



MRKT20057 *Global Marketing in the Digital Era*

Term 1 - 2024

Profile information current as at 05/09/2024 01:48 pm

All details in this unit profile for MRKT20057 have been officially approved by CQUniversity and represent a learning partnership between the University and you (our student). The information will not be changed unless absolutely necessary and any change will be clearly indicated by an approved correction included in the profile.

General Information

Overview

With increasing digitisation in the globalised world, businesses are realising that there is a need to apply the digital technologies in expanding their target markets overseas for survival, growth and profitability. This unit builds on a series of critical global marketing concepts, where you will be able to learn how to analyse and evaluate the global marketing environmental forces and the associated digital trends, and how to strategically develop and manage contemporary entry, competitive and international marketing mix strategies. On completion of this unit, you will have an advanced and integrated understanding of global marketing theories, practices, and strategies applicable in this digital era.

Details

Career Level: *Postgraduate*

Unit Level: *Level 9*

Credit Points: 6

Student Contribution Band: 10

Fraction of Full-Time Student Load: 0.125

Pre-requisites or Co-requisites

Pre-requisite: MRKT20052

Important note: Students enrolled in a subsequent unit who failed their pre-requisite unit, should drop the subsequent unit before the census date or within 10 working days of Fail grade notification. Students who do not drop the unit in this timeframe cannot later drop the unit without academic and financial liability. See details in the [Assessment Policy and Procedure \(Higher Education Coursework\)](#).

Offerings For Term 1 - 2024

- Brisbane
- Melbourne
- Online
- Sydney

Attendance Requirements

All on-campus students are expected to attend scheduled classes – in some units, these classes are identified as a mandatory (pass/fail) component and attendance is compulsory. International students, on a student visa, must maintain a full time study load and meet both attendance and academic progress requirements in each study period (satisfactory attendance for International students is defined as maintaining at least an 80% attendance record).

Website

[This unit has a website, within the Moodle system, which is available two weeks before the start of term. It is important that you visit your Moodle site throughout the term. Please visit Moodle for more information.](#)

Class and Assessment Overview

Recommended Student Time Commitment

Each 6-credit Postgraduate unit at CQUniversity requires an overall time commitment of an average of 12.5 hours of study per week, making a total of 150 hours for the unit.

Class Timetable

[Regional Campuses](#)

Bundaberg, Cairns, Emerald, Gladstone, Mackay, Rockhampton, Townsville

[Metropolitan Campuses](#)

Adelaide, Brisbane, Melbourne, Perth, Sydney

Assessment Overview

1. **Online Test**

Weighting: 20%

2. **Written Assessment**

Weighting: 40%

3. **Presentation**

Weighting: 40%

Assessment Grading

This is a graded unit: your overall grade will be calculated from the marks or grades for each assessment task, based on the relative weightings shown in the table above. You must obtain an overall mark for the unit of at least 50%, or an overall grade of 'pass' in order to pass the unit. If any 'pass/fail' tasks are shown in the table above they must also be completed successfully ('pass' grade). You must also meet any minimum mark requirements specified for a particular assessment task, as detailed in the 'assessment task' section (note that in some instances, the minimum mark for a task may be greater than 50%). Consult the [University's Grades and Results Policy](#) for more details of interim results and final grades.

CQUniversity Policies

All University policies are available on the [CQUniversity Policy site](#).

You may wish to view these policies:

- Grades and Results Policy
- Assessment Policy and Procedure (Higher Education Coursework)
- Review of Grade Procedure
- Student Academic Integrity Policy and Procedure
- Monitoring Academic Progress (MAP) Policy and Procedure – Domestic Students
- Monitoring Academic Progress (MAP) Policy and Procedure – International Students
- Student Refund and Credit Balance Policy and Procedure
- Student Feedback – Compliments and Complaints Policy and Procedure
- Information and Communications Technology Acceptable Use Policy and Procedure

This list is not an exhaustive list of all University policies. The full list of University policies are available on the [CQUniversity Policy site](#).

Previous Student Feedback

Feedback, Recommendations and Responses

Every unit is reviewed for enhancement each year. At the most recent review, the following staff and student feedback items were identified and recommendations were made.

Feedback from Student Feedback

Feedback

The workshop class allowed me to apply theoretical knowledge effectively, making it highly relevant and applicable to the assessment tasks.

Recommendation

Keep offering students with useful learning materials in relation to assessment tasks that cover the weekly materials.

