CONTACT DETAILS

Unit coordinator

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Email: Lingling.Gao@utas.edu.au
Phone: +61421205908
Consultation hours: By Appointment only
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WHAT IS THE UNIT ABOUT?

Unit description

International Marketing focuses on the challenges and opportunities of marketing new and existing products in the global marketplace. Marketing techniques employed in the home country may also be applied internationally, but they need to be modified in order to fit the specific needs of international business. Accordingly, allowance has to be made for the different cultural, economic, technological, political and legal environments in each country, and the impact these factors will have on the understanding of cross-cultural diversity is important in this respect.

This unit has been structured to follow the marketing activities of a business from the original decision to internationalise through to the planning and implementation stages of marketing internationally. In this unit, the various marketing concepts, such as product development, distribution networks, pricing and promotional methods, are taken into consideration from a cross-cultural perspective. Key variations from home-country marketing are highlighted, and strategies that an international marketer can adopt are examined.

The primary objective of this unit is to enable you to successfully face the challenges and exploit the opportunities of marketing in the increasingly complex global marketplace.

Intended Learning Outcomes

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

1. Identify factors of the environmental conditions of host markets that impact upon the development of effective international marketing strategies.

2. Identify international marketing opportunities and be able to apply International Marketing knowledge to identify appropriate market segments and entry strategies.

3. Demonstrate knowledge of how the marketing mix needs to be strategically managed in the global marketplace.

4. Analyse a series of case study facts, identify international marketing problems and apply knowledge of international marketing theories to suggest feasible solutions.
Graduate Quality Statement

Successful completion of this unit supports the development of course learning outcomes, which describe what a graduate knows, understands and is able to apply. Course learning outcomes are available from the Course Coordinator. Course learning outcomes are developed with reference to national discipline standards, Australian Qualifications Framework (AQF), any professional accreditation requirements and the University of Tasmania’s Graduate Statement.

The University of Tasmania experience unlocks the potential of individuals. Our graduates are equipped and inspired to shape and respond to the opportunities and challenges of the future as accomplished communicators, highly regarded professionals and culturally competent citizens in local, national, and global society. University of Tasmania graduates acquire subject and multidisciplinary knowledge and skills, and develop critical and creative literacies and numeracies and skills of inquiry. They demonstrate the ability to apply this knowledge in changing circumstances. Our graduates recognise and critically evaluate issues of social responsibility, ethical conduct and sustainability, are entrepreneurial and creative, and are mindful of their own wellbeing and that of the community. Through respect for diversity and by working in collaborative ways, our graduates reflect the values of the University of Tasmania.

Alterations to the unit as a result of student feedback

No changes were recommended by students, so no changes were made

Prior knowledge &/or skills

BMA101 and appropriate base-level for relevant major (e.g. BMA151 or BMA181).
HOW WILL I BE ASSESSED?

Assessment schedule

<table>
<thead>
<tr>
<th>Assessment task</th>
<th>Date due</th>
<th>Percent weighting</th>
<th>Links to Intended Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assessment Task 1: Case Study</td>
<td>Week 7</td>
<td>20 marks</td>
<td>1, 3 &amp; 4</td>
</tr>
<tr>
<td>Assessment Task 2: Marketing Plan</td>
<td>Week 10</td>
<td>30 marks</td>
<td>2, 3 &amp; 4</td>
</tr>
<tr>
<td>Assessment Task 3: Examination</td>
<td>Exam Period</td>
<td>50 marks</td>
<td>1, 2 &amp; 4</td>
</tr>
</tbody>
</table>

Assessment details

Assessment task 1: Case Study

Task description

In the case study submission you are required to answer the case study questions at the end of the case. The case will be introduced in week 1 through MyLO. Case analysis will be practised in workshop sessions.

Criterion description

Measure ILO:

Criterion

Will be provided through MyLO

1, 3 & 4

Task length

1500 words (Times New Roman 12 font or equivalent, 1.5 line spacing)

Due by date

2pm Friday, Week 7
Assessment task 2: Marketing Plan

Task description

You will prepare a written marketing plan that details a Chinese based/produced product or service you wish to launch to a chosen international destination. The data for your research may be obtained from your first-hand experience, second-hand resources, or both, and you are expected to read a broad range of materials when looking for a suitable topic. The choice of topic will be an important part of the assessment.

Your written report should be in the form of a marketing plan. A template of a marketing plan and an example will be made available on MyLO. Parts of the plan will include a situational analysis, a SWOT analysis and matrix, goals and objectives, and strategies.

