Academic Group: FOBUS
Academic Org: FOB004
HECS Band: 2
ASCED Code: 080399

STAFFING
Examiner: Les Brown
Moderator: Sarah Spencer-Matthews

PRE-REQUISITES
Pre-requisite: MKT 5000

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 Strategy will provide students with a set of tools for working in the international environment and assist in developing business and marketing strategies. Topics included are: the international business environment, trade theories, international business intelligence (and marketing segmentation), market entry strategies, the international
marketing mix and international business strategy formulation and implementation. Contemporary research includes cross-national business relations (in relationship marketing), industrial marketing networks and business negotiations in a cross cultural environment and ethics.

OBJECTIVES
Successful completion of this course will enable a student to:

- monitor and evaluate the changes in the business environment overseas, particularly in the Asia Pacific region;
- identify overseas marketing opportunities;
- match an organisation's resources (marketing and non-marketing) with the opportunities;
- set measurable and achievable marketing objectives in foreign markets;
- develop an optimal international marketing strategy/strategies that match the organisation's resources and marketing opportunities;
- manage the implementation of the international marketing strategies including corrective action(s) if required;
- understand and evaluate the implications of national culture generally on an international marketing strategy.

TOPICS

<table>
<thead>
<tr>
<th>Description</th>
<th>Weighting (%)</th>
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</thead>
<tbody>
<tr>
<td>1. The International Business Environment</td>
<td>25.00</td>
</tr>
<tr>
<td>2. International Business Intelligence and Market Segmentation</td>
<td>15.00</td>
</tr>
<tr>
<td>3. Market Entry Strategies</td>
<td>10.00</td>
</tr>
<tr>
<td>4. International Marketing Mix</td>
<td>30.00</td>
</tr>
<tr>
<td>5. Contemporary Issues in International Marketing</td>
<td>20.00</td>
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</table>

TEXT and MATERIALS required to be PURCHASED or ACCESSED:

Books can be ordered by fax or telephone. For costs and further details use the 'Book Search' facility at http://bookshop.usq.edu.au by entering the author or title of the text.


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.


STUDENT WORKLOAD REQUIREMENTS

ACTIVITY HOURS
Others 165

ASSESSMENT DETAILS

<table>
<thead>
<tr>
<th>Description</th>
<th>Marks Out of</th>
<th>Wtg(%)</th>
<th>Required</th>
<th>Due Date</th>
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<tr>
<td>ASSIGNMENT 1</td>
<td>100.00</td>
<td>30.00</td>
<td>Y</td>
<td>06 Dec 2002</td>
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<tr>
<td>ASSIGNMENT 2</td>
<td>100.00</td>
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<td>EXAMINATION (2 HOURS)</td>
<td>100.00</td>
<td>40.00</td>
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</table>

NOTES:

- The examination is scheduled to be held in the end-of-semester examination period. Students will be advised of the official examination date after the timetable has been finalised.

OTHER REQUIREMENTS

1 To be assured of a passing grade in this unit students will be required to obtain at least 50% for the assignments in aggregate; at least 50% in the final examination; and an overall mark of at least 50%. Final grades for the unit will be determined by the addition of the marks obtained in each assessment item, weighted as in the Assessment Details.

2 Due Date: The due date for an assignment is the date by which a student must despatch the assignment to the university. The onus is on the student to provide, if requested, proof of despatch. In the absence of proof, the Course Leader will apply the late penalty. Extensions: Applications for extensions should be in writing and must include supporting documentary evidence. Extensions are only granted in unforeseen and uncontrollable circumstances. The Course Leader 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 20% per working day will apply. Extensions beyond one week are not allowed unless express permission is obtained from the Course Leader. 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 Course Leader 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 Course Leader 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 Course Leader 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 Course Leader before the due date to discuss the reason for the extension and to negotiate the length of an extension if granted.

3 Text Books: Please note that it is the responsibility of the student to acquire a copy of the textbook as soon as their enrolment in the unit 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.

4 Students must retain a copy of all assignments, which must be provided if/when required by the Course Leader.

5 Course weightings of topics should not be interpreted as applying to the number of marks allocated to questions testing those topics in an examination paper.

6 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.

7 A Residential School will be cancelled if insufficient numbers, 10 for undergraduate/5 for postgraduate, are enrolled by the cut-off date for enrolling in School. If a student's School is cancelled, they will be notified and they can then contact the Course Leader to arrange an informal meeting at a mutually convenient time.