GLOBAL MARKETING
MKTG-7035
Semester 1 2016   6 Units

CONTACT INFORMATION

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This course will prepare students to market across borders. The course begins with an in-depth global environmental analysis and examines approaches to operating in an increasingly interconnected world. The course also addresses new challenges in managing global marketing, such as building global brands and communication strategies.

**Requisites**

At least an average of 65% (or equivalent) in the final two years of an Australian undergraduate degree

**LEARNING OUTCOMES**

Upon successful completion of the requirements for this course, students will be able to:

1. define, explain and illustrate:
   - the marketing principles that together constitute the field of study known as international marketing;
   - the steps and processes involved in planning market entry strategy of a firm into a foreign market;

2. explain and illustrate:
   - the nuances and challenges of doing business in very different cultural environments;
   - the development of sustainable competitive advantage and international marketing strategies that are designed to increase the chances for the firm to be successful in a foreign market;
   - the modifications that need to be made to the marketing mix variables need so as to cater to the multitude of differences that the firm will face when going into the offshore market; and

3. communicate effectively in oral and written forms about international marketing using appropriate concepts, logic and rhetorical conventions.

**SCHEDULE**

**Research-led teaching:**

This course aims at giving students the thrill of discovery by offering a balance of theoretical background and practical exposure. The distinctive and research-led features of this course lie in its ‘student-centred’ and ‘learning by doing’ approaches to teaching and learning.

The course facilitates student engagement with research via:

- Research informed learning: A comprehensive introduction to a wide range of contemporary knowledge in international marketing, an important research interest of the course convenor, particularly in relation to market entry strategy, internationalisation of service firms, cross-border business to business relationships, and firm performance;
- An application of international business theories to explain various business scenarios
demonstrated through a series of contemporary mini-case studies and news publications;

- Learning to do research: Independent research, using core international marketing concepts and principles, to analyse and synthesise information for managerial decision making;
- Enquiry based learning: On the job learning opportunities based on team research activities for the development of the International Business Plan for designated clients in the International Business Plan Competition.

**Staff feedback:**

Students will be given feedback in the following forms in this course:

- Verbal and written feedback on the weekly submissions and mid-semester draft of the business plan to individual groups;
- Verbal feedback to the whole class on final project presentations and results of the business plans;
- Written comments on the final submission of the business plans to individual groups;
- Written comments on the individual assignments; and
- Written feedback via emails to any course-related matters.