Feedback from Unit Evaluation

Feedback

Unit Relevant to Degree

Recommendation

Include additional real-world case studies and learning materials in the weekly materials to offer students practical insights and connections to their field of study. This will help them demonstrate their competence and relevance to their degree.

Feedback from Student Feedback

Feedback

Communication, teaching flexibility, extra support to students, and the friendliness of the teaching team were appreciated by students.

Recommendation

It is recommended that all these factors are maintained to engage students and enhance student retention.

Unit Learning Outcomes

On successful completion of this unit, you will be able to:

1. Demonstrate in-depth understanding of the major theories and contemporary practices of global marketing in the digital era.
2. Critically analyse and evaluate the global marketing environments and the associated digital trends.
3. Develop analytical and problem-solving skills related to market selection, entry and competitive strategies in global physical and digital markets.
4. Formulate and synthesise global marketing mix strategies to respond to complex global marketing challenges and opportunities in the digital era.

Alignment of Learning Outcomes, Assessment and Graduate Attributes

 N/A Level	 Introductory Level	 Intermediate Level	 Graduate Level	 Professional Level	 Advanced Level
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Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes			
	1	2	3	4
1 - Online Test - 20%	•			
2 - Written Assessment - 40%		•	•	•
3 - Presentation - 40%	•	•	•	•

Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes			
	1	2	3	4
1 - Knowledge	○	○	○	○
2 - Communication	○	○	○	○
3 - Cognitive, technical and creative skills	○	○	○	○
4 - Research	○	○	○	○
5 - Self-management	○	○	○	○
6 - Ethical and Professional Responsibility	○	○	○	○
7 - Leadership				
8 - Aboriginal and Torres Strait Islander Cultures				

Textbooks and Resources

Textbooks

MRKT20057

Prescribed

International Marketing: An Asia-Pacific Perspective

7th Edition (2017)

Authors: Fletcher, R. & Crawford, H.

Pearson Australia

Melbourne, Victoria, Australia

ISBN: 9781488611162; 9781488611179 (ebook)

Binding: Paperback

[View textbooks at the CQUniversity Bookshop](#)

IT Resources

You will need access to the following IT resources:

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)
- Microsoft Word and PowerPoint

Referencing Style

All submissions for this unit must use the referencing style: [American Psychological Association 7th Edition \(APA 7th edition\)](#)

For further information, see the Assessment Tasks.

Teaching Contacts

Janice Ban Unit Coordinator

j.ban@cqu.edu.au

Schedule

Week 1 - 04 Mar 2024

Module/Topic	Chapter	Events and Submissions/Topic
The Rationale for International Marketing and Globalisation	Chapters 1 and 11	Unit overview: Briefing of assessment tasks, and unit expectations. In-class activities: Discussion questions / exercises / mini cases

Week 2 - 11 Mar 2024

Module/Topic	Chapter	Events and Submissions/Topic
Influences of Social and Cultural Environments on International Marketing	Chapter 4	Discussion on plagiarism and referencing. In-class activities: Discussion questions / exercises / mini cases

Week 3 - 18 Mar 2024

Module/Topic	Chapter	Events and Submissions/Topic
Influences of Technology and Other Contemporary Variables on International Marketing	Chapters 5 - 6	In-class activities: Discussion questions / exercises / mini cases

Week 4 - 25 Mar 2024

Module/Topic	Chapter	Events and Submissions/Topic
Influences of Political and Legal Environments on International Marketing	Chapter 2	Last minute Q&A session for Assessment Task 1 Online Test. In-class activities: Discussion questions / exercises / mini cases
		Online Test (Case Analysis) Due: Week 4 Friday (29 Mar 2024) 11:00 pm AEST

Week 5 - 01 Apr 2024

Module/Topic	Chapter	Events and Submissions/Topic
Influences of Economic and Financial Environments on International Marketing	Chapter 3	In-class activities: Discussion questions / exercises / mini cases

Vacation Week - 08 Apr 2024

Module/Topic	Chapter	Events and Submissions/Topic
Vacation Week - No Class	Vacation Week - No Class	Vacation Week - No Class

Week 6 - 15 Apr 2024

Module/Topic	Chapter	Events and Submissions/Topic
International Market Selection, Entry and Competitive Strategies	Chapters 8 and 9	Last minute Q&A session for Assessment Task 2 Written Assessment. In-class activities: Discussion questions / exercises / mini cases

Week 7 - 22 Apr 2024

Module/Topic	Chapter	Events and Submissions/Topic
Product strategies for International Markets	Chapter 13	Group formation for assessment task 3 DUE in Week 7. In-class activities: Discussion questions / exercises / mini cases
		Written Assessment (Environmental Analysis) Due: Week 7 Friday (26 Apr 2024) 11:00 pm AEST

