### **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<br>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.







www.newcastle.edu.au CRICOS Provider 00109J



# **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<br>Outcomes |
|---|--|--|-------------|-----------|----------------------|
| 1   | In Term Quizzes  | Friday of Week 3 by 11:59 pm SGT<br>Friday of Week 5 by 11:59 pm SGT<br>Friday of Week 7 by 11:59 pm SGT<br>Friday of Week 9 by 11:59 pm SGT | Individual  | 20%       | 1, 2, 3, 5           |
| 2   | Preliminary Market<br>Analysis                                 | Friday of Week 8 by 11:59 pm SGT   | Individual  | 25%       | 1, 2, 5, 6           |
| 3   | International Marketing<br>Cultural Analysis Report<br>(Group) | Friday of Week 12 by 11:59pm<br>SGT  | Group       | 40%       | 1, 2, 3, 4, 5, 6     |
| 4   | Cultural Analysis Oral<br>Presentation (Group)                 | Weeks 12 and 13 - See<br>"Assessments" tab on CANVAS for<br>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<br>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,<br/>without an approved extension of time, will be reduced by 10% of the possible maximum<br/>mark for that assessment item for each day or part day that the assessment item is late.<br/>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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| <ul> <li>Deptind analysis demonstrating a good understanding of markeling theory</li> <li>Clarity of writing. The writing must reflect correct grammar and sentence structure.</li> <li>Return Method</li> <li>Return Method</li> <li>Calarity and cohesiveness of arguments</li> <li>Clarity and cohesiveness of arguments</li> <li>Return Method</li> <li>Redotack Provided</li> <li>Online - via Turnitin</li> </ul> Assessment Type Purpose Report 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. Description In the Weak 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 cultures. Essentially, this project examines the impact of cultures in marketing strategy of a contemporary consumer brand. Weighting Length 4000 words Weighting Length 4000 words Weighting Length 4000 words Due Date Friday of Week 12 by 11:59 pm SGT Online - via Turnitin - to be submitted by ONE (1) member for the group ONLY Sissessment Criteria See CANVAS for a detailed coverage of the cultural context including environmental influences and develop a marketing strategy: • Clarity and cohesiveness of arguments • Ouries - via Turnitin - to be submitted by ONE (1) member for the group ONLY Sissessment Criteria See CANVAS for a detailed coverage of the cultural context including environmental influences and reterencing: See CANVAS for a detailed coverage of the cultural context including environmental influences of arguments. • Ouries - Overview of the brand; • Ourenies of marketing strategy; • Clarity and cohesivenese   | Assessment Criteria | This assessment is assessed according to the following criteria:                               |
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| weighting       additional setup         Weighting       40%         Length       40%         Due Date       Friday of Weeks 12 by 11:59 pm SGT         Submission Method       Sin Culture and appreciate the consumer behaviour differences to the addition of the analysis         Context . The report mationally.       See CANVAS for detailed assessment guidelines.         40%       40%         Length       40%         Due Date       Friday of Week 12 by 11:59 pm SGT         Online - via Turnitin - to be submitted by ONE (1) member for the group ONLY         Six (6) criteria will be used in this assessment:       - Overview of the brand;         - Quality of political, legal, cultural and economic analysis;       - Appropriate identification of potential differences in consumer behaviour;         - Reasoning of marketing strategy;       - Clarity and cohesiveness of arguments throughout the report;         - Format and referencing;       See CANVAS for a detailed nubric.         Online - Provided online within the submitted report.       Assessment Type         Purpose       Presentation         Presentation       Presentation         Purpose       Presentation         See CANVAS for detailed coverage of the environmental influences, as well as develop a marketing strategy;         Purpose       Presentation <td< th=""><th>·</th><th></th></td<>   | ·                   |  |
| <ul> <li>weighting 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.</li> <li>Weighting 40%</li> <li>Length 4000 words</li> <li>Due Date Friday of Week 12 by 11:59 pm SGT</li> <li>Oulnine - via Turnitin - to be submitted by ONE (1) member for the group ONLY</li> <li>Assessment Criteria</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> <li>See CANVAS for a detailed rubric.</li> </ul> Assessment Type Presentation (Group) Assessment Type Presentation (Group) Presentation Presentation The purpose of this assessment is to assess student capacity to communicate an informed cultural analysis of their chosen consumer brand. Length 15 Minutes Weighting Length 15 K or detailed coverage of the environmental influences, as well as develop a marketing strategy to export an Australian consumer brand. Length 15 Minutes Weighting - Professionalism in timing of delivery; <ul> <li>Professionalism in ingring the presentation and the presentation and the presentation and the provided in compiling the presentation and to be present on the day and involved in compiling the presentation and to be presented in this assessment; tab on CANVAS for Presentation and to be presentation in Class, Presentation slides Online – via course CANV</li></ul>  |                     |  |