In addition to common requirements for academic writing, the report should include the following elements:

- An executive summary of about half a page long prepared on a separate page
- A title, headings and page numbers
- At least five (5) in-text citations and end-references using Harvard referencing style

<table>
<thead>
<tr>
<th>Criterion</th>
<th>Criterion description</th>
<th>Measures ILO:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Task length</td>
<td>3500 words (Times New Roman 12 font or equivalent, 1.5 line spacing)</td>
<td>2, 3 &amp; 4</td>
</tr>
<tr>
<td></td>
<td>The word count includes such items as headings, in-text references and quotes. It does NOT include the reference list at the end of your assignment. There is 10% leeway on the word limit. No writing past this limit will be read or considered for marking.</td>
<td></td>
</tr>
<tr>
<td>Due by date</td>
<td>2pm Friday, Week 10</td>
<td></td>
</tr>
</tbody>
</table>
Assessment task 3: Examination

Description / conditions

The examination will be a closed-book three (3) hours exam preceded by fifteen (15) minutes reading time. The examination is worth 50 per cent of the total available marks and will comprise two parts.

Part A will require you to answer 20 multiple choice/true or false questions based on your learning materials from week 1 to week 13.

Part B will require you to answer three (3) essay questions covering knowledge learned during the unit. The best preparation for part B of the exam is consistent work throughout the semester, together with the workshop case study and discussion questions.

<table>
<thead>
<tr>
<th>Criterion description</th>
<th>Measures ILO:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Will be provided through MyLO</td>
<td>2, 3 &amp; 4</td>
</tr>
<tr>
<td>Three (3) hours</td>
<td></td>
</tr>
<tr>
<td>The final exam is conducted by the Student Centre in the formal examination period. See the Examinations and Results page on the University’s website, or access your personal exams timetable by logging into the eStudent Centre - Personal Exams Timetable for specific date, time and location closer to the examination period.</td>
<td></td>
</tr>
</tbody>
</table>

How your final result is determined

To pass this unit, you need to demonstrate your attainment of each of the Intended Learning Outcomes.

Your grade will be determined in the following way:

Your overall mark in this unit will be determined by combining your results from each assessment task. These marks are combined to reflect the percentage weighting of each task. You need to achieve an overall score of at least 50% to successfully complete this unit. It is expected that you will seek help (from the unit coordinator in the first instance), well before the due date, if you are unclear about the requirements for an assessment task.
- PP (pass) at least 50% of the overall mark but less than 60%
- CR (credit) at least 60% of the overall mark but less than 70%
- DN (distinction) at least 70% of the overall mark but less than 80%
- HD (high distinction) at least 80% of the overall mark

All grades are provisional, until confirmation by the Assessment Board at the end of semester.

**Submission of assignments**

The act of submitting your assignment will be taken as certification that it is your own work.

Assignments must be submitted electronically through the relevant assignment tab in MyLO. You must ensure that your name, student ID, unit code, tutorial time and tutor’s name (if applicable) are clearly marked on the first page. If this information is missing, the assignment will not be accepted and, therefore, will not be marked.

Where relevant, Unit Coordinators may also request you to submit a paper version of your assignment. You will be advised by the Unit Coordinator of the appropriate process relevant to your campus.

Please remember that you are responsible for lodging your assessment items on or before the due date and time. We suggest you keep a copy. Even in a perfect system, items sometimes go astray.

**Requests for extensions**

In this Policy:

1. (a) ‘day’ or ‘days’ includes all calendar days, including weekends and public holidays;
   (b) ‘late’ means after the due date and time; and
   (c) ‘assessment items’ includes all internal non-examination based forms of assessment

2. This Policy applies to all students enrolled in TSBE Units at whatever Campus or geographical location.

3. Students are expected to submit assessment items on or before the due date and time specified in the relevant Unit Outline. The onus is on the student to prove the date and time of submission.

4. Students who have a medical condition or special circumstances may apply for an extension. Requests for extensions should, where possible, be made in writing to the
Unit Coordinator on or before the due date. Students will need to provide independent supporting documentation to substantiate their claims.

Penalties

Late submission of assessment items will incur a penalty of 10% of the total marks possible for that piece of assessment for each day the assessment item is late unless an extension had been granted on or before the relevant due date.

Assessment items submitted more than five (5) days late may not be accepted.

Academic staff do NOT have the discretion to waive a late penalty, subject to clause 4 above.

