



# MRKT20057 *Global Marketing in the Digital Era*

## Term 2 - 2024

Profile information current as at 29/07/2024 05:58 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. This unit enables students to focus on an industry or organisation of their choice from a list of options for all assessments.

### 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 2 - 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. **Written Assessment**

Weighting: 40%

#### 2. **Presentation**

Weighting: 60%

### 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



### Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes			
	1	2	3	4
<b>1 - Written Assessment - 40%</b>	•	•	•	•
<b>2 - Presentation - 60%</b>	•	•	•	•

### Alignment of Graduate Attributes to Learning Outcomes

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

## 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

**Nazia Nabi** Unit Coordinator

[n.nabi@cqu.edu.au](mailto:n.nabi@cqu.edu.au)

## Schedule

### Week 1 - 08 Jul 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 - 15 Jul 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 - 22 Jul 2024

Module/Topic	Chapter	Events and Submissions/Topic
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Influences of Technology and Other Contemporary Variables on International Marketing	Chapters 5 - 6	In-class activities: Discussion questions / exercises / mini cases
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**Week 4 - 29 Jul 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 Written Assessment (Environmental Analysis).  In-class activities: Discussion questions / exercises / mini cases

**Week 5 - 05 Aug 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  <b>Written Assessment (Environmental Analysis)</b> Due: Week 5 Friday (9 Aug 2024) 11:00 pm AEST

**Vacation Week - 12 Aug 2024**

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

**Week 6 - 19 Aug 2024**

Module/Topic	Chapter	Events and Submissions/Topic
International Market Selection, Entry and Competitive Strategies	Chapters 8 and 9	Group formation for assessment task 2 DUE in Week 6.  In-class activities: Discussion questions / exercises / mini cases

**Week 7 - 26 Aug 2024**

Module/Topic	Chapter	Events and Submissions/Topic
Product strategies for International Markets	Chapter 13	In-class activities: Discussion questions / exercises / mini cases

**Week 8 - 02 Sep 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 - 09 Sep 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 - 16 Sep 2024**

Module/Topic	Chapter	Events and Submissions/Topic

Distribution strategies for International Markets

Chapter 16

Last minute Q&A session for Assessment Task 2 - Presentation and Group Report (Recommendations for international marketing decisions).

In-class activities: Discussion questions / exercises / mini cases

### Week 11 - 23 Sep 2024

Module/Topic

Chapter

Events and Submissions/Topic

**Presentations begin (this activity is part of Assessment Task 2).**

Marketing Services Internationally

Chapter 17

**Presentation and Group Report (Recommendations for International Marketing Decisions)**  
Due: Week 11 Monday (23 Sept 2024)  
11:00 pm AEST

### Week 12 - 30 Sep 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 2)**

## Assessment Tasks

### 1 Written Assessment (Environmental Analysis)

#### Assessment Type

Written Assessment

#### Task Description

Assessment Task 1 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** from any **ONE** of the following industry -

- **Honey**
- **Solar Power**

Assuming that the company is already active in the domestic Australian market, you are now required to investigate potential opportunities and/or threats in one of the following international markets for their products -

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

#### Notes and Important Advice:

- Assessment Task 1 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 hypothetical 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 from this assessment.
- 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 8 academic references.

- 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).
- 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 5 Friday (9 Aug 2024) 11:00 pm AEST

Penalties apply for late submission (5% mark deduction per day for each date late, unless an approved extension has been granted).

### Return Date to Students

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

Online (through 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.
- 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.

## 2 Presentation and Group Report (Recommendations for International Marketing Decisions)

### Assessment Type

Presentation

### Task Description

Assessment Task 2 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 a **hypothetical company/brand** from any ONE of the industry used in Assessment 1 (Honey or Solar Power), with a specific focus on entering one of the following markets:

- **Singapore**
- **South Korea**



- **China**
- **Malaysia**

### **Notes and important advice:**

- Assessment Task 2 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 6 weeks of class. Groups should comprise members who can communicate regularly. The selection of the product and 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.
- 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 11 Monday (23 Sept 2024) 11:00 pm AEST

Penalties apply for late submission (5% mark deduction per day for each date late, unless an approved extension has been granted).

### **Return Date to Students**

Assessments will be returned following certification of grades (November 1, 2024).

### **Weighting**

60%

### **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

### **Submission Instructions**

Online (through 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.

- 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