

VICTORIA UNIVERSITY BUSINESS SCHOOL

Unit of Study Guide

Unit Name: International Marketing
Unit Code: BHO3373

Year: 2022

Semester: 4 – ASIA

Location: CUFE

Prepared by: Malay Joshi

Welcome

Welcome to this unit of study. This unit guide provides important information and should be kept as a reference to assist with your studies. This guide includes information about your reading and resources, independent learning, class activities and assessment tasks. We recommend that you read this guide carefully: you will be expected to manage your learning as you work towards successful study.

Detailed information and learning resources for this unit have also been provided on the unit website on VU Collaborate, which can be reached via the Student Portal. It is important that you access your unit website regularly for messages and updates, as well as tasks related to your unit.

Please note that the University will only send emails, including those from the VU Collaborate space, to your VU email account. Information about how to manage your VU email can be found under 'Support and Resources' in your unit site.

Acknowledgement of Country

We respectfully acknowledge and recognize the traditional owners, their Elders past and present, their descendants and kin as the custodians of this land.

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1. About this unit

Unit title: International Marketing			
Unit code:	BHO 3373	Credit points:	12
Campus:	CUFE	Year and semester:	2022, Semester 4-Asia

Key staff

Unit co-ordinator	Name:	Malay Joshi
	Location:	Footscray Park
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Unit Lecturer	Name:	Dr Qu Yang
	Location	CUFE
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Prerequisites

BHO1171 – Introduction to Marketing

Co-requisites

None

Mode of delivery

A three-hour seminar per week

Unit description

The aim of this subject is to introduce students to the theory and practice of marketing across international borders. Marketing in an international environment is increasingly important for many businesses. While the core principles of marketing apply, this subject will provide students with knowledge, understanding and techniques related to undertaking marketing in an international environment and marketing to global markets.

Unit content

Topics include introduction to the international marketing environment, the global cultural environment, international consumer predispositions, international marketing strategy and international marketing mix.

Learning outcomes

On successful completion of this unit of study, students should be able to:

1. Advocate the importance of cultural adaptation in marketing programmes and corroborate a cultural and cross-cultural understanding
2. Critically review different predispositions consumers have towards foreign products, domestic products and products produced in particular countries
3. Cross-examine and elucidate appropriate strategies for marketing products in international markets including the most appropriate communication strategy
4. Predict the key factors involved when marketing products and services in a global market

Learning and teaching strategies

This Unit of Study will be delivered as one 3-hour seminar. It is expected that you spend at least six hours per week studying this Unit (including seminar). This time should be made up of reading, research, working on exercises and assignment. In periods where you need to complete assignments or prepare for tests, the workload may be greater.

Students are advised to prepare a time management plan and ensure revision is done on a continuous basis. Finally, if there are any issues, students must seek help from the seminar leader or unit coordinator as soon as possible.

Graduate capabilities

In addition to discipline knowledge, skills and their application, the study of this unit is intended to contribute to students developing the capabilities needed to be:

GC1: Adaptable and capable 21st century citizens who can communicate effectively, work collaboratively, think critically and solve complex problems

GC2: Confident, creative lifelong learners who can use their understanding of themselves and others to achieve their goals in work and learning

GC3: Responsible and ethical citizens who use their inter-cultural understanding to contribute to their local and global communities.

Required reading

Keegan W. J. and Green M. C., (2014), Global Marketing, 8th Edition, Prentice Hall International, New Jersey.

In addition, the following material will be used in lecture 6-12 (Complete readings for week 6-12 including all added articles and book chapters listed here are available for downloading from VU Collaborate):