<table>
<thead>
<tr>
<th>When</th>
<th>Topic</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seminar</td>
<td>Introduction to the course, assessment, and the International Business Plan Competition</td>
<td>Competition work:</td>
</tr>
<tr>
<td>Week 1</td>
<td>Evaluation of Firm's Preparedness for Foreign Market Entry (Case analysis: TBA)</td>
<td>Speed dating and team formation</td>
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<tr>
<td></td>
<td>Competition work:</td>
<td>Guidelines for Section 2: Firm Capability Analysis</td>
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<tr>
<td></td>
<td></td>
<td>Submission of individual responsibilities in the team through competition website (12 Noon, 27 Feb)</td>
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<tr>
<td>Week 3</td>
<td></td>
<td>Submission of Section 2 through Competition website (due 12 Noon, 5 March)</td>
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<td></td>
<td>Networking Evening for the 2016 ANU International Business Plan Competition (date and time TBA)</td>
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<tr>
<td>When</td>
<td>Topic</td>
<td>Notes</td>
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<tr>
<td>Seminar</td>
<td>Assessment of Foreign Market Environment Part B (Case analysis: TBA)</td>
<td>Competition work:</td>
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<tr>
<td>Week 4</td>
<td></td>
<td>• Revisit Section 3.1: Country Selection</td>
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<td></td>
<td></td>
<td>• Submission of Section 3.1 through Competition website (due 12 Noon, 12 March)</td>
</tr>
<tr>
<td>Seminar</td>
<td>Assessment of Foreign Market Environment Part C (Guest talk: TBA)</td>
<td>Competition work:</td>
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<tr>
<td>Week 5</td>
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<td>• Guidelines for Section 3.2: PEST Analysis and Section 3.3: Competitive Analysis</td>
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<tr>
<td></td>
<td></td>
<td>• Submission of revised Section 3.1 through Competition website (due 12 Noon, 19 March)</td>
</tr>
<tr>
<td>Seminar</td>
<td>Identification of Foreign Market Opportunities (Case analysis: TBA)</td>
<td>Competition work:</td>
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<tr>
<td>Week 6</td>
<td></td>
<td>• Guidelines on Section 3.4: Target Market and Section 3.5: Market Size</td>
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<tr>
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<td></td>
<td>• Submission of Sections 3.2 and 3.3 through Competition website (due 12 Noon, 26 March)</td>
</tr>
<tr>
<td>Seminar</td>
<td>Foreign Market Entry Strategy and Guest talk</td>
<td>Guest talk: The Art of Writing a Business Report (delivered by ANU Academic Skills &amp; Learning Centre)</td>
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<tr>
<td>Week 7</td>
<td></td>
<td>Competition work:</td>
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<tr>
<td></td>
<td></td>
<td>• Guidelines on Section 4.1: Market Entry Strategy, Section 4.2: Positioning Strategy, and Section 4.3: Product &amp; Branding Strategy</td>
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<tr>
<td></td>
<td></td>
<td>• Submission of Sections 4.1, 4.2 and 4.3 through Competition website (due 12 Noon, 23 April)</td>
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<td></td>
<td></td>
<td>International Business Plan Draft due on Wattle Friday 8 April, 5pm</td>
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<tr>
<td>Seminar</td>
<td>Product Strategy &amp; Branding for International Markets (Case analysis: TBA)</td>
<td>Competition work:</td>
</tr>
<tr>
<td>Week 8</td>
<td></td>
<td>• Guidelines on Section 4.4: Distribution Strategy, Section 4.5: Communication Strategy, and Section 4.6: Pricing Strategy</td>
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<tr>
<td></td>
<td></td>
<td>• Submission of Sections 4.4 through Competition website (due 12 Noon, 2 April)</td>
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</tbody>
</table>
When | Topic | Notes |
--- | --- | --- |
Seminar | International Distribution and Logistics (Guest talk: TBA) | **Competition work:**
- Guidelines on Section 5.1: Cost & Benefit Analysis and Section 5.2: Implementation Schedule
- Submission of Sections 4.4, 4.5 and 4.6 through Competition website (due 12 Noon, 30 April)

Seminar | International Marketing Communications (Case analysis: TBA) | **Competition work:**
- Final tips for submission of the International Business Plan and the competitive presentations
- Submission of Sections 5.1 and 5.2 through Competition website (due 12 Noon, 7 May)

Seminar | Pricing in International Markets (Guest talk: TBA) | **Competition work:**
- Final in-class consultation for IBP Competition

Competitive pitching | Pitching of project ideas to clients | There will be no lecture nor workshop this week. There will be a separate presentation session for each client of the IBP Competition. The teams are expected to attend their own session only (approximately 3 hours per session)

Course Review | Announcement of Project Winners and Review for the final individual assignment | Announcement of IBP Competition Winners and Finalists for the Invest Canberra Prize.

**Finalist for the Invest Canberra Prize pitch their project ideas again to an industry judging panel on Friday 27 May.**

