Description: International Marketing and Management

<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>8002</td>
<td>38071</td>
<td>3, 2004</td>
<td>ONC</td>
<td>1.00</td>
<td>TW MBA</td>
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Academic group: FOBUS
Academic org: FOB004
Student contribution band: 2
ASCED code: 080399

STAFFING
Examiner: Gabriel Ogunmokun
Moderator: Les Brown

REQUISITES
Pre-requisite: MKT5000

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 counter trend 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:

1. monitor and evaluate the changes in the business environment overseas, particularly in the Asia Pacific region;
2. identify overseas marketing opportunities;
3. match an organisation's resources (marketing and non-marketing) with the opportunities;
4. set measurable and achievable marketing objectives in foreign markets;
5. develop an optimal international marketing strategy/strategies that match the organisation's resources and marketing opportunities;
6. manage the implementation of the international marketing strategies including corrective action(s) if required;
7. understand and evaluate the implications of national culture generally on an international marketing strategy;
8. review international marketing/cross cultural marketing related literature;
9. apply to real life companies and/or case situations the concepts, principles and theories covered in this course; and
10. develop communication skills.

**TOPICS**

<table>
<thead>
<tr>
<th>Description</th>
<th>Weighting (%)</th>
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<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>
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<tr>
<td>5. Contemporary Issues in International Marketing</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).

Ogunmokun, GO & Gabbay, R 2004, *International business and cross cultural marketing: contemporary research in selected countries*, Academic Press International,

(revised and updated edition)

**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:**

<table>
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<tr>
<th>ACTIVITY</th>
<th>HOURS</th>
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<tbody>
<tr>
<td>Others</td>
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**ASSESSMENT DETAILS**

<table>
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<tr>
<th>Description</th>
<th>Marks out of</th>
<th>Wtg(%)</th>
<th>Due date</th>
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<tr>
<td>ASSIGNMENT 1</td>
<td>40.00</td>
<td>40.00</td>
<td>09 Nov 2004</td>
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<td>ASSIGNMENT 2</td>
<td>20.00</td>
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<td>09 Nov 2004</td>
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<tr>
<td>2 HOUR EXAMINATION</td>
<td>40.00</td>
<td>40.00</td>
<td>END S3</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 it is a requirement of your student visa that you attend all classes at your campus.

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 at least 50% in the examination, achieve an aggregated mark of at least 50% in the total marks allocated for the assignments, 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 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 can be found at the URL http://www.usq.edu.au/handbook/current/buspolproc.html.

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 five days 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) 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: Please note that 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 of 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).