Newcastle Business School

MKTG3060: International Marketing 2024

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	8 Extension 11 Extension 12 Extension Amplitude Amplitud		
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	10
Assumed Knowledge	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:

Apply the basic concepts, theories, and principles of marketing to international marketing;
Demonstrate an integrative understanding of the environmental and organisational constraints that act on the development of an effective international marketing strategy;
Evaluate the international marketing processes involved in a successful marketing effort;
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.







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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 <u>not</u> 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.					

Late SubmissionsThe 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.

Assessment 1- In Term Quizzes

Assessment Type	In Term Test Multiple Choice Quizzes (4)
Purpose	The purpose of this assessment is to assess students' knowledge of international
-	marketing theories and concepts covered in the course.
Description	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.
Weighting	20% (5% each quiz)
Length	30 minutes per quiz
Due Date	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
Submission Method	On-line – completed on-line through CANVAS
Assessment Criteria	Each quiz will have 20 multiple-choice questions to be completed in 30 minutes
Return Method	Online
Feedback Provided	Online - Feedback provided online via CANVAS

Assessment 2 – Preliminary Market Analysis

Assessment Type	Written Assignment
Purpose	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.
Description	See CANVAS for detailed Assessment 2 Guidelines.
Weighting	25%
Length	2000 words
Due Date	Friday of Week 8 by 11:59 pm SGT
Submission Method	Online - via Turnitin

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Assessment Criteria This assessment is assessed according to the following criteria: Engagement with the course content Depth of analysis demonstrating a good understanding of marketing theory Clarity and cohesiveness of arguments Clarity and vinling. The writing must reflect correct grammar and sentence structure. Return Method Return Method Return Method Resonment Type Purpose Report Return Method Report Report Return Method Report Return Method Report Return Method Report Report Return Method Report Return Method Report Return Method Report Report Return Method Report Report Return Method Report Repor		
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- Contact with audience;
- Clear delivery; and

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Response to questions.

See CANVAS for a detailed rubric. Online via course CANVAS site Online via course CANVAS site

Return Method Feedback Provided



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

- 1. Rationale for international marketing
 - 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.* 7th Edition, Frenchs Forest: Pearson Education Australia.

ISBN: 9781488611162

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



SCHEDULE

Week	Торіс	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	Review: Workshop activities on CANVAS	
	environment	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)	Groups to be formed for Assessment 3 and 4 Assessment 1 due: 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)	Assessment 1 due: 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)	Assessment 1 due: Complete Quiz 3 Friday by 11:59 pm SGT
8	Globalisation Planning for effective international marketing	Review: Workshop activities on CANVAS	Assessment 2 due: 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)	Assessment 1 due: Complete Quiz 4 Friday by 11:59 pm SGT Week 9 Group Progress Report Due
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	Assessment 3 due: Submit report Friday by 5:00 pm SGT Assessment 4 due: In Class
13	Group presentations	Cultural analysis presentation	Assessment 4 due: In Class

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



CONTACTS

School Offices

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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

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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).



Communication	Communication methods used in this course include:				
Methods	 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 (Vivas)	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 Oral Examination (viva)				
	<u>Procedure</u> . In cases where the oral examination reveals the assessment item may not be				
Academic Misconduct	the student's own work the case will be dealt with under the <u>Student Conduct Rule</u> .				
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	The University acknowledges the right of students to seek consideration for the impact of				
Circumstances	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:				
Important Policy	https://policies.newcastle.edu.au/document/view-current.php?id=236 The Help button in the Canvas Navigation menu contains helpful information for using the				
Information	Learning Management System. Students should familiarise themselves with the policies				
	and procedures at https://www.newcastle.edu.au/current-students/no-room-for/policies-and-				
	procedures that support a safe and respectful environment at the University.				
This course outline was an	proved by the Head of School No alteration of this course outline is permitted without Head of School				

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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