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**ASSESSMENT OVERVIEW**

**Summary**

<table>
<thead>
<tr>
<th>Type</th>
<th>Weight</th>
<th>Learning Outcome</th>
<th>Notes</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Type</th>
<th>Weight</th>
<th>Learning Outcome</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class attendance</td>
<td>0%</td>
<td>LO1 to LO5</td>
<td>This is a hurdle assessment. Students must attend a minimum 8 out of 10 seminars, in order to pass the course.</td>
</tr>
<tr>
<td>IB Plan Competition</td>
<td>60%</td>
<td>LO2 to LO6</td>
<td>The final IB Plan will be doubly marked by a member of the teaching team (50% of the mark) and a representative from the client (50% of the mark)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>IB Plan Draft 10%</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Final IB Plan 40%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Project pitching 10%</td>
</tr>
<tr>
<td>IB Plan Competition</td>
<td>60%</td>
<td>LO2 to LO6</td>
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</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>IB Plan Draft 10%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Final IB Plan 40%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Project pitching 10%</td>
</tr>
<tr>
<td>Individual Assignment</td>
<td>40%</td>
<td>LO1 to LO6</td>
<td>Completion of this assignment is non-compulsory.</td>
</tr>
<tr>
<td></td>
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<td>The assignment includes 2 part and students can chose one of the following three options:</td>
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<tr>
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<td>• <strong>Option 1</strong>: students will complete a case analysis on the global growth of Airbnb (20%)</td>
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<td>• <strong>Option 2</strong>: students will complete a learning report (20%)</td>
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<td>• <strong>Option 3</strong>: students will complete both case analysis of Airbnb and the learning report (40% in total).</td>
</tr>
</tbody>
</table>

### Grading Scale

According to the ANU policy on assessment (https://policies.anu.edu.au/ppl/document)
/ANUP_004603 (https://policies.anu.edu.au/ppl/document/ANUP_004603)), the standards
that apply to High Distinction, Distinction, Credit and Pass in all coursework courses are as
follows:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Range</th>
<th>Notes</th>
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<tbody>
<tr>
<td>HD</td>
<td>80-100%</td>
<td>Work of exceptional quality, as demonstrated in the attainment of</td>
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<td>learning outcomes at or above the relevant qualification level</td>
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<tr>
<td>D</td>
<td>70-79%</td>
<td>Work of superior quality, as demonstrated in the attainment of</td>
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<td>learning outcomes at or above the relevant qualification level</td>
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<tr>
<td>C</td>
<td>60-69%</td>
<td>Work of good quality, as demonstrated in the attainment of</td>
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<td>learning outcomes at or above the relevant qualification level</td>
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<tr>
<td>P</td>
<td>50-59%</td>
<td>Work of satisfactory quality, as demonstrated in the attainment of</td>
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<td></td>
<td>learning outcomes at or above the relevant qualification level</td>
</tr>
<tr>
<td>N</td>
<td>0-49%</td>
<td>Work in which the attainment of learning outcomes at or above the</td>
</tr>
<tr>
<td></td>
<td></td>
<td>relevant qualification level has not been demonstrated</td>
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</tbody>
</table>

ASSESSMENT ITEMS

**Competition: The 2016 ANU International Business Plan Competition**

http://www.ibcompetition.com (http://www.ibcompetition.com/)

Established in 2011, the ANU International Business Plan (IBP) Competition has been a
crucial component of the course. It is implemented as a form of work integrated learning that
provides students with a unique and authentic learning experience over the entire semester.
The competition is supported by the Australian National University and the ACT
Government.

The principal objective of the IBP competition is to allow students to work as professional
consultants for live Australian SMEs (regardless of their size, industry, and international
experience). Each live client will have 3 or 4 student teams competing to prepare the best
international market expansion plan for them.

Students, working in groups of 3 or 4 members, will undertake market screening exercises
and identify the best and newest foreign market for an SME to expand into. Students will
then propose a suitable market entry strategy and a comprehensive set of international
marketing mix elements for the firm.

At the end of the semester, students will make professional presentations to their designated
clients and their peers at the end of the semester via a series of conference-style sessions.

The winners of the competition will be jointly chosen by the course convenor and
representatives of the business clients. The winning team will be the team achieving the
highest aggregate results of three activities, including:

- The final international business plan; and
- The competitive presentation of key recommendations and findings.

The IBP Competition has received very positive coverage from:

- PRD Software Blog
- Research School of Management
- B2B in Canberra Magazine
- The ACT Exporters Network
- CBE Margin Magazine.

The following table details the key milestones of the 2016 IBP Competition.