Week	Topic name	Source Book or journal article
6	The paradoxes in global marketing	deMooij, M. (2010): Global Marketing and Advertising: Understanding Cultural Paradoxes, 3ed, SAGE Publications, Inc., Thousand Oaks, California. (Chapter 1 & 3)
7	Dimensions of culture	deMooij, M. (2011): Consumer Behaviour and Culture; consequences for global marketing and advertising, 2ed, SAGE Publications, Inc., Thousand Oaks, California. (Chapter 2)
8	Convergence and divergence in consumer behaviour	deMooij, M., and Hofstede G. (2002): Convergence and divergence in consumer behaviour: implications for international retailing. Journal of Retailing, Vol. 78, No. 1, pp. 61–69. Levitt, T. (1983): The Globalization of Markets. Harvard Business Review, Vol. 61 No. 3, pp. 92-102.
9	Country of Origin	Josiassen, A. and Harzing, A-W. (2008): Comment: Descending from the ivory tower: reflections on the relevance and future of country-of-origin research. European Management Review, Vol. 5, No. 4, pp. 264-271. Josiassen, A., Lukas, B.A. and Whitwell, G.J. (2008): Country-of-origin contingencies: Competing perspectives on product familiarity and product involvement. International Marketing Review, Vol. 25 No. 4, pp. 423-440.
10	Domestic consumer predispositions: Ethnocentrism and Disidentification	Shankarmahesh M.N. (2006): Consumer ethnocentrism: an integrative review of its antecedents and consequences. International Marketing Review, Vol. 23, No. 2, pp. 146-172. Shimp, T. A. and Sharma, S. (1987): Consumer Ethnocentrism: Construction and Validation of the CETSCALE. Journal of Marketing Research, Vol. 24, No. 3, pp. 280-289. Josiassen, A. (2011): Consumer Disidentification. Journal of Marketing, Vol. 75, No. 2, pp. 124-140.
11	Foreign consumer predispositions: Consumer Animosity and Affinity	Amine, L.S., Chao, M.C.H. and Arnold, M.J. (2005): Exploring the Practical Effects of Country of Origin, Animosity, and Price-Quality Issues: Two Case Studies of Taiwan and Acer in China. Journal of International Marketing, Vol. 13, No. 2, pp. 114-150. Ettenson, R.E. and Klein, J.G. (2000): Branded By the Past. Harvard Business Review, Vol. 28, (November – December), p. 28. Klein, J.G., Ettenson, R.E. and Morris, M.D. (1998): The Animosity Model. Journal of Marketing, Vol. 62, No. 1, pp. 89-100. Oberecker, E.M., and Diamantopoulos, A. (2011): Consumers' Emotional Bonds with Foreign Countries: Does Consumer Affinity Affect Behavioural Intentions? Journal of International Marketing, Vol. 19, No. 2, 2011, pp. 45-72. Oberecker, E.M., Riefler, P. and Diamantopoulos, A. (2008): The Consumer Affinity Construct: Conceptualization, Qualitative Investigation, and Research Agenda. Journal of International Marketing, Vol. 16, No. 3, pp. 23-56.

Recommended readings:

de Mooij, M. (2011): *Consumer Behaviour and Culture: Consequences for Global Marketing and Advertising, Second Edition*. Sage Publications. Thousand Oaks, CA.

Fletcher, R. & Brown, L. (2005): *International Marketing: An Asia-Pacific Perspective*. 3rd Edition, Pearson Education. Sydney.

Nakata, C. (2009): *Beyond Hofstede: Culture Frameworks for Global Marketing and Management*. Palgrave Macmillan, New York.

Summers, J. and Smith, B. (2014): *Communication Skills Handbook*; Wiley. (Also refer to <http://w2.vu.edu.au/library/infolink/vrc/style.htm> for various style manuals)

Usunier, J.-C. & Lee, J. (2005): *Marketing Across Cultures*. 4th Edition- Financial Times Prentice Hall, New York.

JOURNALS

Many marketing and related journals can be found on Library electronic databases (e.g. Source OECD, Ingenta, Factiva, Emerald, ScienceDirect, and Academic Search Premier - Ebscohost). Please ask your lecturer and tutor to suggest journals if you are in doubt or have problems finding appropriate material. If you have problems finding journal articles through the library, please ask your librarian. They are more than happy to help you with your research.

The best journals you may wish to refer to include:

- Journal of Consumer Research
- Journal of Marketing
- Journal of Marketing Research
- Journal of Retailing
- Journal of the Academy of Marketing Science
- Marketing Science
- International Journal of Research in Marketing
- European Journal of Marketing
- Journal of Marketing Management
- Journal of International Marketing
- Advances in Consumer Research
- Journal of Advertising
- Journal of Advertising Research
- Journal of Business Research
- Journal of Public Policy and Marketing
- Journal of Services Research

2. Assessment

GRADESETS

There are five grade sets, namely fail (N: 0-49%), pass (P: 50-59%), credit (C: 60-69%), distinction (D: 70-79%), and high distinction (HD: 80-100%).

