



The University of Southern Queensland

Course specification

The current and official versions of the course specifications are available on the web at <http://www.usq.edu.au/coursespecification/current>.
Please consult the web for updates that may occur during the year.

Description: International Marketing and Management

| Subject | Cat-nbr | Class | Term | Mode | Units | Campus |
|---------|---------|-------|---------|------|-------|-----------|
| MKT | 8002 | 86156 | 1, 2009 | EXT | 1.00 | Toowoomba |

| | |
|-----------------------------------|--------|
| Academic group: | FOBUS |
| Academic org: | FOB004 |
| Student contribution band: | 3A |
| ASCED code: | 080399 |

STAFFING

Examiner: Eric Ng
Moderator: Karen Miller

OTHER REQUISITES

Recommended pre-requisite: MKT5000 but is not compulsory. Students are required to have access to a personal computer, e-mail capabilities and Internet access to USQConnect. Current details of computer requirements can be found at <http://www.usq.edu.au/ict/students/standards/default.htm>.

RATIONALE

Mechanisms created in the past designed to contain organisations and peoples within confined geographical boundaries are decreasing in their effectiveness. Australia is increasingly part of a 'borderless world'. A countertrend is that global trade is becoming increasingly regionalised. Thus the future of global business is in a state of flux and these uncertainties pose serious challenges for managers and entrepreneurs. To meet these challenges a manager can equip him/herself with an array of intellectual tools that can be used as the basis of developing effective business strategies to be competitive in the future. This means managers are required not only to understand the international marketing environment, but also to be able to develop and implement business strategies that can predict and cope with potential threats and capitalise on opportunities. In this course, we develop frameworks for analysing the international marketing environment and skills to formulate these into effective marketing strategies. Effective management of these strategies require not only a broad view of the business environment but also the ability to act in a local and timely manner that is effective in developing and holding a strong competitive position.

SYNOPSIS

International marketing focuses on the opportunities and challenges of marketing new and existing products or services in the international marketplace. With the increasing complexity of conducting businesses in the global environment, international marketing managers are confronted with numerous strategic issues and decisions that can impact on the success of the organisation in the global marketplace. This course provides students with an appreciation of international marketing

by examining the key issues facing companies that aim at competing successfully globally. It combines extensive coverage of the relevant theories with a practical approach to the issues and broadens the way students view international markets and marketing strategically.

OBJECTIVES

The course objectives define the student learning outcomes for a course. The assessment item/s that may be used to assess student achievement of an objective is/are shown in parentheses after each objective. On successful completion of this course, students should be able to:

1. understand the context of the international marketing environment (Online Test, Assignment 1)
2. appreciate the dynamics of international trade and challenges (Online Test, Assignment 1)
3. understand and evaluate the implications of market assessment on an international marketing strategy (Online Test, Assignment 1)
4. analyse international marketing opportunities to identify appropriate target market segments and entry strategies (Assignment 1, Assignment 2)
5. explain how marketing mix decisions impact on an international marketing strategy (Assignment 2)
6. select and justify appropriate marketing mix strategies (Assignment 2)
7. discuss how the marketing mix needs to be strategically managed in the international marketplace (Assignment 2)
8. understand the key components and develop an international marketing plan (Assignment 1, Assignment 2)
9. review international marketing/cross cultural marketing related literature (Assignment 1, Assignment 2)
10. apply to real life companies and/or case situations the concepts, principles and theories covered in this course (Assignment 1, Assignment 2)
11. develop communication and analytical skills (Assignment 1, Assignment 2).

TOPICS

| | Description | Weighting (%) |
|-----|--|---------------|
| 1. | Module 1 Introduction to international marketing and the challenges of globalisation | 9.09 |
| 2. | Module 2 Market assessment | 9.10 |
| 3. | Module 3 Firm's competitive position | 9.09 |
| 4. | Module 4 International marketing intelligence | 9.09 |
| 5. | Module 5 Global strategic position | 9.09 |
| 6. | Module 6 Market entry and expansion | 9.09 |
| 7. | Module 7 International product and service management | 9.09 |
| 8. | Module 8 International distribution and logistics management | 9.09 |
| 9. | Module 9 International sales management | 9.09 |
| 10. | Module 10 International communications | 9.09 |
| 11. | Module 11 International pricing decisions | 9.09 |

TEXT and MATERIALS required to be PURCHASED or ACCESSED

ALL textbooks and materials are available for purchase from USQ BOOKSHOP (unless otherwise stated). Orders may be placed via secure internet, free fax 1800642453, phone 07 46312742 (within Australia), or mail. Overseas students should fax +61 7 46311743, or phone +61 7 46312742. For costs, further details, and internet ordering, use the 'Textbook Search' facility at <http://bookshop.usq.edu.au> click 'Semester', then enter your 'Course Code' (no spaces).

Muhlbacher, H, Leih, H & Dahringer, L 2006, *International marketing: a global perspective*, 3rd edn, Thomson Learning, London.