| Weighting<br>Lengthwo different cultures. Essentially, this project examines the impact of culture on<br>marketing strategy development for a specific product or service in an international<br>context. The report must include detailed coverage of the cultural context including<br>environmental influences and develop a marketing strategy to export an Australian<br>consumer brand internationally.<br>See CANVAS for detailed assessment guidelines.Weighting<br>Length<br>Due Date<br>Submission Method<br>Assessment Criteria4000<br>4000 wordsReturn Method<br>Feedback ProvidedOnline - via Turnitin - to be submitted by ONE (1) member for the group ONLY<br>Six (6) criteria will be used in this assessment:<br>- Overview of the brand;<br>- Quality of political, legal, cultural and economic analysis;<br>- Appropriate identification of potential differences in consumer behaviour;<br>- Reasoning of marketing strategy;<br>- Clarity and cohesiveness of arguments throughout the report;<br>- Format and referencing;<br>See CANVAS for a detailed rubric.Return Method<br>Feedback ProvidedPresentation<br>The purpose of this assessment is to assess student capacity to communicate an<br>informed cultural analysis of their chosen consumer brand.<br>Each group will be required to provide a formal presentation of their cultural analysis<br>report to their person the assigned workshop in weeks 12 or 13. Each group<br>presentation must include detailed coverage of the presentation.<br>See CANVAS for detailed detailed coverage of the presentation.<br>See CANVAS for detailed assessment;<br>to be present on the day and involved in the delivery of the presentation.<br>See CANVAS for detailed coverage of the presentation.<br>See CANVAS for de   |                     |  |
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| Weighting       environmental influences and develop a marketing strategy to export an Australian consumer brand internationally.         See CANVAS for detailed assessment guidelines.       40%         Length       40%         Due Date       Friday of Week 12 by 11:59 pm SGT         Submission Method       Online - via Turnitin - to be submitted by ONE (1) member for the group ONLY         Assessment Criteria       Six (6) criteria will be used in this assessment:         -       Overview of the brand;         -       Quality of political, legal, cultural and economic analysis;         -       Appropriate identification of potential differences in consumer behaviour;         -       Reasoning of marketing strategy;         -       Clarity and cohesiveness of arguments throughout the report;         -       Format and referencing;         See CANVAS for a detailed rubric.       Online - Provided online within the submitted report.         Assessment Type       Presentation         Purpose       The purpose of this assessment is to assess student capacity to communicate an informed cultural analysis of their chosen consumer brand.         Description       Each group is required to be involved in the delivery of the presentation and to be present on the day and involved in the delivery of the presentation.         Weighting       15%         Length       15%         <  |                     |  |
| Weighting<br>Length       See CANVAS for detailed assessment guidelines.<br>40%         Weighting<br>Length       4000 words         Due Date       Friday of Week 12 by 11:59 pm SGT         Submission Method<br>Assessment Criteria       Online - via Turnitin - to be submitted by ONE (1) member for the group ONLY<br>Six (6) criteria will be used in this assessment:<br>- Overview of the brand;<br>- Quality of political, legal, cultural and economic analysis;<br>- Appropriate identification of potential differences in consumer behaviour;<br>- Reasoning of marketing strategy;<br>- Clarity and cohesiveness of arguments throughout the report;<br>- Format and referencing;<br>See CANVAS for a detailed rubric.         Return Method<br>Feedback Provided       Online - Provided online within the submitted report.         Assessment 4 - Cultural Analysis Presentation (Group)<br>Assessment Type<br>Purpose       Presentation         Purpose       Presentation         Beach group will be required to provide a formal presentation of their cultural analysis<br>report to their peers in the assigned workshop in weeks 12 or 13. Each group<br>presentation must include detailed coverage of the environental influences, as well as<br>develop a marketing strategy to export an Australian consumer brand<br>to be present on the day and involved in the delivery of the presentation and<br>to be present on the day and involved in the delivery of the presentation.<br>See CANVAS for detailed Assessment;<br>- Professionalism in timing of delivery;<br>- Professionalism in timing of material;<br>- Knowledge of subject matter;  |                     |  |
| See CANVAS for detailed assessment guidelines.<br>Weighting 40%<br>Submission Method A<br>Assessment Criteria Six (6) criteria will be used in this assessment:<br>- Overview of the brand;<br>- Clarity of political, legal, cultural and economic analysis;<br>- Appropriate identification of potential differences in consumer behaviour;<br>- Format and referencing;<br>See CANVAS for a detailed rubric.<br>Online<br>Feedback Provided Online - Provided online within the submitted report.<br>Assessment Type<br>Purpose Presentation<br>Description Presentation<br>Description Each group will be required to provide a formal presentation of their cultural analysis<br>report to their peers in the assigned workshop in weeks 12 or 13. Each group<br>presentation must include detailed coverage of the environmental influences, as well as<br>develop a marketing strategy to export an Australian consumer brand.<br>Each group will be required to provide a formal presentation of their cultural analysis<br>report to their peers in the assigned workshop in weeks 12 or 13. Each group<br>presentation must include detailed coverage of the environmental influences, as well as<br>develop a marketing strategy to export an Australian consumer brand internationally.<br>Each member of the group is required to be involved in compiling the presentation and<br>to be present on the day and involved in the delivery of the presentation.<br>See CANVAS for detailed Assessments" tab on CANVAS for Presentation Schedule.<br>Oral presentation in Class, Presentation sides Online – via course CANVAS site<br>Criteria to be used in this assessment:<br>- Professionalism in organisat |                     |  |