ASSESSMENT

Assessment*	Weight	Learning Outcome ⁰	Format ¹	Graduate Capabilities ³	Due Date
1. Tutorial Presentation	20%	1,2	Tutorial presentation	1 a, b 2 a, b	Session 2-11 (on-going)
2. Research Essay	30%	1,2,3,4	Essay	1 c 2 a, b	To Be Advised
3. Project	50%	3,4	Final Group Report	1 d 2 c, d 3 a, c	TBA

This unit is eligible for a conceded pass if it is the final unit needed to complete your degree. For more details, please see the information provided in the University [Supplementary Assessment and Conceded Pass Procedure](#).

Supplementary assessments

Students who after attempting all the assessment receive an overall mark between 45-49, OR students that have an approved special consideration application, will be asked to submit an extra 1000 words reflective essay. Eligibility for supplementary assessment including submission deadlines will be communicated to students through their VU student email.

ASSESSMENT TASKS

Assessment 1 – Paired tutorial presentation (20%) - Learning outcomes 1 & 2

This assessment is to be undertaken in pairs during the tutorials with the students presenting facilitating the discussion of one of the discussion question topics outlined below.

ALL students are expected to have prepared detailed **written solutions** to the tutorial question listed below **each week** (not only when you are presenting) for the tutorial discussion. When answering the questions, include identification and discussion of relevant international marketing theories and concepts to support your answers.

In Week 1, students will be required to choose their preferred questions for presentation. Please note, ideally only two pairs are permitted to present each week (due to time restrictions).

Minimum requirements for the written and class presentation assessment are:

1. A detailed solution to the agreed questions for presentation and discussion covering the following criteria:
 - Your supporting reasons
 - Identification of the relevant international marketing theories or concepts from **at least four (4)** relevant secondary references (journal articles, newspapers, magazines etc.). Please note, **at least two (2) of the sources must be academic journal articles. Re- stating the content of the textbook, lecture material or the textbook chapters is unacceptable.** Students need to demonstrate that they can read and extract useful information from academic papers.
 - Identification of **your own** examples of application of the relevant theories.
 - Use of relevant maps, graphs, statistics and samples (e.g. samples of product(s) and its promotion) are encouraged.
2. A class presentation (maximum duration of 15 minutes) followed by leading a short class discussion (minimum duration 5 minutes, tutor will stop discussion if needed). The material must be **presented**. Reading directly from notes is not permitted and students must actively facilitate a class discussion. “Are there any questions?” is NOT considered class facilitation. Students failing to conduct a class discussion will have marks deducted.
3. Submission requirements: All students are required to submit a hardcopy (before the actual presentation), and softcopy of the presentations to the tutor. The softcopies will be uploaded on VU Collaborate under the folder **Assessment 1: Case Presentation**.

Please note: Extensions will not be available for this assessment task. Students that cannot present on their nominated week will have to formally apply for special consideration. If approved, the students will be allowed to present during the tutorial in Session 12.

Important: Refer to **Appendix A** of this Subject Guide for the presentation marking-rubric

Tutorial Presentation Topics:

There is only one topic for each pair of students. However, all students should prepare for all topics in order to receive marks for tutorial participation (as outlined under assessment task 1).

