MKTG 3007 INTERNATIONAL MARKETING

Credit Points 10

Legacy Code 200094

Coordinator Daniel Townsend (https://directory.westernsydney.edu.au/search/name/Daniel Townsend/)

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 subject 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/) 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.

Type	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

Summer

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.

Type	Length	Percent	Threshold	Individual/ Group Task
Applied Project	1,500 words and 3 minute individual presentation	55	N	Individual
Intra-session Exam	45 minutes	20	N	Individual
Report	600 words	25	N	Individual

Sydney City Quarters

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.

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

Vietnam Sessions

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.

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

WSU Online Trimesters

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.

Type	Length	Percent	Threshold	Individual/Group Task
Report	1,800 words and 3 minute individual video	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 (2022)
Online
Online
Subject Contact Daniel Townsend (https://directory.westernsydney.edu.au/search/name/Daniel Townsend/)

View timetable (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/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG3007_22-SUA_PC_D#subjects)

Autumn (2022)
Online
Online
Subject Contact Nicole Stegemann (https://directory.westernsydney.edu.au/search/name/Nicole Stegemann/)

View timetable (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/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG3007_22-AUT_PC_D#subjects)

WSU Online TRI-1 (2022)
Wsu Online
Online
Subject Contact Matthew Kelly (https://directory.westernsydney.edu.au/search/name/Matthew Kelly/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG3007_22-OT1_OW_O#subjects)

UEH-Session 1 (2022)
Vietnam
Day
Subject Contact Daniel Townsend (https://directory.westernsydney.edu.au/search/name/Daniel Townsend/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG3007_22-UT1_UE_D#subjects)

Sydney City Campus - Term 2 (2022)
Sydney City
Day
Subject Contact Daniel Townsend (https://directory.westernsydney.edu.au/search/name/Daniel Townsend/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG3007_22-SC2_SC_D#subjects)

UEH-Session 2 (2022)
Vietnam
Day
Subject Contact Nicole Stegemann (https://directory.westernsydney.edu.au/search/name/Nicole Stegemann/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG3007_22-UT2_UE_D#subjects)

WSU Online TRI-3 (2022)
Wsu Online
Online
Subject Contact Lisa Rohanek (https://directory.westernsydney.edu.au/search/name/Lisa Rohanek/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG3007_22-OT3_OW_O#subjects)

UEH-Session 3 (2022)
Vietnam
Day
Subject Contact Nicole Stegemann (https://directory.westernsydney.edu.au/search/name/Nicole Stegemann/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG3007_22-UT3_UE_D#subjects)

Summer (2022)
Online
Online
Subject Contact Daniel Townsend (https://directory.westernsydney.edu.au/search/name/Daniel Townsend/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG3007_22-SUM_ON_2#subjects)

Vietnam Session 1 (2023)
Vietnam
On-site
Subject Contact Daniel Townsend (https://directory.westernsydney.edu.au/search/name/Daniel Townsend/)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG3007_23-UT1_UE_1#subjects)

WSU Online TRI-1 (2023)
Wsu Online
On-site
Subject Contact Matthew Kelly (https://directory.westernsydney.edu.au/search/name/Matthew Kelly/)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG3007_23-OT1_OW_1#subjects)

Autumn (2023)
Online
Online
Subject Contact Nicole Stegemann (https://directory.westernsydney.edu.au/search/name/Nicole Stegemann/)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG3007_23-AUT_ON_2#subjects)

Parramatta City - Macquarie St
On-site
Subject Contact Nicole Stegemann (https://directory.westernsydney.edu.au/search/name/Nicole Stegemann/)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG3007_23-AUT_PC_1#subjects)

Sydney City Campus - Term 1 (2023)
Sydney City
On-site
Subject Contact Daniel Townsend (https://directory.westernsydney.edu.au/search/name/Daniel Townsend/)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG3007_23-SC1_SC_1#subjects)

Vietnam Session 2 (2023)
Vietnam
On-site
Subject Contact Nicole Stegemann (https://directory.westernsydney.edu.au/search/name/Nicole Stegemann/)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG3007_23-UT2_UE_1#subjects)

WSU Online TRI-3 (2023)
Wsu Online
Online
Subject Contact Matthew Kelly (https://directory.westernsydney.edu.au/search/name/Matthew Kelly/)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG3007_23-OT3_OW_2#subjects)

Summer (2023)
Online
Online
Subject Contact Daniel Townsend (https://directory.westernsydney.edu.au/search/name/Daniel Townsend/)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG3007_23-SUM_ON_2#subjects)