Week 8 - 29 Apr 2024

Module/Topic	Chapter	Events and Submissions/Topic
Pricing strategies for International Markets	Chapter 14	In-class activities: Discussion questions / exercises / mini cases

Week 9 - 06 May 2024

Module/Topic	Chapter	Events and Submissions/Topic
Promotion strategies for International Markets	Chapter 15	In-class activities: Discussion questions / exercises / mini cases

Week 10 - 13 May 2024

Module/Topic	Chapter	Events and Submissions/Topic
Distribution strategies for International Markets	Chapter 16	Last minute Q&A session for Assessment Task 3 Presentation and Group Report (Recommendations for international marketing decisions). In-class activities: Discussion questions / exercises / mini cases

Week 11 - 20 May 2024

Module/Topic	Chapter	Events and Submissions/Topic
Marketing Services Internationally	Chapter 17	Presentations begin (this activity is part of Assessment Task 3). Presentation and Group Report (Recommendations for International Marketing Decisions) Due: Week 11 Monday (20 May 2024) 11:00 pm AEST

Week 12 - 27 May 2024

Module/Topic	Chapter	Events and Submissions/Topic
International Marketing in the Decade Ahead	Chapter 18	Presentations continue (this activity is part of Assessment Task 3)

Review/Exam Week - 03 Jun 2024

Module/Topic	Chapter	Events and Submissions/Topic
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Exam Week - 10 Jun 2024

Module/Topic	Chapter	Events and Submissions/Topic
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Assessment Tasks

1 Online Test (Case Analysis)

Assessment Type

Online Test

Task Description

Assessment task 1 is designed for students to demonstrate their in-depth understanding of the major theories and contemporary practices of global marketing. This assessment task comprises one online test worth 20% of the total grade. The online test requires students to answer the question(s) to one (1) of two (2) cases (see the Assessment Task Information section in Moodle for the cases).

Notes and Important Advice:

- This online test comprises two questions related to the **randomly assigned case**. Students need to answer both questions. All questions are worth 10 marks each. Answer format will be in short-answer format to be answered within the allocated space that follows the questions in Moodle.
- Case studies and question(s) assess contents from Weeks 1 - 3 (Chapters 1, 4, 5, 6, and 11).
- Each answer must be a **maximum of 200 words**.
- Online Test will open on **Monday of Week 4 at 9:00 am AEST** and closes on **Friday of Week 4 at 11:00 pm AEST**. Students must aim to have the test completed by the closing date.
- Students will only be able to log in to the test once and it will only be available for a total of **80 minutes**. Students must finish the test before the time limit is reached (80 minutes) and click on the **'finish' button** to submit. Otherwise, it will **not be saved**, and a **score of zero** applied.
- Please do not open the test until ready to complete the entire test. **Only one attempt** of the test is allowed, students do not have the option of multiple attempts in this piece of assessment.

- Students need to study the textbook, PPT slides, and the assessment guidelines carefully to fulfill the assessment criteria.
- Responsibility for access, ISP, browsers, connection, and the computer students use (irrespective of who owns it) remains with them.
- The Unit Coordinator will not open tests again for problems related to last-minute attempts. Special consideration or arrangements will not be granted where the student attempts to complete the online test within the last 48 hours of the test and encounters problems that cannot be resolved before the expiry of the online test.
- Refer system access problems (e.g. Moodle login or password issues) to the Client Service Centre at tasac@cqu.edu.au as early as possible.
- “My computer has frozen up during an online test – what do I do?” The first thing to do is “Don’t panic”! Email the Unit Coordinator immediately for assistance identifying your **full name, student number, course code, campus, and the nature of the problem.**
- If a student requests a reset of their test and the Unit Coordinator agrees to that request, but subsequently the student does not complete the test within the deadline, it will be deemed that the test has not been completed and a **score of zero** will be applied. Note that the determination of whether the online test result was affected by technical difficulties will be solely the prerogative of the Unit Coordinator. Simply doing poorly in a test and then asking for a reset will not be considered.

Assessment Due Date

Week 4 Friday (29 Mar 2024) 11:00 pm AEST

Students must aim to have the test completed by the closing date. All times shown are in Australian Eastern Standard Time (AEST) – Students may need to adjust for their own time zones when completing the online test.

Return Date to Students

Week 6 Friday (19 Apr 2024)

Results will be released after moderation is completed (expected release time to students is 2 weeks after the submission, excluding public and University holidays time).

