MKTG209
Global Marketing
Session 1, 2012

Department of Marketing and Management
Students in this unit should read this unit outline carefully at the start of semester. It contains important information about the unit. If anything in it is unclear, please consult one of the teaching staff in the unit.

**ABOUT THIS UNIT**

This unit is designed to introduce students to the management of global marketing, using the marketing concept. It considers environmental factors and how marketing management decisions are affected by those environmental factors. It develops an awareness and understanding of global marketing concepts including: global competitiveness; anti-globalisation sentiments; market entry options; global pricing; product and promotional standardisation versus customisation; distribution and logistics practices; international marketing strategy, planning, implementation and control.

MKTG209 looks at the special issues involved in applying marketing principles in markets other than our own familiar home market. It looks at the growth in international marketing globally and the global marketing environment, especially the marketing implications of differences in the political/legal, economic and social/cultural factors in various markets.

This unit will help to broaden students’ outlook on the multitude of factors that affect global marketing. In a 13 week semester it is impossible to give students all the knowledge they require. It is hoped that the program will be stimulating enough to give students a desire to expand their knowledge in their own time and as their careers develop. Students should remember that many of the factors affecting global marketing will change over time. Good marketers monitor and understand these changes.
Students’ powers of analysis and creative thinking will be tested, in addition to the ability to present ideas persuasively and to work cooperatively in group situations. Failure on either count will be reflected in marks awarded and no excuses will be accepted, as both these characteristics are factors that influence success or failure in the "real" international marketing environment.

**TEACHING STAFF**

- June Buchanan (unit convenor and LIC). Email: june.buchanan@mq.edu.au
- Brenton Price (lecturer and tutor). Email: brenton.price@mq.edu.au

**CONSULTATION TIMES**

June Buchanan:
Thursday 2-4 pm: E4A630; Telephone: 9850 9616.

Brenton Price:
Friday 1-2 pm: E4A630. By appointment only. Contact via email.

You are encouraged to seek help at a time that is convenient to you from a staff member teaching on this unit during their regular consultation hours. In special circumstances, an appointment may be made outside regular consultation hours. You may also phone staff during their consultation hours.

Students experiencing significant difficulties with any topic in the unit must seek assistance immediately.

**CLASSES**

- There are 3 hours of face-to-face teaching per week consisting of a 1 x 2 hour lecture and 1 x 1 hour tutorial.
- The timetable for classes can be found on the University web site at: [http://www.timetables.mq.edu.au/](http://www.timetables.mq.edu.au/)
- Students are required to form into groups in Week 2 of semester. It is therefore important that, once you are enrolled in a tutorial, you should remain in that particular tutorial, as changing would be disruptive to your fellow students, both those in the tutorial you have left and those in the tutorial you aim to join any time after Week 2.
- Attendance will be taken in the tutorials.
- **Warning:** You must attend at least 10 of the 12 tutorials – failure to do so will lead to major deduction from your participation mark and also your group-work contribution.
- Medical certificates must be provided if you are not able to attend a class without incurring a penalty.
- Students are expected to arrive on time, and not leave until the class ends.
• If you have a recurring problem that makes you late, or forces you to leave early, please have the courtesy to discuss this with your lecturer/tutor.
• Mobile phone must be turned OFF and not simply set to ‘silent’.
• Students who disturb or are disruptive in lectures and/or tutorial class will be asked to leave.
• All students must complete a peer assessment for the case study – both presentation and written components. Furthermore, the written assignment must identify clearly the names of each person that did each section.

**PRIZES**

• Prizes for this unit:  

**REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS**


The textbook is available from the Co-Op Bookshop. You will need to buy this textbook for the following reasons:

• The lecture slides are from the textbook
• The multiple choice questions will be from the textbook publishers database, therefore all the Week 5 Test questions will be based on material in the textbook.

**UNIT WEB PAGE**

Please note that the unit’s logon Blackboard address is:  
[https://ilearn.mq.edu.au/login/MQ/](https://ilearn.mq.edu.au/login/MQ/)

• Please check this site each week for lecture slides (available for downloading and printing). In addition, other notes will be posted on the site from time to time. It is incumbent upon each student to regularly check iLearn (i.e. at least once a week).

**LEARNING OBJECTIVES AND OUTCOMES**

• **Overall Objectives:**
  1. To provide students with an understanding of marketing in a global environment/context.
2. To develop students’ skills in the understanding of marketing strategies that can be used in a global setting, including some of the challenges that companies face when marketing globally.

- **Specific Objectives:**

3. To analyse the factors that inter-relate in the global marketplace and determine their function in relation to marketing decisions.

4. To examine the nature of cultural, social, economic and legal factors that can determine/influence the nature of entry.

5. To evaluate the strategic alternatives for entry and expansion into overseas markets.

6. To understand the importance of developing in-depth appropriate strategies and tactics for each of the marketing mix elements.

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**GRADUATE CAPABILITIES**

In addition to the discipline-based learning objectives, all academic programs at Macquarie seek to develop the capabilities the University's graduates will need to develop to address the challenges, and to be effective, engaged participants in their world.

