Tasmanian School of Business & Economics (TSBE) (School)

College of Business and Economics (College)

BMA785
INTERNATIONAL MARKETING

12.50 Credit points

Semester 2, 2019

Unit Outline

Unit Coordinator
Rajesh Rajaguru
CONTACT DETAILS

Unit coordinator

Unit coordinator: Rajesh Rajaguru
Campus: Sandy Bay Campus
Email: Rajesh.Rajaguru@utas.edu.au
Phone: 6226 1569
Room location and number: Centenary Building, room 412
Consultation hours: By Appointment
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WHAT IS THE UNIT ABOUT?

Unit description

As global business continues to grow, understanding marketing in all cultures is essential. Understanding diversity is critical due to cultural, economic, technological, political and legal differences, which affect consumer choices and consequently the marketing process. International marketing recognises that consumers across the globe have diverse needs, preferences, and expectations. International marketing considers the opportunities to market new and existing products and services that meet consumer preferences and expectations at a global level. The focus of this unit is on developing your knowledge of factors that affect consumer decision-making at a global level.

In this unit, you will develop knowledge about the various marketing concepts, such as the environment of international markets, international market selection and entry, product, price, place, and promotion strategies for international markets. The unit will allow you to identify various strategies that international marketers apply to gain a competitive advantage in the complex global market. The unit will enable you to develop knowledge and skills for adapting and implementing marketing strategies for international markets.

Intended Learning Outcomes

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

1. Discuss and analyse international marketing theories and concepts.
2. Apply knowledge of international marketing theories and concepts to identify and assess international marketing opportunities.
3. Critically evaluate international marketing actions and strategies to gain competitive advantage.
Graduate Quality Statement

Successful completion of this unit supports your development of course learning outcomes, which describe what a graduate of a course knows, understands and is able to do. 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

Amendment has been made on the workshop activities and the workshop related assessments.

Additional case studies have been included in the workshop activities.

Prior knowledge &/or skills

Nil
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>Workshop Activities</td>
<td>Week 3-13</td>
<td>30</td>
<td>LO1, LO2, LO3</td>
</tr>
<tr>
<td>Presentation</td>
<td>Week 8 &amp; 9</td>
<td>25</td>
<td>LO1, LO2</td>
</tr>
<tr>
<td>Report</td>
<td>18/10/2019; 2.00pm (Hobart time)</td>
<td>45</td>
<td>LO1, LO2, LO3</td>
</tr>
</tbody>
</table>

Assessment details

Assessment Task 1: Workshop Activities

| Task description | Workshop Activities - Assessment 1 is an individual assessment; you will be assessed based on your participation and engagement in the workshop activities. You are expected to watch the pre-recorded lectures provided in MyLO and read the assigned chapter/s before attending the workshop each week. You are required to engage actively in-class activities such as presentations and discussions. A group of students will lead the activities in weekly workshops and other students required to actively participate. Assessment 1 consists of two major activities; presentation/ group discussion, and quiz. The workshop activities present an opportunity to relate the knowledge and skills developed in the unit to address specific discussion questions, scenarios, exercises and cases. You are expected to contribute to workshop activities by providing presentations, participating in the group discussions and asking pertinent questions to other students and teaching staff. It is important to combine theory and practice in providing solutions to in-class activities. Distance students are expected to undertake the same exercises and practices as face-to-face students. Distance students will participate in online sessions that run through the ‘Collaborate Platform’ is a platform provided by the university for online workshops. Details will be provided on MyLO. Activity 1 - Group Discussion (20%): Activity 1 will be a group activity, and your participation and contribution will be assessed. A group of |
students will participate in the weekly group discussion. Each group will be provided with a topic for discussion. The topics will be randomly allocated to the student groups. Students will be required to have a 15 minutes presentation or discussion on the topic in the workshop. 15 minutes will be allocated for Q&A. Students will be assessed individually on their performance in the presentation/group discussion and their active involvement in other students’ presentations (asking relevant questions and supporting the discussion). Details about the assessment and the rubric will be provided in MyLO and will be discussed during the workshops. Distance students will have access to an online group discussion platform on MyLO to discuss on their topic. Given the nature of distance education and time zone differences, students will be provided with 48hrs time slot to have group discussion. Details of the assessment will be provided in MyLO and will be discussed during the workshops.