- Week 2A: Keegan & Green, pg. 52: Discussion question 1 and 2.
- Week 2B: Keegan & Green, pg. 85: Discussion question 6 and 7.
- Week 3A: Keegan & Green, pg. 147: Discussion question 1 and 5
- Week 3B: Keegan & Green, pg. 179: Discussion question 3 and 6
- Week 4A: Explain some of the cultural paradoxes between two cultures and from within your own culture. (Two presentations)
- Week 4B: In international marketing the term “think global, act local” is often used. Is it possible to “think global and act local”? Discuss.
- Week 5A: Discuss whether you come from a high or a low context communication culture. Personally, do you think your own communication is mostly high or low context? Thinking of your own communication patterns, do you agree with Hall’s theory of high and low context communication? (Two presentations)
- Week 5B: Describe the dimensions of national culture in the country you grew up using Hofstede’s five dimensions of national culture. From your own point of view, do you agree with the scores? Which dimensions seem to best describe your culture?
- Week 6A: What is the main argument in Ted Levitt’s (1983) article? Do you think Ted Levitt’s predictions about the globalisation of markets written in 1983 have come true today?
- Week 6B: What is the main argument in de Mooij’s (2002) article? Give **your own** examples of converging and diverging of consumer behaviour. (Two presentations)
- Week 7A: What is the country of origin (COO) effect? Does the COO effect affect all Countries and Product Types? Give examples. (Two presentation)
- Week 7B: What is Foreign Branding? Show examples of Foreign Branding and explain how it is different from COO.
- Week 8A: What is the difference between COO and Consumer Ethnocentrism (CE)? Give an example of an industry in your country that you think can take advantage of CE.
- Week 8B: Is Consumer disidentification (CD) good or bad news for marketers? Show your own examples of CD in different markets.
- Week 9A: Does anyone have Consumer Animosity (CAn) towards products made in your country? Who and why? If so, how should marketers deal with CAn? (Two presentations)
- Week 9B: Present two groups of consumers in your country that may have Consumer Affinity (CAf) towards buying products made in a foreign country. Demonstrate different possible causes of CAf.
- Week 10A: Keegan & Green, pg. 243: Discussion question 2.
- Week 10B: Keegan & Green, pg. 244: Discussion question 5 and 6.
- Week 11A: Keegan & Green, pg. 273-274: Discussion question 3 and 8.
- Week 11B: Keegan & Green, pg. 305: Discussion question 5 and 6.

Assessment 2 – Essay (30%) - Learning outcomes 1, 2, 3 & 4

Students will submit an essay in TBA (worth 30%).

The essay should be 2000 words and it should be based on your analysis of recent research on your chosen topic and include recommendations for businesses.

The essays should have in-text references where appropriate and a reference list at the end. You must include at least six (6) references in your essay.

Choose one of the essay topics below:

- 1. Why is it important for global marketers to appreciate the importance of economic growth and development?**
- 2. Localization or Adaptation? Which is the best Internationalization Strategy?**
- 3. The role of government in international trade.**
- 4. Does country of origin labelling affect international sales?**

Submission

Due date: To be advised by Prof. Qu Yang

Submit your assignment to the VU Collaborate drop-box. Work submitted after the due date, without an extension granted or the relevant documentation provided will be regarded as submitted but will attract a zero mark in accordance with the university policy.

Soft and hardcopies are needed for this assessment. Please refer to **Appendix B** of this Subject Guide for the essay marking-rubric.

Assessment 3 – Final Group Report (50%) - Learning outcomes 3 & 4

The major project in this unit is to develop a **marketing plan** for expanding a product or service into a new market (or 'host' country). The students are free to choose any product/service from any country they like, as well as any 'host' country or new market they like.

Students will form **groups of up to 5 members**. There is no minimum limit for group size, but the assignments will be assessed based on what can be expected from six students working together on this task for the whole semester. Individual adjustments of marks will not be considered because all students are expected to contribute to every sections of the report. Groups will be formed in Week 3 tutorials.

Students are strongly advised to choose the origin of the product and 'host' country based on the expertise in the group. As such, culturally diverse groups may have an advantage. The word length is between **3,500 to 4,000** (excluding Contents page, Executive Summary, List of References and Appendices).

Note: This is an advanced third year unit. A sound, reasonably developed argument as well as accuracy in referencing, spelling, grammar and punctuation are of vital importance for this assignment. Students that do not meet these requirements may not pass this assessment.

Group Report Assessment Details

Each group will take on the role of consultant to an organisation wishing to extend their operation into a **new international market** with a further focus on a specific market segment within the new market in which they do not currently operate. This can be a local organisation wishing to go overseas **OR** a foreign organisation wishing to enter your home country. The group may choose to focus on a product or a service. These products could be marketed to either a consumer or business-to-business market.

