

# MKTG 3007 INTERNATIONAL MARKETING

**Credit Points** 10

**Legacy Code** 200094

**Coordinator** Nicole Stegemann ([https://directory.westernsydney.edu.au/search/name/Nicole Stegemann/](https://directory.westernsydney.edu.au/search/name/Nicole%20Stegemann/))

**Description** Marketing internationally has become a necessity for many firms that wish to survive and grow in today's dynamic and increasingly linked world economy. International Marketing is concerned with understanding and successfully managing the different international economic, cultural, political and legal environments as they affect the marketing activities of companies. International Marketing examines the role of marketing research, international finance, overseas market entry and expansion strategies and the marketing mix in international markets. On completion of this unit students will have acquired a sound theoretical basis and, particularly, a practical understanding of how companies operate in international markets.

**School** Business

**Discipline** Marketing

**Student Contribution Band** HECS Band 4 10cp

Check your HECS Band contribution amount via the Fees ([https://www.westernsydney.edu.au/currentstudents/current\\_students/fees/](https://www.westernsydney.edu.au/currentstudents/current_students/fees/)) page.

**Level** Undergraduate Level 3 subject

**Pre-requisite(s)** MKTG 1006 OR BUSM 1015

## Restrictions

Note that only students enrolled at WSU Online or Sydney City Campus may register in the WSU Online or Sydney City Campus subjects offered at those locations.

## Assumed Knowledge

Students should have a good understanding of marketing research, brand management and the foundations of economics.

## Learning Outcomes

On successful completion of this subject, students should be able to:

1. Analyse elements of the international environment and their inter-relationships and understand their relevance to international marketing strategies;
2. Identify international marketing opportunities and threats;
3. Demonstrate how international marketing is practised by international companies;
4. Apply sound operational knowledge of international marketing processes to international business activities.

## Subject Content

- introduction to international Marketing
- The international economic and financial environment
- The international political and legal environment
- The cultural and social environment of international business
- Researching international markets
- international market entry

- Modifying products for overseas
- effective Distribution overseas
- international Marketing promotion
- international pricing

## Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

Item	Length	Percent	Threshold	Individual/Group Task
Report	1,800 words and 3 minute individual presentation	55	N	Individual
Intra-session Exam	1 hour (marked online)	20	N	Individual
Report	800 words	25	N	Individual

## Prescribed Texts

- Czinkota, M, Ronkainen, I, Sutton-Brady, C, Stegemann, N & Beal, T 2014, International marketing, Asia-Pacific edition, Cengage. [latest edition]

## Teaching Periods

## Summer A

### Online

#### Online

**Subject Contact** Nicole Stegemann ([https://directory.westernsydney.edu.au/search/name/Nicole Stegemann/](https://directory.westernsydney.edu.au/search/name/Nicole%20Stegemann/))

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=MKTG3007\\_22-SUA\\_ON\\_O#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG3007_22-SUA_ON_O#subjects))

## Parramatta City - Macquarie St

### Day

**Subject Contact** Nicole Stegemann ([https://directory.westernsydney.edu.au/search/name/Nicole Stegemann/](https://directory.westernsydney.edu.au/search/name/Nicole%20Stegemann/))

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## Autumn

### Online

#### Online

**Subject Contact** Nicole Stegemann ([https://directory.westernsydney.edu.au/search/name/Nicole Stegemann/](https://directory.westernsydney.edu.au/search/name/Nicole%20Stegemann/))

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=MKTG3007\\_22-AUT\\_ON\\_O#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG3007_22-AUT_ON_O#subjects))

## Parramatta City - Macquarie St

### Day

**Subject Contact** Nicole Stegemann ([https://directory.westernsydney.edu.au/search/name/Nicole Stegemann/](https://directory.westernsydney.edu.au/search/name/Nicole%20Stegemann/))

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## WSU Online TRI-1

### Wsu Online

#### Online

**Subject Contact** Matthew Kelly ([https://directory.westernsydney.edu.au/search/name/Matthew Kelly/](https://directory.westernsydney.edu.au/search/name/Matthew%20Kelly/))

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## UEH-Session 1

### Vietnam

#### Day

**Subject Contact** Nicole Stegemann ([https://directory.westernsydney.edu.au/search/name/Nicole Stegemann/](https://directory.westernsydney.edu.au/search/name/Nicole%20Stegemann/))

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=MKTG3007\\_22-UT1\\_UE\\_D#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG3007_22-UT1_UE_D#subjects))

## Sydney City Campus - Term 2

### Sydney City

#### Day

**Subject Contact** Daniel Townsend ([https://directory.westernsydney.edu.au/search/name/Daniel Townsend/](https://directory.westernsydney.edu.au/search/name/Daniel%20Townsend/))

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=MKTG3007\\_22-SC2\\_SC\\_D#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG3007_22-SC2_SC_D#subjects))

## UEH-Session 2

### Vietnam

#### Day

**Subject Contact** Nicole Stegemann ([https://directory.westernsydney.edu.au/search/name/Nicole Stegemann/](https://directory.westernsydney.edu.au/search/name/Nicole%20Stegemann/))

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## WSU Online TRI-3

### Wsu Online

#### Online

**Subject Contact** Matthew Kelly ([https://directory.westernsydney.edu.au/search/name/Matthew Kelly/](https://directory.westernsydney.edu.au/search/name/Matthew%20Kelly/))

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