



## UNSW Course Outline

# MARK2071 International and Global Marketing - 2024

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## General Course Information

**Course Code :** MARK2071

**Year :** 2024

**Term :** Term 3

**Teaching Period :** T3

**Is a multi-term course? :** No

**Faculty :** UNSW Business School

**Academic Unit :** School of Marketing

**Delivery Mode :** In Person

**Delivery Format :** Standard

**Delivery Location :** Kensington

**Campus :** Sydney

**Study Level :** Undergraduate

**Units of Credit :** 6

### Useful Links

[Handbook Class Timetable](#)

## Course Details & Outcomes

### Course Description

The purpose of this course is to develop a thorough appreciation of the international aspects of contemporary marketing. Topics include: conceptual and environmental aspects of international marketing; market entry strategies; managing marketing across borders; globalisation strategies,

including global branding; developing practical marketing strategies for different world markets; how marketing theory needs to be adjusted or extended for application in an international setting. Skills will be acquired through case analysis, teamwork and creative problem-solving.

## **Course Aims**

The purpose of this course is to develop a thorough appreciation of the international aspects of contemporary marketing. Topics include: conceptual and environmental aspects of international marketing; market entry strategies; managing marketing across borders; globalisation strategies, including global branding; developing practical marketing strategies for different world markets; how marketing theory needs to be adjusted or extended for application in an international setting. Skills will be acquired through case analysis, teamwork and creative problem-solving.

## **Relationship to Other Courses**

MARK2012 is a prerequisite for this course

# Course Learning Outcomes

Course Learning Outcomes	Program learning outcomes
CLO1 : Utilise cases, readings and international business reports to evaluate corporate problems/opportunities in an international environment;	<ul style="list-style-type: none"><li>• PLO1 : Business Knowledge</li><li>• PLO2 : Problem Solving</li><li>• PLO3 : Business Communication</li><li>• PLO6 : Global and Cultural Competence</li></ul>
CLO2 : Identify and analyse opportunities within international marketing environments;	<ul style="list-style-type: none"><li>• PLO1 : Business Knowledge</li><li>• PLO2 : Problem Solving</li><li>• PLO3 : Business Communication</li><li>• PLO6 : Global and Cultural Competence</li></ul>
CLO3 : Select, research, and enter a new international market;	<ul style="list-style-type: none"><li>• PLO1 : Business Knowledge</li><li>• PLO2 : Problem Solving</li><li>• PLO3 : Business Communication</li><li>• PLO4 : Teamwork</li><li>• PLO5 : Responsible Business Practice</li><li>• PLO6 : Global and Cultural Competence</li></ul>
CLO4 : Develop a comprehensive course of action for a business firm using formal decision making processes;	<ul style="list-style-type: none"><li>• PLO1 : Business Knowledge</li><li>• PLO2 : Problem Solving</li><li>• PLO3 : Business Communication</li><li>• PLO4 : Teamwork</li><li>• PLO5 : Responsible Business Practice</li><li>• PLO6 : Global and Cultural Competence</li></ul>
CLO5 : Present an international marketing plan;	<ul style="list-style-type: none"><li>• PLO3 : Business Communication</li></ul>
CLO6 : Complete a final written project using skills acquired throughout the course;	<ul style="list-style-type: none"><li>• PLO1 : Business Knowledge</li><li>• PLO2 : Problem Solving</li><li>• PLO3 : Business Communication</li><li>• PLO4 : Teamwork</li><li>• PLO5 : Responsible Business Practice</li><li>• PLO6 : Global and Cultural Competence</li><li>• PLO7 : Leadership Development</li></ul>
CLO7 : Apply personal and interpersonal skills appropriate to being an effective member of an international marketing team;	<ul style="list-style-type: none"><li>• PLO4 : Teamwork</li></ul>