Each group will submit a written report. The research is to consist of **secondary research data only**. Chapter 6 of the textbook may provide you with some ideas for sourcing secondary research information. Demonstration of research skills is important; **All reports must cite at least twenty (20) different published journal papers or relevant secondary sources (excluding web-based information)**. Web-based information can be used in addition to these published references, but only 10% of references can be web-based.

The report must include an explicit motivation – e.g. “Powerade is currently ranked no. 2 worldwide. Brazilian consumers spend X mill \$ on sports drinks, yet Powerade is not in the Brazilian market”. ALL FACTS PRESENTED MUST BE REFERENCED.

The report must include an executive summary, introduction, conclusions and recommendations. Secondary sources of evidence must be identified, used and referenced as supporting evidence for ALL of your recommendations in EVERY section of your report.

Submission

Softcopies are needed for this assessment. Submit your assignment to the Turnitin link on VU Collaborate in **Week 12**. Work submitted after the due date, without an extension granted or the relevant documentation provided will be regarded as submitted but will attract a zero mark in accordance with the university policy. Please refer to **Appendix C** of this Subject Guide for the proposal/report marking-rubric

Important Note: The report should be submitted in WORD but not in PDF format. The name and VUID of all Team’s Members should be typed clearly and correctly on the completed assessment cover sheets otherwise; zero mark will be awarded for this submission.

What to include in your report

The report must consider the following issues in relation to your country *and* product (the sequence of these issues can be changed to suit the context of the individual project):

Description and justification for country recommendation
This section should include a description of the nature of the product or service and an environmental justification for country recommendation. Briefly describe the nature of the product or service and why you are recommending this country for its expansion. Your rationale may include favourable factors in the external environment within the recommended country and its marketplace for this product or service e.g., external environment factors such as economic; technological; political/legal; cultural or social; geographic; and other distinguishing characteristics of the external market.
Competitor Identification
Briefly identify the competitors for your product or service. Competitive factors such as nature of the market and demand for the product; market characteristics such as size of the market; recent growth trends; and develop a scenario of how the industry structure might change over the next five years. Supporting evidence should include market share statistics, an overview of the competitors' products and other distinguishing characteristics of the competitive environment.
Cultural profile
Describe the culture in your 'host' country using Hofstede's and/or Hall's theories. Outline the key features of the culture and its values, and comment on how that may affect their decisions as consumers. Also, contrast and compare the host country culture with the country your product comes from. The outcome of this analysis should be the basis for the strategic recommendations.
Country-of-Origin, foreign and domestic consumer predispositions
The success of the product in the foreign market may depend on consumers' attitudes towards the origin of your product/service (includes Country-of-Origin, Consumer Ethnocentrism, Consumer Animosity, Consumer Disidentification and Consumer Affinity). Analyse these effects. The outcome of this analysis should be the basis for the strategic recommendations.
Market Segmentation, Target Marketing and Positioning
For the recommended country and your selected product or service, discuss how the market for your product can be segmented and from these segments recommend the target market(s) for the expansion of your product/service. You further need to outline details about their associated segmentation characteristics and profile such as their demographics, geographic, psychographics, benefits sought from the product, behavioural patterns for the product or service category, media preferences and media infrastructure for this market. Examples of target markets are families, seniors, youth, gender-based, yuppies, selected urban or rural markets, or combinations of some of these.
Secondary sources of evidence must be identified, used and referenced as supporting evidence for your recommendations about this market, how it can be segmented and the attractiveness of your recommended target market(s).
Market Entry and Expansion (e.g., licensing, exporting, joint ventures etc.)
Recommend marketing strategies for the expansion of your product or service into this country and for your previously identified recommended target market(s). In particular, include:
<ol style="list-style-type: none"> 1. What market entry and expansion strategies do you recommend and what are the advantages and disadvantages associated with using these strategies in your market? Do not simply supply a list of advantages and disadvantages – the key issues must be integrated into the discussion. 2. Develop a strategy(s) of how the organisation may expand in the next 5 years. Take into consideration market entry strategies and regional and/or global expansion strategies. 3. Justification of the choice of market entry strategy(s) must be included.
Strategic recommendations
Make recommendations to senior management based on the above analysis. Your recommendations should include the international marketing mix and other international marketing related factors. The following factors could be discussed: Positioning, COO, CE, CAn, CD, CAf, product modification, distribution, pricing, and culturally adapted promotion. Your marketing strategy recommendations should be supported by relevant secondary sources of evidence , which must be identified, used and referenced.
Your analysis above must be discussed and reflected on when you outline your strategy recommendations, which means that it is meaningless to assign this part of the assignment to one student.
The group needs to discuss this part together – in due time – based in the research you have done above. This part cannot be complete before all the other sections are done.