Review of results and appeals

Review of Assessment is available to all students once the University has released the final result for a unit. If you are dissatisfied with your final result, you may apply to have it reviewed. Applications for a review of assessment are due within 10 working days of the release of the final result in the unit. When applying for a review, you must pay a $50 fee.

If you wish to have a piece of internal assessment reviewed as part of the review process, please state this clearly on the application form referred to above and include that assessment item with your application.

Please read and follow the directions provided by the University at:


Academic referencing

Before starting your assignments, you are advised to familiarise yourself with the following electronic resources.

The first is the Harvard Referencing System Style Guide, which can be accessed from the UTAS library: http://utas.libguides.com/content.php?pid=27520&sid=199808. The Harvard style is the appropriate referencing style for this unit and the guide provides information on presentation of assignments, including referencing styles. In your written work you will need to support your ideas by referring to scholarly literature, works of art and/or inventions. It is important that you understand how to correctly refer to the work of others and maintain academic integrity.

Failure to appropriately acknowledge the ideas of others constitutes academic dishonesty (plagiarism), a matter considered by the University of Tasmania as a serious offence.

The second is the Tasmanian School of Business and Economics’ Writing Assignments: A Guide, which can be accessed at: http://www.utas.edu.au/business-and-
economics/student-resources. This guide provides you with useful information about the structure and style of assignments in the TSBE.

In your written work you will need to support your ideas by referring to scholarly literature, works of art and/or inventions. It is important that you understand how to correctly refer to the work of others, and how to maintain academic integrity.

The University library provides information on presentation of assignments, including referencing styles and should be referred to when completing tasks in this unit.

Please read the following statement on plagiarism. Should you require clarification please see your unit coordinator or lecturer.

### Plagiarism

Plagiarism is a form of cheating. It is taking and using someone else's thoughts, writings or inventions and representing them as your own; for example, using an author's words without putting them in quotation marks and citing the source, using an author's ideas without proper acknowledgment and citation, copying another student's work.

If you have any doubts about how to refer to the work of others in your assignments, please consult your lecturer or tutor for relevant referencing guidelines. You may also find the Academic Honesty site on MyLO of assistance.

The intentional copying of someone else's work as one's own is a serious offence punishable by penalties that may range from a fine or deduction/cancellation of marks and, in the most serious of cases, to exclusion from a unit, a course or the University.

The University and any persons authorised by the University may submit your assessable works to a plagiarism checking service, to obtain a report on possible instances of plagiarism. Assessable works may also be included in a reference database. It is a condition of this arrangement that the original author's permission is required before a work within the database can be viewed.

For further information on this statement and general referencing guidelines, see the Plagiarism and Academic Integrity page on the University web site or the Academic Honesty site on MyLO.

### Academic misconduct

Academic misconduct includes cheating, plagiarism, allowing another student to copy work for an assignment or an examination, and any other conduct by which a student:
a. seeks to gain, for themselves or for any other person, any academic advantage or advancement to which they or that other person are not entitled; or

b. improperly disadvantages any other student.

Students engaging in any form of academic misconduct may be dealt with under the Ordinance of Student Discipline, and this can include imposition of penalties that range from a deduction/cancellation of marks to exclusion from a unit or the University. Details of penalties that can be imposed are available in Ordinance 9: Student Discipline – Part 3 Academic Misconduct.

### Student Behaviour

The University Behaviour Policy sets out behaviour expectations for all members of our University community including students and staff.

The aim in doing so is to ensure that our community members are safe, feel valued and can actively contribute to our University mission.

It is expected that community members behave in a manner that is consistent with our University values – respect, fairness and justice, integrity, trust, responsibility and honesty. There are also certain behaviours that are considered inappropriate, such as unlawful discrimination, bullying and sexual misconduct.

The accompanying University Behaviour Procedure sets out the process and avenues that University community members can access to resolve concerns and complaints regarding inappropriate behaviour by a University community member. Wherever possible, the focus will be on early intervention and a ‘restorative’ approach that creates awareness of inappropriate behaviour and its impact on others. However, in some cases, students who engage in inappropriate behaviour may be subject to disciplinary proceedings, which may impact upon continuation of their studies.
WHAT LEARNING OPPORTUNITIES ARE THERE?

**MyLO**

MyLO is the online learning environment at the University of Tasmania. This is the system that will host the online learning materials and activities for this unit.