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| Assessment Criteria       Six (6) criteria will be used in this assessment:         -       Overview of the brand;         -       Quality of political, legal, cultural and economic analysis;         -       Appropriate identification of potential differences in consumer behaviour;         -       Reasoning of marketing strategy;         -       Clarity and cohesiveness of arguments throughout the report;         -       Format and referencing;         See CANVAS for a detailed rubric.         Online       Online - Provided online within the submitted report.         Assessment Type       Presentation         Purpose       Presentation         Description       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; tab on CANVAS for Presentation Schedule.         Weighting       15%         Length       15%         Due Date       Submission Method         Submission Method       -         Assessment Criteria       -         Professiona  |                     |  |
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| <ul> <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;<br/>See CANVAS for a detailed rubric.</li> </ul> Return Method Feedback Provided Online - Provided online within the submitted report. Assessment 4 - Cultural Analysis Presentation (Group) Assessment Type Purpose Presentation The purpose of this assessment is to assess student capacity to communicate an informed cultural analysis of their chosen consumer brand. Description 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 and to be presentation in Class, Presentation Schedule. Weighting Length Due Date Weeks 12 and 13 - See "Assessments" tab on CANVAS for Presentation Schedule. Oral presentation in Class, Presentation slides Online – via course CANVAS site Criteria to be used in this assessment: <ul> <li>Professionalism in timing of delivery;</li> <li>Professionalism in organisation of material;</li> <li>Knowledge of subject matter;</li> </ul>   | Assessment Criteria |  |
| <ul> <li>Appropriate identification of potential differences in consumer behaviour;         <ul> <li>Reasoning of marketing strategy;</li> <li>Clarity and cohesiveness of arguments throughout the report;</li> <li>Format and referencing;<br/>See CANVAS for a detailed rubric.</li> </ul> </li> <li>Return Method         <ul> <li>Format and referencing;</li> <li>See CANVAS for a detailed rubric.</li> </ul> </li> <li>Assessment 4 - Cultural Analysis Presentation (Group)         <ul> <li>Assessment Type</li> <li>Presentation</li> <li>The purpose of this assessment is to assess student capacity to communicate an informed cultural analysis of their chosen consumer brand.</li> <li>Description</li> <li>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 Assessments "tab on CANVAS for Presentation Schedule.</li> <li>Oral presentation in Class, Presentation slides Online – via course CANVAS site Criteria to be used in this assessment:</li></ul></li></ul>   |                     |  |
| <ul> <li>Reasoning of marketing strategy;</li> <li>Clarity and cohesiveness of arguments throughout the report;</li> <li>Format and referencing;<br/>See CANVAS for a detailed rubric.</li> <li>Online</li> <li>Online - Provided online within the submitted report.</li> </ul> Assessment 4 - Cultural Analysis Presentation (Group)<br>Assessment Type<br>Purpose Presentation The purpose of this assessment is to assess student capacity to communicate an informed cultural analysis of their chosen consumer brand. Description Reach 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 Assessments" tab on CANVAS for Presentation Schedule. Weighting Length Due Date Submission Method Assessment Criteria - Professionalism in timing of delivery; <ul> <li>Professionalism in timing of detivery;</li> <li>Professionalism in itiming of delivery;</li> <li>Professionalism in timing of delivery;</li> <li>Professionalism in timing of delivery;</li> <li>Professionalism in timing of delivery;</li> <li>Professionalism in organisation of material;</li> <li>Knowledge of subject matter;</li> </ul>   |                     |  |
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| <ul> <li>Format and referencing;<br/>See CANVAS for a detailed rubric.<br/>Online</li> <li>Assessment 4 - Cultural Analysis Presentation (Group)</li> <li>Assessment Type<br/>Purpose</li> <li>Description</li> <li>Presentation</li> <li>Each group will be required to provide a formal presentation of their cultural analysis<br/>report to their peers in the assigned workshop in weeks 12 or 13. Each group<br/>presentation must include detailed coverage of the environmental influences, as well as<br/>develop a marketing strategy to export an Australian consumer brand intermationally.<br/>Each member of the group is required to be involved in compiling the presentation.<br/>See CANVAS for detailed Assessments" tab on CANVAS for Presentation.<br/>See CANVAS for detailed Assessments" tab on CANVAS for Presentation Schedule.<br/>Oral presentation in Class, Presentation slides Online – via course CANVAS site<br/>Criteria to be used in this assessment:         <ul> <li>Professionalism in timing of delivery;</li> <li>Professionalism in timing of delivery;</li> <li>Professionalism in organisation of material;</li> <li>Knowledge of subject matter;</li> </ul> </li> </ul>   |                     | <ul> <li>Reasoning of marketing strategy;</li> </ul>   |