Activity 2 - In-class Online Quizzes (10%): Activity 3 is an individual assignment. You are required to complete two online quizzes in week 6) and week 11. Both face-face and online students will take online quiz designed to assess your knowledge of key concepts and theories covered in the unit. The online quiz will be available on MyLO in week 6 and 11 of the semester. You will have 15 minutes to complete the 10 quiz questions, and one (1) attempt will be permitted. These are self-marking quizzes, and you will know your results immediately. More details about this assessment item and the time at which it is released will be provided on MyLO.

<table>
<thead>
<tr>
<th>Criterion Number</th>
<th>Criterion Description</th>
<th>Measures ILO:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Assessment criteria and marking rubric will be provided on MyLO.</td>
<td>LO1, LO2, LO3</td>
</tr>
<tr>
<td>Task length</td>
<td>Activity 1: 15 minutes for presentation &amp; 15 minutes for Q&amp;A</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Activity 2: 15 minutes for each quiz</td>
<td></td>
</tr>
<tr>
<td>Due by date</td>
<td>Activity 1: Weekly presentation</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Activity 2: Week 6 and 11.</td>
<td></td>
</tr>
</tbody>
</table>

**Assessment Task 2: Marketing Plan Proposal Presentation**

**Task description**

Group Marketing Plan Proposal - Presentation
As an introduction to your marketing plan report, you need to offer an oral presentation of your proposal in Week 8 or Week 9. All the procedures regarding this assessment will be provided through MyLO. Assessment 2 is the compulsory lead task for the major marketing plan report (Assessment 3). The task is for you to prepare a marketing plan proposal to introduce a chosen Australian firm’s product or service to an international market. You will be organised
into presentation groups by the end of week 2. You will work together as a group throughout the semester for the Marketing Plan Proposal, Presentation and Marketing Plan Report. You will be required to prepare and present a Marketing Plan Proposal, which details an Australian based physical good/service that will be introduced to a chosen international destination. Your presentation should be designed so as to seek approval for your proposal from the relevant firm’s senior management. You, therefore, need to justify/provide a rationale for the chosen product/service, country selected and mode of entry.

Details of the proposal content and format will be provided in week 2. The product or service can be an existing one (in Australia) or, if currently non-existing, then one capable of being produced in Australia. Students will be required to submit peer evaluation report. A guidance document will be provided on MyLO about this assessment item.

<table>
<thead>
<tr>
<th>Criterion Number</th>
<th>Criterion Description</th>
<th>Measures ILO:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Assessment criteria and marking rubric will be provided on MyLO.</td>
<td>LO1, LO2</td>
</tr>
</tbody>
</table>

**Task length**

20 minutes for presentation and Q&A

**Due by date**

Week 8 and 9.

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### Assessment Task 3: Marketing Plan Report

**Task description**

Group Marketing Plan - Report

You will be required to prepare and submit marketing plan report. The marketing plan report needs to be developed based on the proposal that has been submitted in week 8. The task is to prepare a written marketing plan to introduce and market a chosen Australian firm’s product or service to a chosen international market. Parts of the marketing plan report will include situational analysis goals and objectives, entry strategies, marketing mix strategies and, evaluation and control plan. The marketing plan is a group written business report, which, however, is still expected to be academically referenced. Students will be required to submit peer evaluation report. A guidance document will be provided on MyLO in relation to this assessment on Week 6.

<table>
<thead>
<tr>
<th>Criterion Number</th>
<th>Criterion Description</th>
<th>Measures ILO:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Assessment criteria and marking rubric will be provided on MyLO.</td>
<td>LO1, LO2, LO3</td>
</tr>
</tbody>
</table>

**Task length**

3000 words

**Due by date**

18/10/2019; 2.00pm (Hobart time)
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 will 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. If you have passed the unit 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.

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**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.

Students can seek support and assistance from the Safe and Fair Community Unit SaFCU@utas.edu.au or ph: 6226 2560.

Matters are dealt with in confidence and with sensitivity.
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

You will need the following text [available from the Co-op Bookshop]:

You will need the following text: Fletcher, R & Crawford, H 2014, International marketing: an Asia-Pacific perspective, 6th ed, Pearson Education Australia, Frenchs Forest, NSW.

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.

**Other Required Resources**

Journals and Periodicals:

- Wall Street Journal
- Business Review Weekly
- European Journal of Marketing
- International Business Review
- Management International Review
- Journal of International Business Studies
- Journal of International Marketing
- Journal of Marketing
- Journal of World Business
- Thunderbird International Business Review
- Journal of Business Research
- Journal of International Consumer Marketing
- Advances in International Marketing
- American Journal of International Law
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

The unit includes recorded lectures (1 hour) and Face-to-Face/online workshops (2 hours) built around theories, case discussions and applied problems in International Marketing. You are in control of your learning in this unit. Development of subject specific knowledge and cognitive skills are introduced in recorded lectures and further developed through workshops activities. You are recommended to take part positively and actively in all the workshops and activities. In this unit, theory and practice go together; you must watch the recorded lectures and read the theory in advance before coming to the workshops or commencing any workshop activity. Study material will be provided on a weekly basis and about the subject covered each week.