3. LECTURE SCHEDULE

Session	Topic	Preparation
Week 1	The Physical Global Marketing Environment	Keegan & Green: Chapter 1 & 2.
Week 2	Socio-Economic, Political, Legal and Regulatory Environments	Keegan & Green: Chapter 4 & 5.
Week 3	Segmentation, Targeting and Positioning	Keegan & Green: Chapter 7
Week 4	Global Market Entry Strategies	Keegan & Green: Chapter 8 & 9.
Week 5	Values and paradoxes in global marketing and advertising	Readings Week 6 on VU Collaborate
Week 6	Dimensions of culture: relationships with nature, high and low context, dimensions of time, Hofstede's framework	Readings Week 7 on VU Collaborate
Week 7	Convergence and divergence in consumer behaviour	Readings Week 8 on VU Collaborate
Week 8	Country of Origin	Readings Week 9 on WebCT
Week 9	Domestic consumer predispositions: Ethnocentrism and Dis-identification	Readings Week 10 on WebCT
Week 10	Foreign consumer predispositions: Consumer Animosity and Affinity	Readings Week 11 on WebCT
Week 11	Standardise or Adapt? Product, Price and Place	Keegan & Green: Chapter 10-12.
Week 12	Student presentations and assignment assistance.	

TUTORIAL SCHEDULE

Students are required to prepare for the presentation questions each week throughout the semester. The questions are outlined on page 9.

Session	Topic	Preparation
Week 1	This unit outline!	Choose individual presentation topic (to commence in week 2). Form groups for Team Project.
Week 2	The Physical Global Marketing Environment	Prepare for discussion
Week 3	Socio-Economic, Political, Legal and Regulatory Environments	Prepare for discussion
Week 4	Segmentation, Targeting and Positioning	Prepare for discussion
Week 5	Global Market Entry Strategies	Prepare for discussion
Week 6	Values and paradoxes in global marketing and advertising	Prepare for discussion
Week 7	Dimensions of culture: relationships with nature, high and low context, dimensions of time, Hofstede's framework	Prepare for discussion
Week 8	Convergence and divergence in consumer behaviour	Prepare for discussion
Week 9	Country of Origin	Prepare for discussion
Week 10	Domestic consumer predispositions: Ethnocentrism and Dis-identification	Prepare for discussion
Week 11	Foreign consumer predispositions: Consumer Animosity and Affinity	Prepare for discussion
Week 12	Standardise or Adapt? Product, Price and Place	

4. Scholarly writing, plagiarism and copyright

Part of what it means to be a 'scholar' is to engage with the work of others, for example, to extend or refine one's own ideas, critique the work of others, or test and extend theories. Learning and assessment activities therefore often require you to gather information from a number of sources. This may include factual information, data or calculations, visual artefacts and written texts. Whenever you use the work of another person, you must acknowledge that source using the correct referencing system. Failure to acknowledge other people's work appropriately may be regarded as plagiarism or academic misconduct. Use of one's own previous work in satisfaction of a new assessment requirement is also not allowed unless it is an explicit requirement for the unit.

VU deals with plagiarism according to the [Academic Integrity and Preventing Plagiarism Policy](#).

VU uses *Turnitin* for the review of written assessments. *Turnitin* checks submitted work against sources from across the world, and provides a report detailing the use of third party text and references. Written assessments are automatically submitted via *Turnitin* in the unit site. You may be provided access to submit assessments early and review the reports, to help you understand where referencing should occur.