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| Feedback Provided       Online - Provided online within the submitted report.         Assessment Type<br>Purpose       Presentation         Description       Presentation         Weighting<br>Length       Each group will be required to provide a formal presentation of their cultural analysis<br>report to their peers in the assigned workshop in weeks 12 or 13. Each group<br>presentation must include detailed coverage of the environmental influences, as well as<br>develop a marketing strategy to export an Australian consumer brand internationally.<br>Each member of the group is required to be involved in compiling the presentation and<br>to be present on the day and involved in the delivery of the presentation.<br>See CANVAS for detailed Assessments" tab on CANVAS for Presentation Schedule.<br>Oral presentation in Class, Presentation slides Online – via course CANVAS site<br>Criteria to be used in this assessment:  |                     | See CANVAS for a detailed rubric.  |
| Assessment Type       Presentation         Purpose       The purpose of this assessment is to assess student capacity to communicate an informed cultural analysis of their chosen consumer brand.         Description       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.         Meighting       15%         Length       15 Minutes         Due Date       Weeks 12 and 13 - See "Assessments" tab on CANVAS for Presentation Schedule. Oral presentation in Class, Presentation slides Online – via course CANVAS site Criteria to be used in this assessment:         Professionalism in organisation of material;       Professionalism in organisation of material;   | Return Method       | Online   |
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| PurposeThe purpose of this assessment is to assess student capacity to communicate an<br>informed cultural analysis of their chosen consumer brand.DescriptionEach group will be required to provide a formal presentation of their cultural analysis<br>report to their peers in the assigned workshop in weeks 12 or 13. Each group<br>presentation must include detailed coverage of the environmental influences, as well as<br>develop a marketing strategy to export an Australian consumer brand internationally.<br>Each member of the group is required to be involved in compiling the presentation and<br>to be present on the day and involved in the delivery of the presentation.<br>See CANVAS for detailed Assessment guidelines.Weighting<br>Length<br>Due Date15 MinutesSubmission Method<br>Assessment CriteriaVeeks 12 and 13 - See "Assessments" tab on CANVAS for Presentation Schedule.<br>Oral presentation in Class, Presentation slides Online – via course CANVAS site<br>Criteria to be used in this assessment:<br>   |                     |  |
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| Weighting<br>Length<br>Due Date15%<br>Minutes<br>Weeks 12 and 13 - See "Assessments" tab on CANVAS for Presentation Schedule.<br>Oral presentation in Class, Presentation slides Online – via course CANVAS site<br>Criteria to be used in this assessment:<br>  | Description         |  |
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| Due Date       Weeks 12 and 13 - See "Assessments" tab on CANVAS for Presentation Schedule.         Submission Method       Oral presentation in Class, Presentation slides Online – via course CANVAS site         Assessment Criteria       Professionalism in timing of delivery;         -       Professionalism in organisation of material;         -       Knowledge of subject matter;   | Weighting           | 15%  |
| Due Date       Weeks 12 and 13 - See "Assessments" tab on CANVAS for Presentation Schedule.         Submission Method       Oral presentation in Class, Presentation slides Online – via course CANVAS site         Assessment Criteria       Professionalism in timing of delivery;         -       Professionalism in organisation of material;         -       Knowledge of subject matter;   |                     | 15 Minutes   |
| Submission Method       Oral presentation in Class, Presentation slides Online – via course CANVAS site         Assessment Criteria       Criteria to be used in this assessment:         -       Professionalism in timing of delivery;         -       Professionalism in organisation of material;         -       Knowledge of subject matter;   | -                   | Weeks 12 and 13 - See "Assessments" tab on CANVAS for Presentation Schedule.                   |
| Assessment Criteria       Criteria to be used in this assessment:         -       Professionalism in timing of delivery;         -       Professionalism in organisation of material;         -       Knowledge of subject matter;   | Submission Method   | Oral presentation in Class, Presentation slides Online – via course CANVAS site                |
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| <ul> <li>Professionalism in organisation of material;</li> <li>Knowledge of subject matter;</li> </ul>   |                     |  |
| <ul> <li>Knowledge of subject matter;</li> </ul>   |                     |  |
|  |                     | -  |
|  |                     |  |
|  |                     | - Use UI VISUAI AIUS,  |