Lectures

Lectures will be pre-recorded so that both attending and distance students have access to the same content. You are strongly encouraged to watch the lecture recordings before the weekly workshops so that you can provide a worthwhile and informed contribution to the discussion.

Workshops

You are strongly encouraged to attend workshops. There will be a series of thirteen two-hour workshops where case studies, scenario-based discussion and group activities will be carried out to develop the knowledge and skills necessary to complete the assessments, especially the marketing report. All students are required to enrol in a workshop for this unit. Workshop enrolments can be completed through MyLO during the first week of the semester, if necessary. You should attend all workshops.

Online Activities

For distance students, Lectures will be recorded and provided through MyLO. All the guidelines and essential information for distance mode will be provided through
MyLO in week one. Each week you will be provided with workshop material on MyLO and need to complete the tasks allocated for each week.

**Specific attendance/performance requirements**

N/A

**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 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.

**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.
<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>16 July</td>
<td>Introduction to international marketing. Discussion on Marketing Environment 1</td>
<td>Case study, group discussion/ activities, scenario based discussion.</td>
<td>Chapter(s): 1&amp;2</td>
</tr>
<tr>
<td>2</td>
<td>23 July</td>
<td>Discussion on marketing environment 2</td>
<td>Case study, group discussion/ activities, scenario based discussion.</td>
<td>Chapter(s): 3&amp;4 Assessment 1</td>
</tr>
<tr>
<td>3</td>
<td>30 July</td>
<td>Discussion on marketing environment 3</td>
<td>Case study, group discussion/ activities, scenario based discussion.</td>
<td>Chapter(s): 5&amp;6 Assessment 1</td>
</tr>
<tr>
<td>4</td>
<td>6 August</td>
<td>Research in International Markets International market selection and entry</td>
<td>Case study, group discussion/ activities, scenario based discussion.</td>
<td>Chapter(s): 7&amp;8 Assessment 1</td>
</tr>
<tr>
<td>5</td>
<td>13 August</td>
<td>International competitive strategies Internationalisation, relationships and networks</td>
<td>Case study, group discussion/ activities, scenario based discussion.</td>
<td>Chapter(s): 9&amp;10 Assessment 1</td>
</tr>
<tr>
<td>6</td>
<td>20 August</td>
<td>Globalisation Planning for international marketing</td>
<td>Case study, group discussion/ activities, scenario based discussion.</td>
<td>Chapter(s): 11&amp;12 Assessment 1 Online Quiz: 1 23 August 2019; 2.00 PM; Hobart time</td>
</tr>
<tr>
<td>7</td>
<td>27 August</td>
<td>Product and service strategies for international marketing</td>
<td>Case study, group discussion/ activities, scenario based discussion.</td>
<td>Chapter(s): 13 Assessment 1</td>
</tr>
</tbody>
</table>

**Mid-semester break**

<p>| 8    | 10 September   | Presentations | Assessment 2 |
| 9    | 17 September   | Presentations | Assessment 2 |</p>
<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic</th>
<th>Activity Details</th>
<th>Chapter(s):</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>24 September</td>
<td>Promotion strategies for international marketing</td>
<td>Case study, group discussion/activities, scenario based discussion.</td>
<td>14 Assessment 1</td>
</tr>
<tr>
<td>11</td>
<td>1 October</td>
<td>Pricing strategies for international marketing</td>
<td>Case study, group discussion/activities, scenario based discussion.</td>
<td>15 Assessment 1; Online quiz: 2 October 2019; 2.00 PM; Hobart time</td>
</tr>
<tr>
<td>12</td>
<td>8 October</td>
<td>Place and distribution strategies for international marketing</td>
<td>Case study, group discussion/activities, scenario based discussion.</td>
<td>16 Assessment 1</td>
</tr>
<tr>
<td>13</td>
<td>15 October</td>
<td>International marketing for future</td>
<td>Case study, group discussion/activities, scenario based discussion.</td>
<td>17 &amp; 18 Assessment 3: 18 October 2019; 4.00 PM; Hobart time</td>
</tr>
</tbody>
</table>
ACCREDITATION

AACSB Accreditation

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.