



# Unit Outline (Higher Education)

<b>Institute / School:</b>	Institute of Innovation, Science & Sustainability
<b>Unit Title:</b>	MARKETING IN THE INTERNATIONAL ENVIRONMENT
<b>Unit ID:</b>	BUMKT6922
<b>Credit Points:</b>	15.00
<b>Prerequisite(s):</b>	Nil
<b>Co-requisite(s):</b>	Nil
<b>Exclusion(s):</b>	Nil
<b>ASCED:</b>	080399

## Description of the Unit:

This unit provides students with the necessary knowledge and tools to plan, develop, and implement marketing strategies for a variety of markets in diverse cultural, social, political and economic situations. Focus will be on the decision making process in the areas of foreign market analysis, segmentation and position strategy and marketing mix design.

**Grade Scheme:** Graded (HD, D, C, P, MF, F, XF)

## Work Experience:

No work experience

**Placement Component:** No

**Supplementary Assessment:** Yes

Where supplementary assessment is available a student must have failed overall in the Unit but gained a final mark of 45 per cent or above, has completed all major assessment tasks (including all sub-components where a task has multiple parts) as specified in the Unit Description and is not eligible for any other form of supplementary assessment.

## Course Level:

Level of Unit in Course	AQF Level of Course					
	5	6	7	8	9	10
Introductory	■	■	■	■	■	■

Level of Unit in Course	AQF Level of Course					
	5	6	7	8	9	10
Intermediate	■	■	■	■	✓	■
Advanced	■	■	■	■	■	■

### Learning Outcomes:

#### Knowledge:

- K1.** Evaluate the dynamic and complex marketing environment faced by international marketers and differentiate how it differs from a domestic marketing situation
- K2.** Analyse cultural differences in various global regions and appraise the effect on the marketing mix design and overall international marketing management
- K3.** Identify international opportunities through marketing research and develop cross-border segmentations and position strategy
- K4.** Examine the various methods of entering foreign markets, the degree of commitment required and associated levels of risks
- K5.** Assess the various techniques used by modern marketers for segmenting foreign markets in both the consumer and industrial sectors
- K6.** Integrate and address the challenges of planning, organising, and controlling activities associated with international marketing operations in making strategic decisions

#### Skills:

- S1.** Develop international marketing solutions based on thorough internal and external analysis and research and communicate in professional format(s) appropriate for a client
- S2.** Screen and evaluate foreign markets to determine the overall market potential
- S3.** Employ relevant analytical framework to facilitate the implementation and management of international marketing strategy
- S4.** Analyse and assess various strategic options for competing internationally, using strategic models and appropriate market research techniques

#### Application of knowledge and skills:

- A1.** Develop appropriate and integrated international marketing strategy by applying the marketing mix concepts in diverse international settings
- A2.** Apply appropriate tools, frameworks and techniques to assess market opportunities and markets size

#### Unit Content:

Topics may include:

- Cultural convergence and divergence
- Global market research and country selection
- International and global marketing management tasks and decisions
- Market entry strategies

- Implementation of strategic international marketing programme and control including
- Product development adaptation and localization
- Cross-border pricing and demand estimation
- International communication and promotion
- Global distribution
- International marketing ethical issues

### Graduate Attributes

The Federation University Federation graduate attributes (GA) are entrenched in the [Higher Education Graduate Attributes Policy](#) (LT1228). FedUni graduates develop these graduate attributes through their engagement in explicit learning and teaching and assessment tasks that are embedded in all FedUni Courses. Graduate attribute attainment typically follows an incremental development process mapped through Course progression.

**One or more graduate attributes must be evident in the specified learning outcomes and assessment for each FedUni Unit, and all attributes must be directly assessed in each Course**

Graduate attribute and descriptor		Development and acquisition of GAs in the Unit	
		Learning Outcomes (KSA)	Assessment task (AT#)
GA 1 Thinkers	Our graduates are curious, reflective and critical. Able to analyse the world in a way that generates valued insights, they are change makers seeking and creating new solutions.	K1,K2,K3,K4,K5 S2,S3	AT1
GA 2 Innovators	Our graduates have ideas and are able to realise their dreams. They think and act creatively to achieve and inspire positive change.	K3,K4,K6 S1,S2,S3,S4 A1,A2	AT2
GA 3 Citizens	Our graduates engage in socially and culturally appropriate ways to advance individual, community and global well-being. They are socially and environmentally aware, acting ethically, equitably and compassionately.	K1,K2,K3,K4,S2,S3,S4 A1,A2	AT1, AT2
GA 4 Communicators	Our graduates create, exchange, impart and convey information, ideas, and concepts effectively. They are respectful, inclusive and empathetic towards their audience, and express thoughts, feelings and information in ways that help others to understand.	K1,K2,K3,K4,K6 S1,S2,S3,S4 A1,A2	AT1, AT2, AT3
GA 5 Leaders	Our graduates display and promote positive behaviours, and aspire to make a difference. They act with integrity, are receptive to alternatives and foster sustainable and resilient practices.	K1,K2,K3,K4,S2,S3,S4 A1,A2	AT1, AT2

### Learning Task and Assessment:

Learning Outcomes Assessed	Assessment Tasks	Assessment Type	Weighting
K1,K2,K3,K4,K5 S2,S3	Individual journal article or case study review and critique	Written report	15-25%
K3,K4,K6 S1,S2,S3,S4 A1,A2	Team-based assessment task	Group written report and oral presentation	35-45%
K2,K3,K4,K5 S2,S3 A1	Individual invigilated assessment	Summative assessment or other time constrained task	35-45%

### Adopted Reference Style:

APA

Refer to the [library website](#) for more information

Fed Cite - [referencing tool](#)