Summers, J & Smith, B 2006, *Communication skills handbook: how to succeed in written and oral communication*, 2nd edn, John Wiley & Sons, Milton, Queensland.

REFERENCE MATERIALS

Reference materials are materials that, if accessed by students, may improve their knowledge and understanding of the material in the course and enrich their learning experience.

2005, *SBS world guide*, 13th edn, Hardie Grant Publishing, South Yarra, Victoria.

Australian Government Department of Foreign Affairs and Trade, Austrade, 2005, Trade Resources Kit CD-Rom.

Ambler, T & Styles, C 2000, *The Silk Road to international marketing*, Financial Times Management, London.

Axtell, RE 1994, *The do's and taboos of international trade*, John Wiley & Sons, New York.

Brake, T, Walker, DM & Walker, T 1995, *Doing business internationally: the guide to cross cultural success*, Irwin, Burr Ridge, Illinois.

Briggs, PD 1994, *Principles of international trade and payments*, Blackwell Business, Cambridge, Massachusetts.

De Mente, B 2004, *Chinese etiquette and ethics in business*, 2nd edn, NTC Business Books, Lincolnwood, Illinois.

Engholm, C 1994, *Doing business in Asia's booming "China Triangle"*, Prentice-Hall, Englewood Cliffs, New Jersey.

Engholm, C 1995, *Doing business in the new Vietnam*, Prentice-Hall, Englewood Cliffs, New Jersey.

Gordon, C 1996, *Business culture in France*, Butterworth-Heinemann, Oxford, UK.

Kublin, M 1995, *International negotiating: a primer for American business professionals*, International Business Press, Binghamton, New York.

McKinsey & Company & Australian Manufacturing Council 1993, *Emerging exporters: Australia's high value-added manufacturing exporters*, Australian Manufacturing Council, Melbourne, Victoria.

Ohmae, K 2002, *The borderless world: power and strategy in the interlinked economy*, Harper Collins, London.

Onkvisit, S & Shaw, J 2004, *International marketing analysis and strategy*, 4th edn, Prentice Hall, Upper Saddle River, New Jersey.

Paliwoda, S 1998, *International marketing*, 3rd edn, Butterworth-Heinemann, Oxford, UK.

Randlesome, C & Brierley, W 1993, *Business cultures in Europe*, 2nd edn, Butterworth-Heinemann, Oxford, UK.

Ricks, DA 2006, *Blunders in international business*, 4th edn, Blackwell Business, Cambridge, Massachusetts.

Sai, Y 1995, *The eight core values of the Japanese businessman: towards an understanding of Japanese management*, International Business Press, Binghamton, New York.

ASSESSMENT DETAILS

| Description | Marks out of | Wtg (%) | Due date |
|--------------|--------------|---------|-------------|
| ONLINE TEST | 20.00 | 10.00 | 06 Apr 2009 |
| ASSIGNMENT 1 | 100.00 | 30.00 | 24 Apr 2009 |
| ASSIGNMENT 2 | 100.00 | 60.00 | 12 Jun 2009 |

IMPORTANT ASSESSMENT INFORMATION

- 1 Attendance requirements:
If you are an international student in Australia, you are advised to attend all classes at your campus. For all other students, there are no attendance requirements for this course. However, it is the students' responsibility to study all material provided to them or required to be accessed by them to maximise their chance of meeting the objectives of the course and to be informed of course-related activities and administration.
- 2 Requirements for students to complete each assessment item satisfactorily:
To satisfactorily complete an individual assessment item a student must achieve at least 50% of the marks. (Depending upon the requirements in Statement 4 below, students may not have to satisfactorily complete each assessment item to receive a passing grade in this course.)
- 3 Penalties for late submission of required work:
If students submit assignments after the due date without prior approval of the examiner, then a penalty of 5% of the total marks gained by the student for the assignment may apply for each working day late up to ten working days at which time a mark of zero may be recorded.
- 4 Requirements for student to be awarded a passing grade in the course:
To be assured of receiving a passing grade a student must achieve at least 50% of the total weighted marks available for the course.
- 5 Method used to combine assessment results to attain final grade:
The final grades for students will be assigned on the basis of the aggregate of the weighted marks obtained for each of the summative assessment items in the course.
- 6 Examination information:
There is no examination in this course.
- 7 Examination period when Deferred/Supplementary examinations will be held:
Not applicable.
- 8 University Regulations:
Students should read USQ Regulations 5.1 Definitions, 5.6 Assessment, and 5.10 Student Academic Misconduct for further information and to avoid actions which might contravene university regulations. These regulations can be found at

<http://www.usq.edu.au/corporateservices/calendar/part5.htm>. Students should also read the Faculty of Business Policies and Procedures which can be found at <http://www.usq.edu.au/business/aboutfob.htm>.