All students and staff of Victoria University are also bound by the requirements of the Copyright Act (1968) and the University's Policy when using third party copyright material in the course of their research and study. Please ensure that you familiarize yourself with this policy and the rules around use of materials produced or owned by others. For information on copyright entitlements and responsibilities for study and research please see vu.edu.au/library/referencing-copyright/copyright.

Referencing requirements within this unit

The referencing convention that is applicable to this unit is the Harvard citation style

Academic writing and referencing guidelines

VU provides tools to assist you in understanding appropriate referencing, including those linked below. More can be found on the library website and under 'Support and Resources' on your unit site.

- vu.edu.au/library/referencing-copyright/referencing-guides
- vu.edu.au/campuses-services/student-support/language-learning/academic-writing

5. Important information about assessment

Your unit of study assessment conforms to the *Student Assessment for Learning Policy* and procedures, which are available in the University policy library: <https://policy.vu.edu.au/>.

Submission procedure

All paper-based assessments must be submitted with the completed assessment cover sheets. All on-line assessments must have the Student Disclaimer accepted at the point of submission.

Adjustment to assessment arrangements

If you are unable to undertake or complete an assessment due to adverse circumstances the following arrangements may apply:

Late submission of assessments - Short extension of time

If you are unable to submit an assessment item on time, due to circumstances outside your control, you may apply for a short extension of time of less than five (5) working days. The standard penalty for late submission without an approved short extension will be 5% of the total possible mark per working day. If submission is overdue by more than ten (10) working days the work will not be assessed. Full details of the procedure for applying for a short extension are available [here](#). You can download the form from the policy library or use the quick link [here](#).

Special Consideration and Alternative Examinations

Special consideration is available for unexpected short-term physical or mental ill-health or other unexpected circumstances outside your control.

Alternative examinations are available for exceptional circumstances for students who apply at least five (5) working days prior to the commencement of the examination period.

You can find information and forms for special consideration and alternative examinations at <http://www.vu.edu.au/student-life/exams-results/special-consideration-supplementary-exams>.

Ongoing modified assessment

Ongoing modified assessment arrangements are available if you have a disability or medical condition that may impact upon your studies. See Disability Support at <https://www.vu.edu.au/campuses-services/student-support/disability-support>.

You may need to contact a counsellor to assist you with this process. For further information please see vu.edu.au/student-life/getting-help/counselling.

If you wish to be considered or apply for one of the above adjustment to assessment arrangements you should refer to the relevant procedure associated with the [Student Assessment for Learning Policy](#).

Supplementary assessment and conceded pass

Supplementary assessments and conceded passes are available in some circumstances. If you wish to be considered for a supplementary assessment you should refer to the [Student Assessment for Learning - Supplementary Assessment and Conceded Pass Procedure](#).

Review of assessment outcome

The “Student Assessment for Learning - Review of Individual Assessment Outcomes Procedure” provides a process by which you may request a review of an assessment outcome.

6. Getting help and providing feedback

Support resources

Victoria University is committed to providing all students with the opportunity and support required to succeed in their studies. If you require any support regarding academic progress in your unit during the semester you are advised to speak to your unit co-ordinator.

We also offer a range of support, development and guidance services for all students. The portal (vu.edu.au/student-tools/myvu-student-portal) provides detailed information on a range of student services that you may find helpful. More information is also available in your unit site under 'Support and Resources'.

Providing feedback: Student Evaluation System (SES)

Your feedback on your experiences within this unit is important, because it assists VU to improve the learning experience of units and courses for future students.

We encourage you to provide informal feedback directly to your unit and course co-ordinators. The University also collects your anonymous feedback systematically through the Student Evaluation Survey (SES), which is comprised of two student evaluation instruments: the Student Evaluation of Unit (SEU) and the Student Evaluation of Teaching (SET). Students are asked to complete the SEU and SET near the end of each unit. SEU and SET results are anonymous, and are not made available to the teaching staff in the unit until after the University has released your final grades.

Student complaints resolution

Victoria University has a Policy to guide you through the steps you can take to resolve issues related to your time at the University. You can find more information on this process at: vu.edu.au/student-life/getting-help/student-complaints-resolution.

