

## Course Outline

**Code: BUS710**

### **Title: Marketing in an International Environment**

Faculty of Arts, Business and Law

USC Business School

Teaching Session: Semester 2

Year: 2018

Course Coordinator: **Dr Peter Jenner**

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Consultation Times: As notified on Blackboard

#### **1. What is this course about?**

##### **1.1 Course Description**

International Marketing explores the dimensions of marketing within a global context. The course will include an exploration of the cultural differences in planning and conducting marketing transactions across national borders in order to achieve both organisational and individual objectives. You are introduced to the many forms of entering international markets: export/import, licensing, joint ventures, wholly-owned subsidiaries, turnkey operations and management contracts. You are required to develop and apply your international market research skills through the development of an international marketing plan for a regional business.

##### **1.2 Course Content**

###### **The environment of international marketing:**

- The rationale for international marketing and globalisation
- Avoiding the pitfalls of the international economic and legal environment
- Appreciating the dynamics of the international economic and financial environment
- Catering for the social and cultural environment of international marketing
- Technology and change in international marketing
- Contemporary environmental variables in international marketing

###### **Strategies for international marketing:**

- Researching international markets
- International market selection and entry
- International competitive strategy
- Internationalisation, relationships and networks

###### **International marketing implementation:**

- Modifying products for international markets
- Promotion in international marketing
- International marketing in the decade ahead

**2. Unit Value**

12 units

**3. How does this course contribute to my learning?**

<b>Specific Learning Outcomes</b>	<b>Assessment Tasks</b>	<b>Graduate Qualities</b>
On successful completion of this course you should be able to:	You will be assessed on the learning outcome in task/s:	Completing these tasks successfully will contribute to you becoming:
Discern and reflect on a range of ethical business dimensions regarding international, political and financial obligations and develop ethical action plans.	1 and 3	Ethical.
Analyse global crisis and global conflicts and develop innovative strategies for competitive advantage.	3	Creative and critical thinkers. Engaged.
Describe global contexts and why these influence international marketing activities.	1, 2 and 3	Knowledgeable.
Demonstrate advanced knowledge and recognise issues related to global social responsibility and sustainability.	1, 2 and 3	Sustainability-focussed.

**4. Am I eligible to enrol in this course?**

Refer to the *Coursework Programs and Awards - Academic Policy* for definitions of “pre-requisites, co-requisites and anti-requisites”

**4.1 Enrolment Restrictions**

Must be enrolled in a Postgraduate program

**4.2 Pre-requisites**

Nil

**4.3 Co-requisites**

Nil

**4.4 Anti-requisites**

Nil

**4.5 Specific assumed prior knowledge and skills**

N/A

**5. How am I going to be assessed?****5.1 Grading scale**

Standard – High Distinction (HD), Distinction (DN), Credit (CR), Pass (PS), Fail (FL)

## Course Outline: BUS710 Marketing in an International Environment

## 5.2 Assessment Tasks

Task No.	Assessment Tasks	Individual or Group	Weighting %	What is the duration / length?	When should I submit?	Where should I submit it?
1	Researching for an international market	Individual	30%	1,800 words	Week 5 Friday 6:00pm AEST	SafeAssign
2	International market comparison presentation	In a small Group or in Pairs	30%	10-15 minutes	Weeks 8 and 9	In class for on campus students  Online students submit adapted assessment to course co-ordinator
3	International marketing plan - executive business report	Individual	40%	2,500 words	Week 13 Monday 9:00 am AEST	SafeAssign
			<b>100%</b>			