<table>
<thead>
<tr>
<th>Est. Date</th>
<th>Event activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>December-January</td>
<td>Finalising client participation and developing project briefs</td>
</tr>
<tr>
<td>16 February</td>
<td>Introducing/ announcing the competition to all students</td>
</tr>
<tr>
<td>23 February</td>
<td>Forming student teams, introducing and allocating clients to students</td>
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<tr>
<td>3 or 4 March</td>
<td>Informal Networking Evening</td>
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<tr>
<td>March-April</td>
<td>Team interviews with participating clients</td>
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<tr>
<td>4-15 April</td>
<td>Mid-semester project review; Team interviews with clients (if necessary)</td>
</tr>
<tr>
<td>13 May</td>
<td>Final project submission</td>
</tr>
<tr>
<td>16-20 May</td>
<td>Conference sessions: Final project presentations</td>
</tr>
<tr>
<td>24 May</td>
<td>Announcing project winners, runners up, and Grand Prize finalists</td>
</tr>
<tr>
<td>27 May</td>
<td>Competitive presentations amongst finalists for the Invest Canberra Prize</td>
</tr>
<tr>
<td>6 June</td>
<td>Award reception for winning teams</td>
</tr>
<tr>
<td>June-July</td>
<td>Dinners with clients</td>
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<tr>
<td></td>
<td>Potential internship arrangement</td>
</tr>
</tbody>
</table>

For specific information about how the competition works, the weekly submission requirements, the identity of the clients, the project briefing, and all other relevant details, please consult the *IBP Competition Manual* on Wattle.

In terms of assessment, the IBP Competition consists of four main components detailed overleaf. The first three components are undertaken by the student teams. The 4th component will be undertaken by the designated business clients.

**International Business Plan Draft**

The main purpose of the draft submission is to make sure students have made reasonable progress, and to provide each team with detailed feedback on their writing.
The content of the draft includes section 2 and section 3 of the report. It is expected that the draft has incorporated the comments and feedback on the weekly submissions from the teaching team as well as from the clients.

Suggested structure

Please follow the suggested report structure specified in the IBP Competition Manual.

The submission should comply with the presentation requirements for the final International Business Plan. Doing this right for the Draft will save you a significant amount of time at the end of the semester for the final submission.

Presentation requirements

The report body should:
- Be formatted to 1.5 line spacing, utilising Endnote referencing system only (NO in-text referencing in this reports).
- Have a good usage of diagrams, tables and figures to illustrate and support arguments.

Submission requirements

Online, through Wattle.

Marking criteria

Assessment of the project draft will be based on the same criteria specified in the marking rubric for the final International Business Plan. The marking rubric will be made available on Wattle.

Individual grade

Although this is a group project, each student will be given an individual score, based on the evaluations by the rest of the team members.

Each student will be asked to judge their team members on two criteria, including (i) effort and (ii) quality of work, via a poll on Wattle. This peer assessment will determine the final grade offered to each student.

Final International Business Plan

This submission will significantly determine the winners of the competition.

Word limit

Up to 80 pages (1.5 line spacing, including everything)

Value

120 marks (worth 40% toward the overall result)

Due date

Friday 13th May, 5pm

Return date

Tuesday, 24th May, during the last lecture
A good report should demonstrate:

- Applications of relevant IM theories and concepts,
- Deep and comprehensive thinking by the project team,
- Recommendations that are realistic and implementable,
- Good research, both primary & secondary data from a variety of information sources (NO *Wikipedia*), and
- Cohesiveness: the report sounds like one person’s work, with equal contribution amongst members. The report shows clear linkage between different sections, without repetitions of information and arguments. The arguments are insightful and convincing, with supporting implications for the firm, and relevant recommendations where appropriate.

Content

Suggested structure

Final submissions should follow the suggested structure provided in the IBP Competition Manual with appropriate headings and sub-headings, no grammatical errors, and be within the page limit.

The submission is to be a professional management report, with a cover page, disclaimer, abstract, table of content, report body, reference list, and appendices.

Presentation requirements

The report body should:

- Be formatted to 1.5 line spacing, utilising Endnote referencing system only (NO in-text referencing in this report).
- Have a good usage of diagrams, tables and figures to illustrate and support arguments.

