

**School / Faculty:** Federation Business School

**Course Title:** INTERNATIONAL MARKETING

**Course ID:** BUMKT3705

**Credit Points:** 15.00

**Prerequisite(s):** (BUMKT1501 or JM501)

**Co-requisite(s):** Nil

**Exclusion(s):** Nil

**ASCED Code:** 080505

**Grading Scheme:** Graded (HD, D, C, etc.)

**Program Level:**

AQF Level of Program						
	5	6	7	8	9	10
<b>Level</b>						
Introductory	■	■	■	■	■	■
Intermediate	■	■	■	■	■	■
Advanced	■	■	✓	■	■	■

**Learning Outcomes:**

**Knowledge:**

- K1.** Identify the key forces that shape an international marketing environment
- K2.** Describe and evaluate the various options for market entry into a foreign country
- K3.** Differentiate between international marketing and domestic marketing factors
- K4.** Analyse and assess attractiveness within international markets

**Skills:**

- S1.** Analyse and evaluate international markets for their potential in the generation of revenue and profitability
- S2.** Develop a marketing mix to enhance effectiveness in an international context
- S3.** Design a persuasive international marketing presentation suitable for delivery to senior staff in a business context
- S4.** Produce authentic marketing reports suitable for organisational purposes via written communication

**Application of knowledge and skills:**

- A1.** Employ a coherent and rational approach to the development of marketing strategies for new international marketing situations

# Course Outline (Higher Education)

BUMKT3705 INTERNATIONAL MARKETING

- A2.** Apply marketing concepts and theories to diverse 'real world' business scenarios
- A3.** Apply critical reasoning and judgement to develop an appropriate marketing mix for a specific International scenario

## Course Content:

Topics may include:

- The international environment
- Market entry
- Marketing mix considerations in an international context
- International marketing strategy

## Values and Graduate Attributes:

### Values:

- V1.** Identify and combat cultural imperialism
- V2.** Value the benefits that international trade bring to the growth and development of domestic organisations
- V3.** Develop pragmatism and commercial astuteness
- V4.** Employ professionalism in business communications
- V5.** Demonstrate sensitivity in relation to culturally diverse international markets

### Graduate Attributes:

FedUni graduate attributes statement. To have graduates with knowledge, skills and competence that enable them to stand out as critical, creative and enquiring learners who are capable, flexible and work ready, and responsible, ethical and engaged citizens.

Attribute	Brief Description	Focus
Knowledge, skills and competence	Students will develop higher-level skills in research and analysis in an authentic international context. Business judgement will also be enhanced through decision making at both the strategic and implementation level	Medium
Critical, creative and enquiring learners	Students will demonstrate confidence in decision-making in an international marketing context by developing professional-level skills in persuasive marketing presentations and authentic report writing for a business audience	Medium
Capable, flexible and work ready	Via culturally diverse marketing teams, students will gain experience in working with a broad range of colleagues from differing backgrounds	High

# Course Outline (Higher Education)

BUMKT3705 INTERNATIONAL MARKETING

Attribute	Brief Description	Focus
Responsible, ethical and engaged citizens	In-class exercises and assignments are used to reinforce the need for ethical international marketing strategy practices and developing corporate social responsibility management.	Low

## Learning Task and Assessment:

Learning Outcomes Assessed	Assessment Task	Assessment Type	Weighting
K1,K2,K4 S1,S4	Market attractiveness report	Individual report	20-30%
K3,K4 S2,S4 A1,A2,A3	Marketing plan	Group report	10-20%
K2 S1,S3 A1	Presentation to the Board: Craft an engaging and persuasive presentation to outline your rationale and implementation strategy	Board briefing	10-30%
K1,K2,K4 A2	Demonstrate knowledge and application of international marketing concepts	Exam	20-60%

## Adopted Reference Style:

APA