Course Learning Outcomes	Assessment Item
CLO1 : Utilise cases, readings and international business reports to evaluate corporate problems/opportunities in an international environment;	<ul style="list-style-type: none"> <li>• Engagement</li> <li>• Presentation</li> <li>• Group project</li> </ul>
CLO2 : Identify and analyse opportunities within international marketing environments;	<ul style="list-style-type: none"> <li>• Engagement</li> <li>• Presentation</li> <li>• Group project</li> </ul>
CLO3 : Select, research, and enter a new international market;	<ul style="list-style-type: none"> <li>• Engagement</li> <li>• Presentation</li> <li>• Group project</li> </ul>
CLO4 : Develop a comprehensive course of action for a business firm using formal decision making processes;	<ul style="list-style-type: none"> <li>• Engagement</li> <li>• Presentation</li> <li>• Group project</li> </ul>
CLO5 : Present an international marketing plan;	<ul style="list-style-type: none"> <li>• Engagement</li> <li>• Presentation</li> <li>• Group project</li> </ul>
CLO6 : Complete a final written project using skills acquired throughout the course;	<ul style="list-style-type: none"> <li>• Engagement</li> <li>• Group project</li> </ul>
CLO7 : Apply personal and interpersonal skills appropriate to being an effective member of an international marketing team;	<ul style="list-style-type: none"> <li>• Presentation</li> <li>• Engagement</li> <li>• Group project</li> </ul>

## Learning and Teaching Technologies

Moodle - Learning Management System

## Learning and Teaching in this course

Effective marketers are required to not only master the key tools and techniques of the discipline, but also be able to demonstrate strong analytical, creative, team-work and communication skills. The learning experience offered by this course therefore includes group projects, case studies, class discussions, presentations and business writing. This will be achieved by engaging students in classroom discussion, as well guiding students through the international marketing research process by collecting, analysing and interpreting information for their final project - an international market entry plan. Students will begin by formulating a plan of action for a firm entering into a foreign marketplace. Next, they will work with a firm and will proceed to collect and analyse data to address specific entry objectives. Teaching staff will provide training in how to gather secondary data and students will conduct research throughout the session to develop a comprehensive course of action. Finally, students will be advised on writing up their research results in a managerially-relevant context, culminating in the completion of a formal international market entry plan.

# Assessments

## Assessment Structure

Assessment Item	Weight	Relevant Dates
Engagement Assessment Format: Individual	50%	
Presentation Assessment Format: Individual	20%	
Group project Assessment Format: Group	30%	

## Assessment Details

### Engagement

#### Assessment Overview

This task requires students to demonstrate a fundamental understanding of the key issues firms face when entering overseas markets and to make informed recommendations for future success.

Assesses: PLO1, PLO2, PLO3, PLO6

#### Course Learning Outcomes

- CLO1 : Utilise cases, readings and international business reports to evaluate corporate problems/opportunities in an international environment;
- CLO2 : Identify and analyse opportunities within international marketing environments;
- CLO3 : Select, research, and enter a new international market;
- CLO4 : Develop a comprehensive course of action for a business firm using formal decision making processes;
- CLO5 : Present an international marketing plan;
- CLO6 : Complete a final written project using skills acquired throughout the course;
- CLO7 : Apply personal and interpersonal skills appropriate to being an effective member of an international marketing team;

#### Assignment submission Turnitin type

This assignment is submitted through Turnitin and students can see Turnitin similarity reports.

#### Generative AI Permission Level

### No Assistance

This assessment is designed for you to complete without the use of any generative AI. You are not permitted to use any generative AI tools, software or service to search for or generate

information or answers.

For more information on Generative AI and permitted use please see [here](#).

## Presentation

### Assessment Overview

This task requires students to communicate their assessment of overseas markets and strategic recommendations for entry.