Submission requirements

Online, through Wattle.

Marks are awarded for different sections of the report, as well as for overall presentation of the work, writing, and referencing.

Marking criteria

There will be 2 markers for this report (a teaching team member and a representative from the client). The markers will discuss and reach a consensus.

The marking rubrics will be made available on Wattle.

Individual grade

Individual grading applies, following the same principle of the system undertaken for the IBP draft.

Competitive Group Presentation

This assessment aims to test the students’ skills in communicating the projects outcomes as a team to their peers and live business clients.

Time limit

15 minutes presentation + 10-15 minutes for Q&A

Value

10 marks (worth 10% toward the overall result)
Due date 16th – 20th May. Exact time, venue, and order of presentation will be determined and announced in due course (both in class and on Wattle).

Return date Tuesday 24th May, during the last lecture.

Content Students are to make professional presentations to their audience with the following content:

1. Introduction of the group
2. Justification of the new international market destination
3. Market entry strategy
4. Two most interesting components of the proposed marketing mix elements
5. Conclusion

Suggested structure The lecturer will chair the presentation and discussion sessions. After each presentation, representatives from the client firms will comment on the quality of the talk and ask follow-up questions, followed by questions from the audience. All group members must participate in the presentation and the subsequent Q&A session.

Presentation requirements Students will present in business attire. Presentations can be made using any visual form of media. A clicker will be provided to the team.

The presentations will be assessed based on:

- Contents coverage;
- Clarity and conciseness;
- Delivery;
- Question handling;
- Quality of handout material for the audiences; and
- Time control.

A marking rubric for the presentation is available on Wattle. Although this is a group assessment, the lecturer reserves the right to award lower marks to team members making less contribution to the presentation and the discussion.

Individual Assessment (Part A): Case Analysis on the Global Growth of Airbnb

This is Part A of the final individual assignment. Students have the options to complete Part A (20%) or Part B (20%) or both Parts A & B (40%)

This part of the assignment takes the form of a case analysis, which assesses a student’s ability to research, synthesise, and analyse the international marketing activities of a firm.
Since its establishment in San Francisco in 2008, Airbnb has become a global powerhouse, with more than 2 million listings in more than 190 countries. The company is now valued more than 20 billion USD.

Please answer the following questions:

1. "Airbnb is a market disruptor that has completely re-defined the global lodging services industry". To what extent do you agree or disagree with this statement?

2. If you were the CEO of a major international hotel chain (e.g., Hilton, InterContinental Hotels Group, Accor), what would you do to combat the growth of Airbnb and maintain the competitive advantages of your hotel chain?

Your work should draw from online news articles about the global growth of Airbnb AND academic journal articles about the impact of foreign market environment on the performance of a firm.

Your submission must include at least 10 references. Academic articles can be downloaded from the list of academic journals in the Textbooks and Reference Materials section.

You have complete freedom to design the structure of your submission (either in a report form or answer one question to another).

1. 5 line spacing is recommended.
2. You can use tables and figures/charts to illustrate your points
3. Failure to reference and acknowledge the source will be interpreted as plagiarism which is a serious offence.

Any reference type is acceptable.

Use headings and sub-headings where you see fit.

Do NOT use appendices, bullet points, or speaking language.

NO Wikipedia

Illegible writing will be penalised.

Online, through the link specified on Wattle

NO assignment coversheet

A marking rubric will be made available on Wattle for your reference.
Individual Assessment (Part B): Learning Report

This is Part B of the final individual assignment. Students have the options to complete Part A (20%) or Part B (20%) or both Parts A & B (40%).

This part of the assignment takes the form of a learning report, in which students reflect on their learning journey and experience throughout the ANU International Business Plan Competition.

Word limit: Up to 2,000 words, plus references (if any)
Value: 20 marks (worth 20% toward the overall result)
Due date: Tuesday 14th June, 9am
Return date: By Friday, 1st July

Content
Students must write a brief reflection on their learning experience through the International Business Plan Competition. This reflection focuses on the process of developing a business plan for an external client in a team environment, as well as what each student has learned about his/her own strengths and weaknesses as a professional.