Weighting

20%

Assessment Criteria

This task will be assessed based on -

- the identification of relevant marketing theories/concepts related to the assigned case;
- depth of their understanding, and analytical skills in applying these marketing theories/concepts to answer the question(s);
- strategic thinking and creative solutions.

Referencing Style

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

Submission

Online

Submission Instructions

Students are able to log in to the test once and it is available for a total of 80 minutes. Students must not open the test until ready to complete the entire test. They do not have the option of multiple attempts in this piece of assessment. Students are required to use relevant assessment submission link in the "Assessment" of this unit's Moodle page.

Learning Outcomes Assessed

- Demonstrate in-depth understanding of the major theories and contemporary practices of global marketing in the digital era.

2 Written Assessment (Environmental Analysis)

Assessment Type

Written Assessment

Task Description

Assessment Task 2 is designed to promote independent learning and to develop the skills necessary for analysing various environmental issues that impact a company's international marketing decisions. To conduct a comprehensive **environmental analysis**, each student is required to use a **hypothetical Australian company/brand**. The company

description is available on Moodle from week 4. The company is already active in the domestic Australian market, and you are tasked with investigating potential opportunities and/or threats in **one of the following markets** for their products:

- **Singapore**
- **South Korea**
- **China**
- **Malaysia**

Notes and Important Advice:

- Assessment Task 2 is an **individual assessment**.
- Students are required to conduct an **environmental analysis** on the selected country to evaluate the potential **opportunities and/or threats** influencing the chosen company's entry into that country.
- Environmental factors to be analysed may include **economic, financial, political, legal, social, cultural, technological, and other contemporary factors**. If an environmental factor does not influence companies' international marketing decisions, it is deemed irrelevant and should not be included in this report.
- Students are required to provide a **self reflection** on their leanings, articulating the insights and lessons acquired during the unit/class.
- Students must support their discussions with **clear evidence through in-text referencing**, including books, academic journal articles, industry and government reports, charts, diagrams, websites, and newspaper articles, all dated no later than 2019. It is strongly discouraged for students to rely on simply downloading country profile data from sources such as the CIA Factbook, Wikipedia, or generic online sources.
- The report should be **1600 words** (excluding the title page, executive summary, table of contents, reference list, appendices and charts).
- **Penalties** apply for **exceeding the word limit** (1% mark deduction for every 100 words over 1600 words).
- Students are required to support their discussions with a minimum of **12 academic references**.
- Format the report as follows: 12-point Times New Roman font, 1.5 line spacing.
- **Penalties** apply for **late submission** (5% mark deduction per day for each date late, unless an approved extension has been granted).

Assessment Due Date

Week 7 Friday (26 Apr 2024) 11:00 pm AEST

Return Date to Students

Week 9 Friday (10 May 2024)

Results will be released after moderation is completed (expected release time to students is 2 weeks after the submission, excluding public and University holidays time).

Weighting

40%

Assessment Criteria

This task will be assessed based on -

- the breadth and depth of information presented,
- how well it is specifically applied to specific marketing strategies,
- the insightful self reflection and the overall presentation of the report (including academic quality).

See Moodle for a detailed marking rubric for this assessment task.

Referencing Style

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

Submission

Online

Submission Instructions

Please upload your file in a Word format (.doc or .docx) via the assessment link on Moodle.

Learning Outcomes Assessed

- Critically analyse and evaluate the global marketing environments and the associated digital trends.
- Develop analytical and problem-solving skills related to market selection, entry and competitive strategies in

global physical and digital markets.

- Formulate and synthesise global marketing mix strategies to respond to complex global marketing challenges and opportunities in the digital era.

3 Presentation and Group Report (Recommendations for International Marketing Decisions)

Assessment Type

Presentation

Task Description

Assessment Task 3 is a group assignment designed to support students to be practical in applying international marketing theories/concepts in their workplace. This task requires students to prepare a report on recommendations involving the decisions regarding **(a) mode of entry, (b) competitive strategies, (c) marketing mix strategies (4Ps), (d) group reflection, and present their findings** in class. Groups are required to use the **same hypothetical company/brand** as in Assessment 2, with a specific focus on entering one of the following markets:

- Singapore
- South Korea
- China
- Malaysia

Notes and important advice:

