

# MKTG 7014 INTERNATIONAL PROPERTY FINANCE

**Credit Points** 10

**Legacy Code** 201012

**Coordinator** Hassan Gholipour Fereidouni ([https://directory.westernsydney.edu.au/search/name/Hassan Gholipour Fereidouni/](https://directory.westernsydney.edu.au/search/name/Hassan%20Gholipour%20Fereidouni/))

**Description** This subject develops students' knowledge of finance with particular reference to the property industry. The theories on financial capital markets and market efficiencies are presented with an emphasis on property investment methods, financial leverage, and bankruptcy. The subject also explores various sources of financing and techniques to aid funding decision-making. Students examine recent and emerging developments in the international property investment and financing arena, as well as sustainable investment and financing strategies.

**School** Business

**Discipline** Real Estate

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

**Level** Postgraduate Coursework Level 7 subject

**Equivalent Subjects** ACCT 7020 - Property Finance and Taxation LGYC 0016 - Property Finance and Taxation

## Restrictions

Students must be enrolled in a postgraduate Business program.

## Learning Outcomes

1. Understand international marketing management concepts
2. Appreciate the additional complexity in the conduct of marketing overseas caused by environmental factors in the international domain.
3. Apply marketing research and strategy development concepts in the international domain.
4. Identify and evaluate international marketing opportunities.
5. Design international marketing strategies that are financially sound and actionable.

## Subject Content

Introduction and Overview

- introduction to international Marketing
- The Marketing paradigm in A Global context
- globalisation from A macro and Micro perspective
- Researching international markets
- international Marketing planning

The Global Marketing Environment

- The economic and financial environments
- The political, legal and Regulatory environments
- The social and cultural environments

Creating Global Marketing Strategies

- market entry and expansion strategies
- relationships and Network strategies
- Product decisions
- pricing decisions
- place (channel) decisions
- promotion decisions
- The impact of ethics and environmentalism on international Marketing
- Niche and MNC strategies

- financial resource implications

## 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	1,500 words	50	N	Individual
Report	1,500 words	50	N	Individual

Teaching Periods

## Quarter 4 (2022)

### Parramatta City - Macquarie St

#### Evening

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View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=MKTG7014\\_22-Q4\\_PC\\_E#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG7014_22-Q4_PC_E#subjects))

### Parramatta External

#### Online

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## Quarter 4 (2023)

### Parramatta City - Macquarie St

#### On-site

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### Parramatta External

#### Online

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