Suggested structure
More guidelines on how to complete the assignment will be posted on Wattle and discussed in class in due course.

1. 1.5 line spacing is required.
2. You can use tables and figures/charts to illustrate your points.
3. Use headings and sub-headings where you see fit.
4. Do NOT use appendices, bullet points, or speaking language.
5. Illegible writing will be penalised.

Presentation requirements

Submission requirements
Online, through the link specified on Wattle
NO assignment coversheet

Students will be assessed on four key areas:
1. Dilemmas and challenges encountered;
2. Strategies to overcome dilemmas and challenges;
3. Learning gained; and
4. New learning goals.

The marking rubric will be made available on Wattle.

DETAILED COURSE INFORMATION

Do you want to apply theories into real business practices?
Do you want to work with amazing firms in Canberra, interact with their executives, and maybe make a difference to them?

Are you willing to work hard in exchange for a deeply rewarding experience and potential internship placements?

http://www.ibcompetition.com

If the answer is YES, welcome aboard! Dr Vinh Lu and his dedicated team are here to share an educational journey with you to discover how your international marketing knowledge can be applied in a practical business setting.

A special feature of this course is the **International Business Plan Competition**, in which students partake in professional consultancy projects for real business clients. These 'clients' are Australian SMEs wishing to expand their business operations into new international markets. The best teams will be rewarded with certificates of excellence and client-sponsored dinners. The best students will be offered internship opportunities.

**COURSE AWARDS**

Students undertaking this course are eligible for the following awards:

<table>
<thead>
<tr>
<th>Award</th>
<th>Details</th>
<th>Dates and milestones</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Invest Canberra Prize for the 2015 ANU International Business Plan Competition</strong></td>
<td>A cash prize of $1,000 for the best overall team in the competition, judged by a panel of industry experts. The finalists for the prize are the winners for each client. The Invest Canberra Prize will be recorded in the winners' academic transcripts.</td>
<td>Finalist announcement: 24th May Winner announcement: 6th June</td>
</tr>
<tr>
<td><strong>Best international business plan awards</strong></td>
<td>The winning teams and the runner-up teams for each client in the International Business Plan Competition will be recognised at an award reception. Each individual member will be awarded with a Certificate of Excellence from the ANU Research School of Management.</td>
<td>Winner announcement: 24th May Award reception: 6th June</td>
</tr>
<tr>
<td><strong>Client-sponsored dinners and Summer internships</strong></td>
<td>Each winning team will be treated to a social dinner sponsored by the designated clients. Some potential internships might also be offered to a member of the winning team.</td>
<td>July-November</td>
</tr>
</tbody>
</table>
The student(s) achieving the highest aggregate score in the course will be awarded a (shared) cash prize of $500, sponsored by Blended Learning International Ltd. The prize will be official recorded in the academic transcript(s) of the prize winner(s).

Winner(s) notification: June 2016
Award reception: April-May 2017

RECOMMENDED RESOURCES

Useful Information Resources

Textbooks *(For key concepts, theories, and examples of international marketing topics)* - Purchase of textbooks is non-compulsory and there are several copies in the library.


Academic Journals *(Several theories and concepts presented in class are based on a variety of landmark works in international marketing and international business. Very useful for the case analysis)*

- European Journal of Marketing
- International Business Review
- International Marketing Review
- Journal of Consumer Research
- Journal of International Business Studies
- Journal of Business Research
- Journal of International Management
- Journal of International Marketing
- Journal of Management Studies
- Journal of Marketing
- Journal of Retailing
- Journal of Service Research
- Journal of Services Marketing
- Journal of Small Business Management
- Journal of the Academy of Marketing Science
- Journal of World Business
- Management International Review
- Multinational Business Review
- Thunderbird International Business Review
Academies (For sources of information on academic research and activities)