Assesses: PLO1, PLO2, PLO3, PLO6

### Course Learning Outcomes

- CLO1 : Utilise cases, readings and international business reports to evaluate corporate problems/opportunities in an international environment;
- CLO2 : Identify and analyse opportunities within international marketing environments;
- CLO3 : Select, research, and enter a new international market;
- CLO4 : Develop a comprehensive course of action for a business firm using formal decision making processes;
- CLO5 : Present an international marketing plan;
- CLO7 : Apply personal and interpersonal skills appropriate to being an effective member of an international marketing team;

### Assignment submission Turnitin type

This assignment is submitted through Turnitin and students can see Turnitin similarity reports.

### Generative AI Permission Level

#### Planning/Design Assistance

You are permitted to use generative AI tools, software or services to generate initial ideas, structures, or outlines. However, you must develop or edit those ideas to such a significant extent that what is submitted is your own work, i.e., what is generated by the tool, software or service should not be a part of your final submission. You should keep copies of your iterations to show your Course Authority if there is any uncertainty about the originality of your work.

If your Convenor has concerns that your answer contains passages of AI-generated text or media that have not been sufficiently modified you may be asked to explain your work, but we recognise that you are permitted to use AI generated text and media as a starting point and some traces may remain. If you are unable to satisfactorily demonstrate your understanding of your submission you may be referred to UNSW Conduct & Integrity Office for investigation for academic misconduct and possible penalties.

For more information on Generative AI and permitted use please see [here](#).

# Group project

## Assessment Overview

This task requires students to work within a team environment to assess, develop, and communicate strategies for market entry.

Assesses: PLO1, PLO2, PLO3, PLO4, PLO5, PLO6

BCom Students: myBCom Course points for PLO5

## Course Learning Outcomes

- CLO1 : Utilise cases, readings and international business reports to evaluate corporate problems/opportunities in an international environment;
- CLO2 : Identify and analyse opportunities within international marketing environments;
- CLO3 : Select, research, and enter a new international market;
- CLO4 : Develop a comprehensive course of action for a business firm using formal decision making processes;
- CLO5 : Present an international marketing plan;
- CLO6 : Complete a final written project using skills acquired throughout the course;
- CLO7 : Apply personal and interpersonal skills appropriate to being an effective member of an international marketing team;

## Assignment submission Turnitin type

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# General Assessment Information

## Grading Basis

Standard

# Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 9 September - 15 September	Lecture	Introduction to Course/Scope and Challenge of Int'l Marketing See Assessment Schedule on Moodle
Week 2 : 16 September - 22 September	Lecture	Dynamic Environment of International Trade (Groups formed in Tutorials) See Assessment Schedule on Moodle See Tutorial Schedule on Moodle
Week 3 : 23 September - 29 September	Lecture	Cultural Dynamics in Assessing Global Markets See Assessment Schedule on Moodle See Tutorial Schedule on Moodle
Week 4 : 30 September - 6 October	Lecture	Culture, Management Style, Business Systems and Negotiation Styles See Assessment Schedule on Moodle See Tutorial Schedule on Moodle
Week 5 : 7 October - 13 October	Lecture	The Political Environment: A Critical Concern International Legal Environment: Playing by the Rules  See Assessment Schedule on Moodle See Tutorial Schedule on Moodle
Week 6 : 14 October - 20 October	Project	Flexi Week
Week 7 : 21 October - 27 October	Lecture	Market Entry Modes See Assessment Schedule on Moodle See Tutorial Schedule on Moodle
Week 8 : 28 October - 3 November	Lecture	Product Adaptation/Product and Brand Management See Assessment Schedule on Moodle See Tutorial Schedule on Moodle
Week 9 : 4 November - 10 November	Lecture	Integrated Marketing Communications and International Advertising See Assessment Schedule on Moodle See Tutorial Schedule on Moodle
Week 10 : 11 November - 17 November	Lecture	Pricing for International Markets Summary of course  See Assessment Schedule on Moodle

## Attendance Requirements

Students are strongly encouraged to attend all classes and review lecture recordings.