This unit contributes to this by developing the following graduate capabilities:

1. Discipline Specific Knowledge and Skills
2. Critical, Analytical and Integrative Thinking
3. Problem Solving and Research Capability
4. Creative and Innovative
5. Effective Communication
6. Engaged and Ethical Local and Global citizens
7. Socially and Environmentally Active and Responsible
8. Capable of Professional and Personal Judgement and Initiative
9. Commitment to Continuous Learning

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**TEACHING AND LEARNING STRATEGY**

- Presentation of the subject involves lectures and tutorials, student presentations and videos. Emphasis is placed on student participation using case study presentations. A written case study will be undertaken on a group/team basis.

- The schedule of Lectures, Tutorials and other important dates is attached to this outline.

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**RESEARCH AND PRACTICE**

- This unit gives you opportunities to conduct your own research to supplement your case study answers and your weekly Q&A sheets.
**RELATIONSHIP BETWEEN ASSESSMENT AND LEARNING OUTCOMES**

- **Week 5 multiple-choice class test:** An early low risk diagnostic task (70 multiple choice questions worth 15%) will be conducted during lectures in Week 5. Students must sit this early assessment Test in the Week 5 lecture. Failure to do so will result in a mark of 0 for this assessment. Under no circumstances will there be a supplementary class test. Students who have appropriate reasons for missing the class test must submit official supporting documentation, through official university channels. If approved by the lecturer, the 15% weighting will then be moved to the final exam. It is strongly recommended that students sit this multiple choice test in Week 5. It provides valuable feedback as to your understanding of MKTG209 concepts at this early stage. Students who obtain a low mark are encouraged to speak to their tutor, who will then discuss ways in which the student can improve their understanding of the material in this unit.

- **Case Study – 30% (written – 20% and presentation – 10%):** Students will form into groups of four (4) in their tutorials during Week 2. Each group will be required to cover one assigned case study during the semester, supplemented with substantial academic research. This assignment helps your researching and analytical skills and also enables you to apply the theory to the practice. The due dates for the case study are shown in the Lecture/Tutorial Schedule. The knowledge gained from researching additional academic journal articles and applying them to your case studies, also helps prepare you for the final examination. The written component of your case study (including solid academic article analysis) should be approximately 2,000 – 3,000 words. This Word document must be submitted to Turnitin the day before your presentation. Case study documents NOT submitted to Turnitin will not be marked and will therefore receive a mark of zero (0%). You must print off and include a hard copy of the Turnitin Similarity Index (Originality percentage) with the hard copy of your written case study. You must also include a hard copy of your presentation slides (3 per page). You must include references within the written and the PP slides to support your statements. A full reference list must be provided at the end of the written report and at the end of the PP slides.

- **The main component of the Participation mark (15%) is attributable to the question and answer one-page, typed A4 paper each student prepares prior to each tutorial. Each student must read every case study that is to be presented throughout semester and think of one or two probing questions relating to the case study (not taken from the case study itself), or the global marketing concepts included in the case study. Each student must also have an answer, based on research (at the very least, one academic journal article) to the question(s) they have formulated. Your question must be based on the academic literature you have chosen. DO NOT USE A QUESTION FROM THE CASE STUDY! The tutor will ask students to put their question(s) to the presenting group. That student is then expected to enter into a discussion with the presenting group, based on the student’s pre-prepared answer. By reading each case study throughout semester, the global marketing concepts and application of those concepts to a real-world company (AS IN THE CASE STUDY), each student will experience full
involvement and therefore deeper learning. These Q&A sheets must be typed and will be collected during each tutorial. You must ensure your name and student number is included on your Q&A sheet, otherwise you will not receive a mark. Non-typed documents will not be accepted and the student will receive 0 for that particular week. Please note that, under no circumstances will late Q&A sheets be accepted, as the primary purpose of these is to facilitate class discussion and therefore collaborative learning. Every Q&A sheet relating to that week’s case study will be collected by the tutor at the end of the case study presentation and discussion. No typed Q&A = no mark. No Q&A sheet handed in during the tutorial time it is due = no mark. This is non-negotiable.