- Academy of International Business (AIB)
- Academy of Management (AOM)
- American Marketing Association (AMA)
- Australian and New Zealand Marketing Academy (ANZMAC)
- European Marketing Academy (EMAC)

Annual publications (For updated statistics on trade and international business activities of nations and corporations)

- Asia Pacific Economic Cooperation forum (APEC)
- Australian Bureau of Statistics (ABS)
- Departments of Foreign Affairs and Trade (DFAT)
- European Commission (EC)
- International Monetary Fund (IMF)
- Organisation for Economic Cooperation and Development (OECD)
- United Nations Conference on Trade and Development (UNCTAD)
- World Bank (WB)
- World Economic Forum (WEF)
- World Trade Organization (WTO)

News outlets (For recent news articles and mini case studies)

- ABC
- AFP
- AFR
- BBC
- Bloomberg
- Channel News Asia
- CNN
- Economist
- Fortune
- New York Times
- Reuters
- The Australian
- Times
- Wall Street Journal
- Washington Post

COURSE EXPECTATIONS

Announcements

Students are expected to check the Wattle site for announcements about this course, e.g. changes to timetables or notifications of cancellations. Notifications of emergency cancellations of lectures or tutorials will be posted on the door of the relevant room.

Tutorial and/or Seminar registration
Tutorial and/or Seminar registration is done through the course Wattle page. Detailed information about sign-up times will be provided on Wattle or during the first lecture by the course convener.

When tutorials/seminars are available for enrolment:
1. Log-on to Wattle, and go to the course site.
2. Click on "Tutorial sign-up here" link
3. On the right of the screen, click "Become Member of ..." for the tutorial/seminar class you wish to enrol in.
4. Confirm your choice.

If you need to change your enrolment, click on the tab "Leave group..." and then re-enrol in another group.

You will not be able to enrol in groups that have reached their maximum number.

Please note that your enrolment in ISIS must be finalised for you to have Wattle access.

Extensions and penalties


You may be granted extensions for assessment pieces that are not examinations or take-home examinations by applying for special consideration.

Late submission of assessment tasks without an extension are penalised at the rate of 5% of the possible marks available per working day or part thereof. Late submission of assessment tasks is not accepted 10 working days after the due date, or on or after the date specified in the course outline for the return of the assessment item.

If a course convener determines that late submission of assessment tasks is not accepted for a coursework course, this information is included in the course outline.

Special consideration for assessments

Students who are unable to submit their assessment by the due date may be eligible for an extension if supported by an Application for Special Consideration.


Special Consideration applications must be completed before the due date of the affected assessment. In exceptional circumstances applications for an extension may be accepted up to three working days after the due date of the affected assessment.

The application must include all supporting documentation and include a copy of as much of the assignment as has been completed by the due time and date.

Special consideration applications must be submitted online at
You will be notified by your lecturer if an extension has been approved.

**Identify your Assignment with your Student Number only**

When submitting your assignment please ensure that it contains your student number in the file name and on the first page. Please do not put your name anywhere in your assignment.

**Resubmission of assignments**

You are allowed to resubmit your assignments before the specific deadlines. Any submission done after the deadline will be considered as a late submission and the above listed penalty conditions will apply.

**Returning assignments**

All assignments will be marked and where appropriate feedback will be provided either:

- in class, or
- in person by appointment with the course lecturer, or
- via the course Wattle site.

**Referencing requirements**

See any specific requirements under Assessment Items.

The Harvard or Oxford referencing styles are to be used. Links to documentation on proper referencing methods are available on the course website or from the Academic Skills website: https://academicskills.anu.edu.au/resources/handouts/referencing-basics (https://academicskills.anu.edu.au/resources/handouts/referencing-basics)

**Deferred examinations**

A deferred examination is the sitting of an examination at a time other than the scheduled time/date.

Wherever possible a student should sit their examination at the prescribed time, and if necessary apply for special assessment consideration (http://www.anu.edu.au/students/program-administration/assessments-exams/special-assessment-consideration) for the marking of the examination. To apply for a deferred examination:

Scan and attach all supporting documentation
Email to examinations.officer@anu.edu.au
Deferred.examinations@anu.edu.au
Submit completed application no later than three working days after the scheduled examination.