ASSESSMENT NOTES

- 1 Assignments: (i) The due date for an assignment is the date by which a student must despatch the assignment to the USQ. The onus is on the student to provide proof of the despatch date, if requested by the examiner. (ii) Students must retain a copy of each item submitted for assessment. This must be produced within 24 hours if required by the examiner. (iii) The examiner may grant an extension of the due date of an assignment in extenuating circumstances. Applications for extensions should be in writing and must include supporting documentary evidence. Extensions are only granted in unforeseen and uncontrollable circumstances. The examiner shall consider all documentary evidence (including statement from a doctor, employer, counsellor or independent member of the community as appropriate) accompanying an application for extension and decide on the outcome. Length of extensions: Up to one week's extension (five working days) may be granted if a signed statement with supporting documentation is sent with the assignment, proving that an unforeseen and uncontrollable circumstance caused the delay, for example unusual and unpredictable work or family commitments. If the signed statement and supporting documentation does not show that unforeseen and uncontrollable circumstances were present for the days claimed, then the normal reduction in marks for a late assignment of 5% per working day will apply. Extensions beyond one week are not allowed unless express permission is obtained from the examiner. Extensions beyond one week are only granted in extreme circumstance because model answers may be distributed after this time. If you are likely to require an extension for a longer period than one week, you must contact the examiner for advice. In most cases, you will be required to complete an alternative make-up assignment. However, make-up assignments are only granted if you have passed all other pieces of assessment for the course. Medical extensions: In the case of an application for extension for medical reasons, the documentation should include a statement from a doctor stating: the date the medical condition began or changed; how the condition affected the student's ability to study; when it became apparent that the student could not submit the assignment. As a rule, you will be granted an extension for the number of working days covered on a medical certificate. In the case of a medical extension, you do not need to contact the examiner unless you require an extension of longer than one week. Extensions for family/personal reasons: In the case of an application for extension for family/personal reasons, the documentation should include a statement from a doctor, counsellor or independent member of the community stating: the date the student's personal circumstances began or changed; how the circumstances affected the student's ability to complete the assignment; when it became apparent that the student could not complete the assignment. In the case of an extension for family/personal reasons you must contact the examiner before the due date to discuss the reason for the extension and to negotiate the length of an extension if granted. Extensions for employment-related reasons: In the case of an application for extension for employment-related reasons, the documentation should include a statement from the student's employer stating: the date the student's employment began or the conditions of employment changed; how this prevents the student from completing the assignment. In the case of an extension for employment-related reasons you must contact the examiner before the due date to discuss the reason for the extension and to negotiate the length of an extension if granted. (iv) The examiner will normally only accept assessments that have been written, typed or printed on paper-based media. (v) The examiner will not accept submission of assignments by facsimile. (vi) Students who do not have regular access to postal services or who are

- otherwise disadvantaged by these regulations may be given special consideration. They should contact the examiner of the course to negotiate such special arrangements. (vii) In the event that a due date for an assignment falls on a local public holiday in their area, such as a show holiday, the due date for the assignment will be the next day. Students are to note on the assignment cover the date of the public holiday for the examiner's convenience.
- 2 Text books: It is the responsibility of the student to acquire a copy of the text book as soon as their enrolment in the course has been confirmed. Extensions will not be granted on the basis of the student not having a copy of the text, if the text is available from the USQ Bookshop.
 - 3 Word count on assignments: Students must put the 'word count' for their assignment on the front page of the assignment. The word count is the number of words in the body of the assignment report and does not include the title, executive summary, list of references or appendices. To grade an assignment a marker does not need to read more words than the word limit of the assignment.
 - 4 Referencing in assignments: Harvard (AGPS) is the referencing system required in this course. Students should use Harvard (AGPS) style in their assignments to format details of the information sources they have cited in their work. The USQ library provides advice on how to format information sources using this system. Details can be found at http://www.usq.edu.au/library/help/ehelp/ref_guides/harvard.htm and http://www.usq.edu.au/library/help/ehelp/ref_guides/harvardonline.htm.
 - 5 Deferred work: Students who, for medical, family/personal, or employment-related reasons, are unable to complete an assignment at the scheduled time may apply to defer an assessment in a course. Such a request must be accompanied by appropriate supporting documentation. A temporary grade of IDM (Incomplete Deferred Make-up) may be awarded.
 - 6 Make-up work: Students who have undertaken all of the required assessments in a course but who have failed to meet some of the specified objectives of a course within the normally prescribed time may be awarded the temporary grade: IM (Incomplete - Make up). An IM grade will only be awarded when, in the opinion of the examiner, a student will be able to achieve the remaining objectives of the course after a period of non-directed personal study.

OTHER REQUIREMENTS

- 1 Computer, e-mail and Internet access: Students are required to have access to a personal computer, e-mail capabilities and Internet access to USQConnect. Current details of computer requirements can be found at <http://www.usq.edu.au/ict/students/standards/default.htm>.
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