- Contact with audience;
- Clear delivery; and

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2.

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

#### Newcastle Business School – Callaghan, Newcastle City & Online NU Space 409 Hunter Street Newcastle <u>nbs.enquiries@newcastle.edu.au</u> +61 2 4921 5511

#### Newcastle Business School - Ourimbah

BO1.13, Business Offices Ourimbah <u>cccbusiness-school@newcastle.edu.au</u> +61 2 4349 4453

### Newcastle Business School - Sydney

55 Elizabeth Street Sydney <u>nbs-sydney@newcastle.edu.au</u> +61 2 82626432

#### **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 National Library Building Singapore Singapore-StudentCentral@newcastle.edu.au +65 6221 3306

# **ADDITIONAL INFORMATION**

### **Grading Scheme**

| This course is graded as follows: |                             |  |
|-----------------------------------|-----------------------------|--|
| Range of<br>Marks                 | Grade                       | Description  |
| 85-100                            | High<br>Distinction<br>(HD) | Outstanding standard indicating comprehensive knowledge<br>and understanding of the relevant materials; demonstration of<br>an outstanding level of academic achievement; mastery of<br>skills*; and achievement of all assessment objectives.             |
| 75-84                             | Distinction<br>(D)          | Excellent standard indicating a very high level of knowledge<br>and understanding of the relevant materials; demonstration of<br>a very high level of academic ability; sound development of<br>skills*; and achievement of all assessment objectives.     |
| 65-74                             | Credit<br>(C)               | Good standard indicating a high level of knowledge and<br>understanding of the relevant materials; demonstration of a<br>high level of academic achievement; reasonable development<br>of skills*; and achievement of all learning outcomes.               |
| 50-64                             | Pass<br>(P)                 | Satisfactory standard indicating an adequate knowledge and<br>understanding of the relevant materials; demonstration of an<br>adequate level of academic achievement; satisfactory<br>development of skills*; and achievement of all learning<br>outcomes. |
| 0-49                              | Fail<br>(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                    | <ul> <li>CANVAS Course Site: Students will receive communications via the posting of</li> </ul>  |  |  |  |  |
|                            | content or announcements on the CANVAS course site.  |  |  |  |  |
|                            | - Email: Students will receive communications via their student email account.   |  |  |  |  |
|                            | <ul> <li>Face to Face: Communication will be provided via face to face meetings or</li> </ul>  |  |  |  |  |
|                            | 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.<br>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<br>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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