Decisions on applications relating to final examinations are made by the Examinations Office.

After receiving notification that a deferred examination has been granted, it is the responsibility of the student to confirm the date/time/location for that examination with the relevant ANU College or School.

Finalisation of Marks and Grades

Your final mark for the course will be based on the raw marks allocated for each of your assessment items. However, your final mark may not be the same number as produce by that formula, as marks may be scaled. Any scaling applied will preserve the rank order of raw marks (i.e. if your raw mark exceeds that of another student, then your scaled mark will exceed the scaled mark of that student), and may be either up or down.

Use of Assignments as exemplars and grade moderation

An important resource for enhancing educational quality is a stock of student work which can be de-identified and used as exemplars for future students in ANU courses, and for grade moderation exercises for teaching staff. If you do not wish your assignment to be used for such purposes please include a note to that effect on the front page of the assignment.

ANU POLICIES

ANU has educational policies, procedures and guidelines, which are designed to ensure that staff and students are aware of the University’s academic standards, and implement them. You can find the University’s education policies and an explanatory glossary at: http://policies.anu.edu.au/

Key policies include:
- Code of Practice for Student Academic Integrity
- Student Assessment (Coursework) Policy and Procedure
- Undergraduate Award Rules
- Graduate Award Rules
- Student Surveys and Evaluations Policy

Academic Integrity

Students are expected to have read the ANU's Code of Practice for Student Academic Integrity before the commencement of their course. (https://policies.anu.edu.au)
Any work by a student of the Australian National University must be work:

- that is original
- that is produced for the purposes of a particular assessment task
- that gives appropriate acknowledgement of the ideas, scholarship and intellectual property of others insofar as these have been used.

It is the responsibility of each individual student to ensure that:

- they are familiar with the expectations for academic integrity both in general, and in the specific context of particular disciplines or courses
- work submitted for assessment is genuine and original
- appropriate acknowledgement and citation is given to the work of others
- they declare their understanding of and compliance with the principles of academic integrity on appropriate pro formas and cover sheets as required by the academic area, or by a statement prefacing or attached to a thesis
- they do not knowingly assist other students in academically dishonest practice.

All breaches, careless or deliberate, are addressed. Careless breaches are addressed through academic penalties, such as deduction of marks and resubmission. Deliberate breaches are subject to action under the Discipline Rules of the ANU.

Penalties for a deliberate breach may include failing the piece of work involved, failing the course, or having candidature terminated.

Further information can be found at http://academichonesty.anu.edu.au/ (http://academichonesty.anu.edu.au/)

**Assessment Requirements**

Where possible, assessment items are submitted online through Turnitin. The ANU is using Turnitin to enhance student citation and referencing techniques, and to assess assignment submissions as a component of the University's approach to managing Academic Integrity.

For additional information regarding Turnitin please visit the ANU Online website (http://online.anu.edu.au/help_support/turnitin (http://online.anu.edu.au/help_support/turnitin)).

**Student Feedback**

ANU is committed to the demonstration of educational excellence and regularly seeks feedback from students. One of the key formal ways students have to provide feedback is through Student Experience of Learning Support (SELS) surveys. The feedback given in these surveys is anonymous and provides the Colleges, University Education Committee and Academic Board with opportunities to recognise excellent teaching, and opportunities for improvement.

Student Support Services

Students experiencing academic or personal problems are welcome to discuss these with any member of the Faculty or to utilise the ANU’s student support services links to which can be found at http://students.anu.edu.au/ (http://students.anu.edu.au/), including:

- the Counselling Centre at http://counselling.anu.edu.au/ (http://counselling.anu.edu.au/)

Library

- Information about the library can be found at http://anulib.anu.edu.au (http://anulib.anu.edu.au)
- (http://anulib.anu.edu.au/about/open/)For free training in information skills and computer skills see http://anulib.anu.edu.au/research-learn (http://anulib.anu.edu.au/research-learn)