Description: International Marketing

<table>
<thead>
<tr>
<th>Subject</th>
<th>Cat-nbr</th>
<th>Class</th>
<th>Term</th>
<th>Mode</th>
<th>Units</th>
<th>Campus</th>
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<tr>
<td>MKT</td>
<td>2002</td>
<td>30178</td>
<td>1, 2004</td>
<td>ONC</td>
<td>1.00</td>
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Academic group: FOBUS
Academic org: FOB004
Student contribution band: 2
ASCED code: 080399

STAFFING
Examiner: Les Brown
Moderator: Melissa Johnson Morgan

REQUISITES
Pre-requisite: MKT1001

SYNOPSIS
Australia and its Asian trading partners are confronted with increasing pressures to trade in order to enhance domestic living standards. At the same time, international and domestic markets are becoming increasingly competitive as technological changes in communications and distribution facilitate international flows of goods and services. It is therefore imperative that marketing students are trained to understand and apply marketing principles to the international marketing environment in order to enhance and build competitive competencies in this field. This course introduces students to the field of international marketing by emphasising the complexities of differing cultural, economic, social, political, legal and technological environments. It then moves to developing strategies for global and country specific markets by the application of the conventional marketing mix management model to the idiosyncrasies of each market before moving to looking at alternative trading mechanisms and trends in international trade.

OBJECTIVES
On successful completion of this course students will be able to:

- understand the context of the international marketing environment
- analyse and evaluate international markets on a country-specific basis
- formulate alternative responses for a firm contemplating marketing internationally given the specific characteristics of such markets
- recommend appropriate marketing and entry strategies for such markets by the application of the marketing elements of product, pricing, promotion and distribution
· appreciate the dynamics of international trade, in particular, alternative trade mechanisms and the development of networks, the impact of technological change and the growing importance of trade in services

TOPICS

<table>
<thead>
<tr>
<th>Description</th>
<th>Weighting (%)</th>
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<tbody>
<tr>
<td>1. The international marketing environment</td>
<td>20.00</td>
</tr>
<tr>
<td>2. Developing international strategies</td>
<td>35.00</td>
</tr>
<tr>
<td>3. Planning strategic international marketing</td>
<td>35.00</td>
</tr>
<tr>
<td>4. Alternatives and trends in international marketing</td>
<td>10.00</td>
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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).

MKT2002 study package available from the USQ Bookshop.


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.

Trade Publications: Publications by Austrade, trading banks, foreign trade commissioners, industry associations can provide sources of information for assignment 2.

Newspapers and magazines for general business reading - exchange rate information etc.


STUDENT WORKLOAD REQUIREMENTS:

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>HOURS</th>
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</thead>
<tbody>
<tr>
<td>Private Study</td>
<td>60.00</td>
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<tr>
<td>Project Work</td>
<td>60.00</td>
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<tr>
<td>Tutorial</td>
<td>30.00</td>
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ASSESSMENT DETAILS

<table>
<thead>
<tr>
<th>Description</th>
<th>Marks out of</th>
<th>Wtg(%)</th>
<th>Due date</th>
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<tr>
<td>SHORT ANSWER QUESTIONS</td>
<td>100.00</td>
<td>20.00</td>
<td>26 Mar 2004</td>
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<tr>
<td>CASE STUDY REPORT</td>
<td>100.00</td>
<td>30.00</td>
<td>07 May 2004</td>
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<tr>
<td>2 HOUR EXAMINATION</td>
<td>100.00</td>
<td>50.00</td>
<td>END S1</td>
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NOTES:

1. 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.

IMPORTANT ASSESSMENT INFORMATION

1 Attendance requirements:
   It is the students' responsibility to attend and participate appropriately in all activities (such as lectures, tutorials, laboratories and practical work) scheduled for them, and 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. If you are an international student in Australia you are advised to attend all classes at your campus. Failure to attend may infringe the conditions of your student visa.

2 Requirements for students to complete each assessment item satisfactorily:
   To complete the assignments satisfactorily, students must obtain at least 50% of the marks available for the assignments in aggregate. To complete the examination satisfactorily, students must obtain at least 50% of the marks available for the examination.

3 Penalties for late submission of required work:
   If students submit assignments after the due date without prior approval then a penalty of 10% of the total marks available for the assignment will apply for each working day late.

4 Requirements for student to be awarded a passing grade in the course:
   To be assured of receiving a passing grade a student must attempt all of the summative assessment items, achieve an aggregated mark of at least 50% in the total marks allocated for the assignments, achieve at least 50% in the examination, and at least 50% of the available weighted marks for the summative assessment items.
5 Method used to combine assessment results to attain final grade:
The final grades for students will be assigned on the basis of the weighted aggregate
of the marks (or grades) obtained for each of the summative assessment items in
the course.

6 Examination information:
This is a restricted examination. Candidates are allowed access to specific materials
during the examination. The only materials that candidates may use in the restricted
examination for this course are: writing materials (non-electronic and free from
material which could give the student an unfair advantage in the examination);
Translation dictionary - with the Examiner's approval, candidates may, take an
appropriate non-electronic translation dictionary into the examination. This will
be subject to perusal and, if it is found to contain annotations or markings that
could give the candidate an unfair advantage, it may be removed from the
candidate's possession until the appropriate disciplinary action is completed.

7 Examination period when Deferred/Supplementary examinations will be held:
Any Deferred or Supplementary examinations for this course will be held during
the next examination period.

8 University Regulations:
Students should read USQ Regulations 5.1 Definitions, 5.6. Assessment, and 5.10
Academic Misconduct for further information and to avoid actions which might
contravene University Regulations. These regulations can be found at the URL
http://www.usq.edu.au corporateservices/calendar/part5.htm. Students should also
read the Faculty of Business Guide to Policies and Procedures of the Faculty which

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 20% 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) 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 textbook
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 Course Weightings: 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.

4 Word Count for 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.

5 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.

6 Deferred Work: Students who, for medical, family/personal, or employment-related reasons, are unable to complete an assignment or to sit for an examination at the scheduled time may apply to defer an assessment in a course. Such a request must be accompanied by appropriate supporting documentation. One of the following temporary grades may be awarded: IDS (Incomplete - Deferred Examination); IDM (Incomplete Deferred Make-up); IDB (Incomplete - Both Deferred Examination and Deferred Make-up).