affecting Assessment Items Procedure available at: <a href="https://policies.newcastle.edu.au/document/view-current.php?id=236">https://policies.newcastle.edu.au/document/view-current.php?id=236</a>
<b>Important Policy Information</b>	The Help button in the Canvas Navigation menu contains helpful information for using the Learning Management System. Students should familiarise themselves with the policies and procedures at <a href="https://www.newcastle.edu.au/current-students/no-room-for/policies-and-procedures">https://www.newcastle.edu.au/current-students/no-room-for/policies-and-procedures</a> that support a safe and respectful environment at the University.

*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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