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Appendix A: Paired Tutorial Presentation Marking Rubric

Name of Students: 1. _____

VUID: _____

2. _____

VUID: _____

Overall Grade:	HD 80-100%	D 70-79%	C 60-69%	P 50-59%	N1 40-49%	N2 <40%	Very Good	Good	Satisfactory (meeting)	Inadequate	Not addressed
PRESENTATION STYLE (20%) Audible and clear, tone, pronunciation, expression, eye contact, rapport, fidgeting/mannerisms, body language, calmness											
Feedback:											
KNOWLEDGE OF THEORY (20%) Demonstrated understanding, Relevance of theories used											
Feedback:											
APPLICATION OF THEORY (20%) Examples and critical evaluation, fit between examples and theory											
Feedback:											
ORGANISATION AND DISCUSSION FACILITATION (20%) Gripping opening, clearly structured, smooth links, good summary, involvement, interaction, answering questions, timing (15min presentation + 5min discussion*)											
Feedback:											
AUDIO VISUAL (20%) Presentation material and use of materials											
Feedback:											
Additional Comments:											

*Up to 3 marks may be deducted for going over time

Appendix B: Research Essay

OVERALL GRADE:

HD	D	C	P	N1	N2
80-100%	70-79%	60-69%	50-59%	40-49%	<40%

Topic	Very Good	Good	Satisfactory (met min. requirements)	Inadequate	Not addressed at all
TOPIC DESCRIPTION (10%) <ul style="list-style-type: none"> Short description and importance of the topic 					
Discussion of relevance and impact of specific and related issues (30%) <ul style="list-style-type: none"> Analysis of issues impacting the topic of discussion Relevant examples Recommendations for companies 					
ACADEMIC SKILLS (30%) <ul style="list-style-type: none"> Logically developed arguments. Effective use of international marketing terms, theories and concepts. Use of relevant references and referencing to substantiate claims. Number of relevant references (at least 6) 					
PROFESSIONAL STANDARD (30%) <ul style="list-style-type: none"> Formatting: A 2000 words essay Appropriate coverage Clarity, Readability, Proofreading English Expression (spelling, grammar and punctuation, clear construction of sentences and paragraphs). 					

Appendix C: Final Group Report Marking Rubric

OVERALL GRADE:	HD	D	C	P	N1	N2
	80-100%	70-79%	60-69%	50-59%	40-49%	<40%

Topic	Very Good	Good	Satisfactory (met min.)	Inadequate	Not addressed
IDENTIFICATION (10%) <ul style="list-style-type: none"> Description of the nature of the product or service. Environmental justification for 'host' country recommendation (favourable factors for expansion). 					
COMPETITION (10%) <ul style="list-style-type: none"> Identification of relevant competition (evidence based). 					
CULTURAL PROFILE (10%) <ul style="list-style-type: none"> Description of the culture in the host country. Comparison of culture between the host country and the culture of your expanding product. 					
COO (10%) <ul style="list-style-type: none"> Identification of possible Country-of-Origin effects as well as possible Domestic and Foreign consumer predispositions. 					
S-T-P (10%) <ul style="list-style-type: none"> Market segmentation, target marketing and positioning. 					
MARKET ENTRY AND EXPANSION (10%) <ul style="list-style-type: none"> Evidence based description of entry strategy (e.g., licensing, exporting, joint ventures etc.). 					
STRATEGIC RECOMMENDATIONS (20%) <ul style="list-style-type: none"> Description of how you intend to communicate with your chosen segment based on the analysis above (international marketing mix and other international marketing related factors). Integration of above analysis in the final recommendations is vital. 					
ACADEMIC SKILLS (10%) <ul style="list-style-type: none"> Logically developed arguments. Effective use of international marketing terms, theories and concepts. Use of relevant references and referencing to substantiate claims. 					
PROFESSIONAL STANDARD (10%) <ul style="list-style-type: none"> A 3,000 words report that includes an introduction, conclusions and recommendations. Number of relevant references (at least 20) Clarity, Readability, Proofreading English Expression (spelling, grammar and punctuation, clear construction of sentences and paragraphs). 					