**Assessment Task 1: Researching for an international market**

<b>Goal:</b>	In this assessment task you will research and evaluate a new international marketplace for your chosen brand / product.
<b>Product:</b>	A written report
<b>Format:</b>	Individual, written report 1,800 words. You will prepare a report for a real organisation and brand and/or product (the product may be a good or service) for the macro and micro environment (this requires a focus on the competition and target market) in a new chosen International marketplace. This report will set the stage for tasks 2 and 3. Your lecturer can assist you with your choice of organisation.
<b>Criteria</b>	<ul style="list-style-type: none"> <li>• Use of relevant research</li> <li>• CEvaluation of your chosen international environment</li> <li>• Demonstration and appreciation of the important external influences as well as marketplace dimensions that will impact successful entry into the new location.</li> <li>• Demonstration of global responsibility and sustainability as well an appreciation of the resources and capabilities available to the firm.</li> <li>• Application of relevant theory</li> <li>• Recommendations</li> </ul> <p>NB. Please see Blackboard for further assessment criteria and marking rubrics.</p>
<b>Generic skill assessed AQF 9</b>	
	<a href="#">Skill assessment level</a>
Organisation	Developing
Communication	Developing

**Assessment Task 2: International marketing plan – PowerPoint presentation**

<b>Goal:</b>	In this assessment task, you are given the opportunity to hone your presentation skills by presenting to a supportive, yet critical audience.
<b>Product:</b>	A PowerPoint presentation
<b>Format:</b>	In a group of 2 or 3, PowerPoint presentation, 10-15 minutes plus Q&A. You will give an oral presentation comparing and evaluating market research findings related to the new international markets under investigation to your colleagues and teacher.

## Course Outline: BUS710 Marketing in an International Environment

	You will be assessed on both your individual inputs to this assessment as well as your contribution to the team effort.	
<b>Criteria</b>	<ul style="list-style-type: none"> <li>• Presentation, teamwork and time management skills</li> <li>• Uses of relevant research to analyse and compare global situational contexts</li> <li>• Recognition of issues related to sustainability and the resources and capabilities of the firm.</li> <li>• Justification of decisions</li> <li>• Recommendations</li> </ul> NB. Please see Blackboard for further assessment detail and marking rubrics.	
<b>Generic skill assessed AQF 9</b>		<b><a href="#">Skill assessment level</a></b>
Communication		Developing
Problem solving		Developing

**Assessment Task 3: International marketing plan - executive business report**

<b>Goal:</b>	In this assessment task, you will apply international marketing theory to develop an effective international marketing plan and solutions for an International environment.	
<b>Product:</b>	Written report	
<b>Format:</b>	Individual, written report, 2,500 words. You will provide a thoroughly researched and justified International marketing plan in report form for the senior managers of the organisation of your choice. This report builds on your previous research and evaluation in Assessment Tasks 1 and 2. This task also requires that you explain and justify your decisions based on your previous research of the market and sound application of International marketing theory.	
<b>Criteria</b>	<ul style="list-style-type: none"> <li>• Report presentation and communication</li> <li>• Application of international marketing theory to develop a marketing plan</li> <li>• Linking of findings in previous research in Assessment Task 1 and marketing plan strategies.</li> <li>• Recognition of issues related to sustainability and the resources and capabilities of the firm.</li> <li>• Development of a marketing plan</li> <li>• Justification of decisions</li> <li>• Recommendations</li> </ul>	
<b>Generic skill assessed</b>		<b><a href="#">Skill assessment level</a></b>
Problem solving		Graduate
Communication		Graduate

**5.3 Additional Assessment Requirements****Plagiarism**

In order to minimise incidents of plagiarism and collusion, this course may require that some of its assessment tasks, when submitted to Blackboard, are electronically checked through SafeAssign. This software allows for text comparisons to be made between your submitted assessment item and all other work that SafeAssign has access to.

**Eligibility for Supplementary Assessment**

Your eligibility for supplementary assessment in a course is dependent of the following conditions applying:

- The final mark is in the percentage range 47% to 49.4%
- The course is graded using the Standard Grading scale
- You have not failed an assessment task in the course due to academic misconduct

## Course Outline: BUS710 Marketing in an International Environment

**5.4 Submission Penalties**

Late submission of assessment tasks will be penalised at the following maximum rate:

- 5% (of the assessment task's identified value) per day for the first two days from the date identified as the due date for the assessment task.
- 10% (of the assessment task's identified value) for the third day
- 20% (of the assessment task's identified value) for the fourth day and subsequent days up to and including seven days from the date identified as the due date for the assessment task.
- A result of zero is awarded for an assessment task submitted after seven days from the date identified as the due date for the assessment task.