# Course Resources

## Prescribed Resources

(A) Text (Required):

The text that is required for this course is:

**Cateora, Philip, Money, Bruce, Gilly, Mary, and Graham, John (2024), International Marketing, 19th edition, Sydney, Australia: McGraw Hill.**

This textbook is available from the University Bookshop in hardcopy. However, if you are interested in only renting or obtaining a softcopy of this textbook, please visit:

<https://connect.mheducation.com/class/g-gregory-mark2071>

(B) Moodle site:

This course will have a Moodle site. You can access this at:

<https://moodle.telt.unsw.edu.au/login/index.php>

If you have not used Moodle before, you should go to: <http://teaching.unsw.edu.au/moodle>

Moodle is a critical resource for all information you need for this course and will be used as follows:

1. All lecture notes will be posted under the 'Lectures' icon on or before the actual lecture
2. Any course materials (e.g., web links, project guides, peer evaluations forms, etc.) will be posted under appropriate icons.
3. Any course announcements will be made on the discussions/announcements section. Please check this regularly.
4. Any readings, cases, course materials relevant to assignments and preparation for lectures and tutorials

-The discussion/communication tools of Moodle can also be used by students to communicate with other class members (note that the authors of all messages will be identified), as well as with the lecturer outside of office hours.

-Links to useful web sites will also be posted on the course Home Page.

Note that the Discussion Board on Moodle is not to be relied upon as a means of communicating with the lecturer/tutor regarding personal matters or issues relating to a student in particular (email should be used), but rather for general enquiries dealing with course materials, assessments, etc.

**NOTE :** Students in doing their project should utilize the UNSW Library information/subject guides, e-journals, databases etc. I STRONGLY suggest students talk with reference librarians

about the research tools through the library website, as increased usage of these valuable resources leads to much better marks in the final team project.

## Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Lecturer	Gary Gregory		Quad3023a		by appointment	Yes	Yes

## Other Useful Information

### Academic Information

#### COURSE POLICIES AND SUPPORT

The Business School expects that you are familiar with the contents of this course outline and the UNSW and Business School learning expectations, rules, policies and support services as listed below:

- Program Learning Outcomes
- Academic Integrity and Plagiarism
- Student Responsibilities and Conduct
- Special Consideration
- Protocol for Viewing Final Exam Scripts
- Student Learning Support Services

Further information is provided on the [Policies and Guidelines](#) page.

Students may not circulate or post online any course materials such as handouts, exams, syllabi or similar resources from their courses without the written permission of their instructor.

#### STUDENT LEARNING OUTCOMES

The Course Learning Outcomes (CLOs) – under the Outcomes tab – are what you should be able to demonstrate by the end of this course, if you participate fully in learning activities and successfully complete the assessment items.

CLOs also contribute to your achievement of the Program Learning Outcomes (PLOs), which are developed across the duration of a program. PLOs are, in turn, directly linked to [UNSW graduate capabilities](#). More information on Coursework PLOs is available on the [Policies and](#)

[Guidelines](#) page. For PG Research PLOs, including MPDBS, please refer to [UNSW HDR learning outcomes](#).

## Academic Honesty and Plagiarism

As a student at UNSW you are expected to display [academic integrity](#) in your work and interactions. Where a student breaches the [UNSW Code of Conduct](#) with respect to academic integrity, the University may take disciplinary action. To assure academic integrity, you may be required to demonstrate reasoning, research and the process of constructing work submitted for assessment.

To assist you in understanding what academic integrity means, and how to ensure that you do comply with the UNSW Code of Conduct, it is strongly recommended that you complete the [Working with Academic Integrity](#) module before submitting your first assessment task. It is a free, online self-paced Moodle module that should take about one hour to complete.

## Submission of Assessment Tasks

### SHORT EXTENSIONS

Short Extension is a new process that allows you to apply for an extended deadline on your assessment without the need to provide supporting documentation, offering immediate approval during brief, life-disrupting events. Requests are automatically approved once submitted.