**Getting help with MyLO**

It is important that you are able to access and use MyLO as part of your study in this unit. To find out more about the features and functions of MyLO, and to practice using them, visit the Getting Started in MyLO unit. For access to information about MyLO and a range of step-by-step guides in pdf, word and video format, visit the MyLO Student Support page on the University website. If something is not working as it should, contact the Service Desk (Service.Desk@utas.edu.au, phone 6226 1818), or Request IT Help Online.

**Resources**

**Required readings**

A reader will be provided.

**Recommended readings**


Czinkota, M & Ronkainen, I 2013, *International marketing*, 10th edn, South Western Cengage, Mason, OH.


Reading Lists

Reading Lists provide direct access to all material on unit reading lists in one place. This includes eReadings and items in Reserve. You can access the Reading List for this unit from the link in MyLO, or by going to the Reading Lists page on the University Library website.

Equipment, materials, software, accounts

In addition to the texts recommended above, students are also expected to be familiar with the key academic journals in the marketing discipline from which useful insights can be derived. In particular, students are encouraged to review regularly the relevant papers that are published in:

*Asia Week*

*Asian Wall Street Journal*

*Asia Pacific Journal of Marketing and Logistics*

*Australian Financial Review*

*Business Review Weekly*

*European Journal of Marketing*

*Far Eastern Economic Review*

*Management International Review*

*Journal of Asia Pacific Marketing*

*Journal of International Business Studies*

*Journal of International Marketing*

*Journal of Marketing*

*Journal of World Business*

*The New Straits Times*

*The Straits Times*

*The Australian*

*Thunderbird International Business Review*
Activities

Learning expectations

The University is committed to high standards of professional conduct in all activities, and holds its commitment and responsibilities to its students as being of paramount importance. Likewise, it holds expectations about the responsibilities students have as they pursue their studies within the special environment the University offers.

Students are expected to participate actively and positively in the teaching/learning environment. They must attend classes when and as required, strive to maintain steady progress within the subject or unit framework, comply with workload expectations, and submit required work on time.

Details of teaching arrangements

Lecture slides will be available by 9.00am on Monday of the relevant week, and the face-to-face lectures in Shanghai will be delivered by a local lecturer. Tutorials will be held during that week and you will need to complete the required readings and attend the lecture prior to the appropriate tutorial. The lectures will provide an overview of the main content relating to the topics outlined in the study schedule. These lectures will be supported by a number of supplementary readings, videos, and podcasts that are designed to deepen your knowledge of these topics.

Tutorials will be arranged by AIEN Institute. The focus of these tutorials is to apply your knowledge of these concepts to practical marketing situations. Students are expected to be active participants in these tutorials, and should come to tutorials prepared to engage in discussion.

Specific attendance/performance requirements

Students are expected to participate actively and positively in the teaching/learning environment. They must attend classes when and as required, strive to maintain steady progress within the subject or unit framework, comply with workload expectations, and submit required work on time.

If you do not demonstrate evidence of having engaged actively with this unit by completing these two activities by Week 4 of semester, your enrolment may be cancelled or you may be withdrawn from the unit.

Teaching and learning strategies

The University is committed to a high standard of professional conduct in all activities, and holds its commitment and responsibilities to its students as being of paramount importance. Likewise, it holds expectations about the responsibilities
students have as they pursue their studies within the special environment the University offers. The University’s Code of Conduct for Teaching and Learning states:

Students are expected to participate actively and positively in the teaching/learning environment. They should attend classes when and as required, strive to maintain steady progress within the subject or unit framework, comply with workload expectations, and submit required work on time.

These are some of the expectations we have of you as a student enrolled in this unit:

Success in BFA714 requires you to engage with the materials regularly and to attend the workshops having prepared for them. As a student undertaking a ‘700 level’ Masters unit, you are responsible for your own learning and written answers to set questions will not be posted on MyLO. You will be given every opportunity to check your understanding through your interaction in workshops and during consultation times as well as discussion board questions. You need to show a high level of self-motivation, attend workshops, complete all work required in a timely manner and participate in activities.

**Work Health and Safety (WHS)**

The University is committed to providing a safe and secure teaching and learning environment. In addition to specific requirements of this unit you should refer to the University’s [Work Health and Safety website](#) and policy.

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**Communication**

**TO KEEP UP WITH ANNOUNCEMENTS REGARDING THIS UNIT**

Check the MyLO Announcement tool at least once every two days. The unit Announcement will appear when you first enter our unit’s MyLO site. Alternatively, click on the Announcement button (towards the top of the MyLO screen) at any time.