Weekdays and weekends are included in the calculation of days late. To request an extension you must contact your course coordinator to negotiate an outcome.

**6. How is the course offered?****6.1 Directed Study Hours**

On campus Lecture: 3 hours

Please refer to the Course Activities table for further details.

This course is also offered online.

**6.2 Teaching Semester/Session(s) Offered**

Semester 2

**6.3 Course Activities**

Teaching Week / Module	What key concepts/content will I learn?	What activities will I engage in to learn the concepts/content?	
		Directed Study Activities	Independent Study Activities
1	The rationale for international marketing and globalisation	Text Ch. 1 & 11	Refer to blackboard
2	International market environment: Avoiding the pitfalls of the international economic, political and legal environment	Text Ch. 2 & 3	Refer to blackboard
3	Catering for the social and cultural environment of international marketing and Technology and change in international marketing	Text Ch. 4 & 5	Refer to blackboard
4	Researching international markets and international market selection and entry	Text Ch. 7 & 8	Refer to blackboard
5	Modifying products for international markets and pricing.	Text Ch. 13 & 14	Refer to blackboard
6	Promotion in international marketing and distribution.	Ch. 15 & 16	Refer to blackboard
7	International competitive strategy and contemporary environmental variables in international marketing (ethics)	Text Ch. 6 & 9	Refer to blackboard
8	Task 2 Presentations		Refer to blackboard
9	Task 2 Presentations	Text	Refer to blackboard
<b>Mid Semester Break</b>			
10	Queen's Birthday Holiday- no class		

## Course Outline: BUS710 Marketing in an International Environment

11	Internationalisation, relationships and networks plus services marketing.	Text Ch. 10 & 17	Refer to blackboard
12	Review, future trends and workshop task 3.		Refer to blackboard

Please note that the course activities may be subject to variation.

**\*Public Holidays**

Queen's Birthday - Monday 1<sup>st</sup> Oct 2018 (Week 10)

**7. What resources do I need to undertake this course?****7.1 Prescribed Text(s)**

Please note that you need to have regular access to the resource(s) listed below:

Author	Year	Title	Publisher
Fletcher and Crawford	2017	<i>International Marketing. An Asia-Pacific Perspective: 7<sup>th</sup> edn</i>	Pearson

**7.2 Required and Recommended Readings**

Lists of required and recommended readings may be found for this course on its Blackboard site. These materials/readings will assist you in preparing for tutorials and assignments, and will provide further information regarding particular aspects of your course.

**7.3 Specific Requirements**

Internet access

**7.4 Risk Management**

Health and safety risks have been assessed as low. It is your responsibility to research and understand risks of specific courses and to review the USC's health and safety principles by viewing the online induction training for students.

**8. How can I obtain help with my studies?**

In the first instance you should contact your tutor, then the Course Coordinator. Additional assistance is provided to all students through Peer Advisors and Academic Skills Advisors. You can drop in or book an appointment. To book: Tel: +61 7 5430 2890 or Email: [studentcentral@usc.edu.au](mailto:studentcentral@usc.edu.au)

**9. Links to relevant University policies and procedures**

For more information on Academic Learning & Teaching categories including:

- Assessment: Courses and Coursework Programs
- Review of Assessment and Final Grades
- Supplementary Assessment
- Administration of Central Examinations
- Deferred Examinations
- Student Academic Misconduct
- Students with a Disability

<http://www.usc.edu.au/university/governance-and-executive/policies-and-procedures#academic-learning-and-teaching>

Course Outline: BUS710 Marketing in an International Environment

## 10. General enquiries

In person:

- **USC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **USC SouthBank** - Student Central, Building A4 (SW1), 52 Merivale Street, South Brisbane
- **USC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **USC Fraser Coast** - Student Central, Student Central, Building A, 161 Old Maryborough Rd, Hervey Bay
- **USC Caboolture** - Student Central, Level 1 Building J, Cnr Manley and Tallon Street, Caboolture

Tel: +61 7 5430 2890

Email: [studentcentral@usc.edu.au](mailto:studentcentral@usc.edu.au)