- Assessment Task 3 is a group assignment; so, students are expected to form their group (with **no more than three (3) members in each group**) **within the first 7 weeks of class**. Groups should comprise members who can communicate regularly. The selection of the country for this task should be discussed within the groups.
- All groups must submit **both PPT slides and a report**.
- Only **one (1) PPT file** and **one (1) report** need to be submitted **per group**.
- The report's word length should not exceed **1600 words** (excluding the title page, executive summary, table of contents, reference list, appendices, and charts).
- **Penalties** will be applied for **exceeding the word limit** (1% mark deduction for every 100 words over 1600 words).
- Students are required to provide a comprehensive **group reflection** on their leanings, articulating the insights and lessons acquired during the unit/class.
- Students are expected to support their discussions with **clear evidence** through in-text referencing (e.g., books, academic journal articles, industry and government reports, charts, diagrams, websites, and newspaper articles, all dated no later than 2019). Students are strongly discouraged from simply downloading country profile data from sources like the CIA Factbook, Wikipedia, or generic online sources.
- Discussions should be backed by **at least 12 academic references**.
- PPT presentations will take place in class during **Weeks 11 and 12**.
- Each group is allotted **10 minutes** for their presentation, with a **maximum of 10 slides**, excluding the title slide.
- The marking criteria for this assessment can serve as a guide for the content of the slides.
- As this is a group effort, **all group members must participate in the presentation**. If a group member does not participate without prior notice, or if other group members report a lack of contribution to the unit coordinator, the non-participating member will receive a **zero**.
- Students should not click on '**Final submission**' in Moodle unless both files (i.e. Word and PPT) have been uploaded for their group.
- **A late penalty of 2 marks** (5% of 40) will be applied for each day of lateness.

Assessment Due Date

Week 11 Monday (20 May 2024) 11:00 pm AEST

Return Date to Students

Assessments will be returned following certification of grades (Friday, 5th July 2024).

Weighting

40%

Assessment Criteria

Students will be assessed based on -

- the ability to formulate marketing strategies and tactics that can be used in an international setting;
- the thorough, focused, and insightful analysis and group reflection;

- the ability to present researched topics with solid supporting data; communication and persuasion skills, and professionalism.

See Moodle for a detailed marking rubric for this assessment task.

Referencing Style

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

Submission

Online Group

Submission Instructions

Only one PPT file and one report need to be submitted per group.

Learning Outcomes Assessed

- Demonstrate in-depth understanding of the major theories and contemporary practices of global marketing in the digital era.
- Critically analyse and evaluate the global marketing environments and the associated digital trends.
- Develop analytical and problem-solving skills related to market selection, entry and competitive strategies in global physical and digital markets.
- Formulate and synthesise global marketing mix strategies to respond to complex global marketing challenges and opportunities in the digital era.

Academic Integrity Statement

As a CQUniversity student you are expected to act honestly in all aspects of your academic work.

Any assessable work undertaken or submitted for review or assessment must be your own work. Assessable work is any type of work you do to meet the assessment requirements in the unit, including draft work submitted for review and feedback and final work to be assessed.

When you use the ideas, words or data of others in your assessment, you must thoroughly and clearly acknowledge the source of this information by using the correct referencing style for your unit. Using others' work without proper acknowledgement may be considered a form of intellectual dishonesty.

Participating honestly, respectfully, responsibly, and fairly in your university study ensures the CQUniversity qualification you earn will be valued as a true indication of your individual academic achievement and will continue to receive the respect and recognition it deserves.

As a student, you are responsible for reading and following CQUniversity's policies, including the [Student Academic Integrity Policy and Procedure](#). This policy sets out CQUniversity's expectations of you to act with integrity, examples of academic integrity breaches to avoid, the processes used to address alleged breaches of academic integrity, and potential penalties.

What is a breach of academic integrity?

A breach of academic integrity includes but is not limited to plagiarism, self-plagiarism, collusion, cheating, contract cheating, and academic misconduct. The Student Academic Integrity Policy and Procedure defines what these terms mean and gives examples.

Why is academic integrity important?

A breach of academic integrity may result in one or more penalties, including suspension or even expulsion from the University. It can also have negative implications for student visas and future enrolment at CQUniversity or elsewhere. Students who engage in contract cheating also risk being blackmailed by contract cheating services.

Where can I get assistance?

For academic advice and guidance, the [Academic Learning Centre \(ALC\)](#) can support you in becoming confident in completing assessments with integrity and of high standard.

What can you do to act with integrity?



Be Honest

If your assessment task is done by someone else, it would be dishonest of you to claim it as your own



Seek Help

If you are not sure about how to cite or reference in essays, reports etc, then seek help from your lecturer, the library or the Academic Learning Centre (ALC)



Produce Original Work

Originality comes from your ability to read widely, think critically, and apply your gained knowledge to address a question or problem