Short extensions are ONLY available for some assessments. Check your course outline or Moodle to see if this is offered for your assessments. Where a short extension exists, all students enrolled in that course in that term are eligible to apply. Further details are available the [UNSW Current Students](#) page.

### SPECIAL CONSIDERATION

You can apply for special consideration when illness or other circumstances beyond your control interfere with your performance in a specific assessment task or tasks, including online exams. Special consideration is primarily intended to provide you with an extra opportunity to demonstrate the level of performance of which you are capable.

Applications can only be made online and will NOT be accepted by teaching staff. Applications will be assessed centrally by the Case Review Team, who will update the online application with

the outcome and add any relevant comments. The change to the status of the application immediately sends an email to the student and to the assessor with the outcome of the application. The majority of applications will be processed within 3-5 working days.

For further information, and to apply, see Special Consideration on the UNSW [Current Students](#) page.

## LATE SUBMISSION PENALTIES

### LATE SUBMISSION PENALTIES

For assessments other than examinations, late submission will incur a penalty of 5% per day or part thereof (including weekends) from the due date and time. An assessment will not be accepted after 5 days (120 hours) of the original deadline unless special consideration has been approved. In the case of an approved Equitable Learning Plan (ELP) provision, special consideration or short extension, the late penalty applies from the date of approved time extension. After five days from the extended deadline, the assessment cannot be submitted.

An assessment is considered late if the requested format, such as hard copy or electronic copy, has not been submitted on time or where the 'wrong' assessment has been submitted.

For assessments which account for 10% or less of the overall course grade, and where answers are immediately discussed or debriefed, the LIC may stipulate a different penalty. Details of such late penalties will be available on the course Moodle page.

## FEEDBACK ON YOUR ASSESSMENT TASK PERFORMANCE

Feedback on student performance from formative and summative assessment tasks will be provided to students in a timely manner. Assessment tasks completed within the teaching period of a course, other than a final assessment, will be assessed and students provided with feedback, with or without a provisional result, within 10 working days of submission, under normal circumstances. Feedback on continuous assessment tasks (e.g. laboratory and studio-based, workplace-based, weekly quizzes) will be provided prior to the midpoint of the course.

## Faculty-specific Information

### PROTOCOL FOR VIEWING FINAL EXAM SCRIPTS

UNSW students have the right to view their final exam scripts, subject to a small number of very

specific exemptions. The UNSW Business School has set a [protocol](#) under which students may view their final exam script. Individual schools within the Faculty may also set up additional local processes for viewing final exam scripts, so it is important that you check with your School.

If you are completing courses from the following schools, please note the additional school-specific information:

- Students in the **School of Accounting, Auditing & Taxation** who wish to view their final examination script should also refer to [this page](#).
- Students in the **School of Banking & Finance** should also refer to [this page](#).
- Students in the **School of Information Systems & Technology Management** should also refer to [this page](#).

## COURSE EVALUATION AND DEVELOPMENT

Feedback is regularly sought from students and continual improvements are made based on this feedback. At the end of this course, you will be asked to complete the [myExperience survey](#), which provides a key source of student evaluative feedback. Your input into this quality enhancement process is extremely valuable in assisting us to meet the needs of our students and provide an effective and enriching learning experience. The results of all surveys are carefully considered and do lead to action towards enhancing educational quality.

## QUALITY ASSURANCE

The Business School is actively monitoring student learning and quality of the student experience in all its programs. A random selection of completed assessment tasks may be used for quality assurance, such as to determine the extent to which program learning goals are being achieved. The information is required for accreditation purposes, and aggregated findings will be used to inform changes aimed at improving the quality of Business School programs. All material used for such processes will be treated as confidential.

## TEACHING TIMES AND LOCATIONS

Please note that teaching times and locations are subject to change. Students are strongly advised to refer to the [Class Timetable website](#) for the most up-to-date teaching times and locations.