**WHEN YOU HAVE A QUESTION**

Other students may have the same question that you have. Please go to the Ask the Class Discussion forum on the unit’s MyLO site. Check the posts that are already there – someone may have answered your question already. Otherwise, add your question as a new topic. Students are encouraged to support each other using this forum – if you can answer someone’s question, please do. We will attempt to respond to questions within 48 business hours. If your question is related to a personal issue or your performance in the unit, please contact the appropriate teaching staff member by email instead.

**WHEN YOU HAVE AN ISSUE THAT WILL IMPACT ON YOUR STUDIES OR THE SUBMISSION OF AN ASSESSMENT TASK**
If you have a personal question related to your studies or your grades, please contact teaching staff by email.

For general questions about the unit, please add them to the Ask the Class Discussion forum on the unit’s MyLO site. This way, other students can also benefit from the answers.

**A NOTE ABOUT EMAIL CORRESPONDENCE**

You are expected to check your UTAS email (WebMail) on a regular basis – at least three times per week. To access your WebMail account, login using your UTAS username and password at https://webmail.utas.edu.au/.

You are strongly advised not to forward your UTAS emails to an external email service (such as gmail or Hotmail). In the past, there have been significant issues where this has occurred, resulting in UTAS being blacklisted by these email providers for a period of up to one month. To keep informed, please use your UTAS email as often as possible.

We receive a lot of emails. Be realistic about how long it might take for us to respond.

**Concerns and complaints**

The University is committed to providing an environment in which any concerns and complaints will be treated seriously, impartially and resolved as quickly as possible. We are also committed to ensuring that a student may lodge a complaint without fear of disadvantage. If you have a concern, information about who to contact for assistance is available on the [How to resolve a student complaint page](#).

**Further information and assistance**

If you are experiencing difficulties with your studies or assignments, have personal or life-planning issues, disability or illness which may affect your course of study, you are advised to raise these with the unit coordinator in the first instance.

There is a range of University-wide support services available to you including [Student Learning Support](#), [Student Advisers](#), [Disability Services](#), and more which can be found on the [Student Support and Development page](#) of the University website.

Should you require assistance in accessing the [Library, visit their website](#) for more information.
## Unit schedule

<table>
<thead>
<tr>
<th>WEEK</th>
<th>DATE BEGINNING</th>
<th>TOPIC/ MODULE/ FOCUS AREA</th>
<th>ACTIVITIES</th>
<th>RESOURCES/ READINGS/ FURTHER INFORMATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2 September</td>
<td>Ch 1 &amp; 2: Introduction to international marketing; Economic and financial environment</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>9 September</td>
<td>Ch 3 &amp; 4: Political and legal; Cultural environments</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| 3    | 16 September   | Ch 5 & 6: Understanding international consumers; International marketing research  
Ch 7: Segmentation and positioning |            |                                        |
| 4    | 23 September   | Ch 8: Market selection and entry strategies |            |                                        |

**Mid semester break**

| 5    | 7 October      | Case study and marketing plan workshop |            |                                        |
| 6    | 14 October     | Ch 13: Export and import management |            |                                        |
| 7    | 21 October     | Ch 9 & 10: Developing new products and services for international markets; Marketing goods and services: branding | Case Study due |                                        |
| 8    | 28 October     | Ch 11: International marketing communications |            |                                        |
| 9    | 4 November     | Ch 12: Logistics: sourcing and distribution |            |                                        |
| 10   | 11 November    | Ch 14: International pricing | Marketing Plan due |                                        |
| 11   | 18 November    | Ch 15: Global marketing strategy; The global marketplace |            |                                        |
| 12   | 25 November    | Unit review and exam preparation |            |                                        |
| 13   | 2 December     | Exam preparation and Q&A session |            |                                        |

**Examination Period: TBA (inclusive)**
The Tasmanian School of Business and Economics (TSBE) is currently in the process of applying for business accreditation with the Association to Advance Collegiate Schools of Business (AACSB) – the lead program for accrediting business schools globally. AACSB seeks to connect educators, students, and business to achieve a common goal – to create the next generation of business leaders.

By joining AACSB and going through the accreditation process, TSBE is joining a global alliance committed to improve the quality of business education around the world, and to share the latest innovations in business education. Gaining Business Accreditation with AACSB is a multi-year process involving TSBE demonstrating our performance against the 15 accreditation standards.

Once complete, TSBE will join a select community of accredited business schools, with only 7% of all business schools globally having completed the AACSB process. This will further enhance the reputation of TSBE, and further enhance the global recognition of your qualifications. To find out more about AACSB click here.