<table>
<thead>
<tr>
<th>Assessment Task 1</th>
<th>Assessment Task 2</th>
<th>Assessment Task 3</th>
<th>Assessment Task 4</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Title/Name</strong></td>
<td><strong>Week 5 Class Test (15%)</strong></td>
<td><strong>Case Study (30%)</strong></td>
<td><strong>Participation (15%)</strong></td>
</tr>
<tr>
<td><strong>Description</strong></td>
<td>This consists of 70 multiple-choice questions. You will have one and a half hours (1.5 hours). No negative marking will be used. This exam will include all the material covered in Weeks 1-4 inclusive (both in lectures and in tutorials).</td>
<td>Each group member must obtain at least 3 peer-reviewed academic articles each which are related to your assigned case study. The group must then analyse and synthesis these 12 (for a group of 4) academic journal articles and present your answers to the case study, as a group, to the rest of the class. You must use in-text referencing in your PP slides, as well as in</td>
<td>This is an individual assessment. Part of the mark will be assigned to your attendance (5%), with the majority assigned to the number and quality of your prepared Q&amp;A typed documents for each of the case studies being presented throughout semester (10%). You must bring your prepared (typed) Q&amp;A sheet at the beginning of tutorial. Each week, your tutor will ask students to verbally present their prepared question to the presenting group and, based on your pre-researched</td>
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<tr>
<td>Assessment Task 1</td>
<td>Assessment Task 2</td>
<td>Assessment Task 3</td>
<td>Assessment Task 4</td>
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<tr>
<td>your Word document. Your PP slides and your written document must include a full References list.</td>
<td>answer, each student is expected to then enter into appropriate dialogue with the presenting group.</td>
<td>Throughout semester.</td>
<td>Formal examination period</td>
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<tr>
<td>Due date</td>
<td>Held in lectures during Week 5</td>
<td>Please refer to Lecture and Tutorial Schedule for due dates</td>
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<tr>
<td>% Weighting</td>
<td>15%</td>
<td>Written: 20% Presentation: 10%</td>
<td>15%</td>
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<tr>
<td>Grading method - marking criteria/standards</td>
<td>Machine-marked multiple choice answer sheets. No negative marking.</td>
<td>Please refer to Appendix 2 for marking guide</td>
<td>Quality of question(s) and answer(s) in each tutorial.</td>
</tr>
<tr>
<td>Submission method</td>
<td>Class Test papers and answer books will be collected at the end of the exam by the lecturer.</td>
<td>The group must submit their fully referenced written (Word) document and upload it to Turnitin before the day of their presentation. Please note that you have the opportunity of multiple submissions, based on your Similarity Index score, prior to the due date. The group must also provide a hard copy of their Power Q&amp;A sheets from every student will be collected by the tutor each week. Non-typed documents will not be accepted. Q&amp;A sheets not handed in during the relevant tutorial will not be marked.</td>
<td>Exam papers and answer sheets will be collected by the exam supervisors at the end of the MKTG209 examination.</td>
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<td><strong>Assessment Task 1</strong></td>
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<td>Point slide presentation (including Reference List) to the tutor on the day of presentation.</td>
<td>The week following the presentation.</td>
<td>These will be collated after Week 13.</td>
<td>The final results will be released during the formal university period.</td>
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<td><strong>Feedback (type, method, date)</strong></td>
<td>• Within two weeks after the test (i.e. in Week 7). Results will be uploaded to iLearn.</td>
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<tr>
<td><strong>Learning outcomes assessed</strong></td>
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<tr>
<td>1 Understanding marketing in a global context</td>
<td>Understanding marketing in a global context</td>
<td>Understanding marketing in a global context</td>
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<tr>
<td>2 Analysing factors that inter-relate in the global marketplace</td>
<td>Analysing factors that inter-relate in the global marketplace</td>
<td>Analysing factors that inter-relate in the global marketplace</td>
<td>Demonstrating the knowledge and skills developed as a result of assessment Task Numbers 2 and 3, in addition to material covered in lectures and tutorials.</td>
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<tr>
<td>3 Influence of economic factors, trade institutions and trade policy.</td>
<td>Influence of cultural, social, economic and legal factors that can influence market entry</td>
<td>Influence of cultural, social, economic and legal factors that can influence market entry</td>
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<tr>
<td>5</td>
<td>Understanding appropriate strategies and tactics for the marketing mix elements</td>
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<td>6</td>
<td>Developing skills in</td>
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<tr>
<td>Assessment Task 1</td>
<td>Assessment Task 2</td>
<td>Assessment Task 3</td>
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<tr>
<td>analysing and understanding the challenges that real-life organisations face when marketing in the global environment.</td>
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</table>

Graduate capabilities assessed:

1. Discipline Specific Knowledge and Skills
   - Yes
   - Yes
   - Yes
   - Yes

2. Critical, Analytical and Integrative Thinking
   - Yes
   - Yes
   - Yes
   - Yes

3. Problem Solving and Research Capability
   - Yes
   - Yes
   - Yes
   - Yes

4. Creative and Innovative
   - Yes
   - Yes
   - Yes
   - Yes

5. Effective Communication
   - Yes
   - Yes
   - Yes
   - Yes

6. Engaged and Ethical Local and Global citizens
   - Yes
   - Yes
   - Yes
   - Yes

7. Socially and Environmentally Active and Responsible
   - Yes
   - Yes
   - Yes
   - Yes

8. Capable of Professional and Personal Judgement and Initiative
   - Yes
   - Yes
   - Yes
   - Yes

9. Commitment to Continuous Learning
   - Yes
   - Yes
   - Yes
   - Yes

Late submissions:
• Case Study: Students must submit a hard copy of their presentation to their tutor at the beginning of the tutorial in the week the group is scheduled to present. No late case study reports will be marked (i.e. students will receive a mark of 0% for non-submission of their presentation slides at the beginning of the tutorial). The written component, in Word, must be uploaded to Turnitin before the tutorial. Each group must provide the Turnitin receipt no. to the tutor, along with a hard copy of the Turnitin Originality Report. Failure to submit the written assignment prior to the commencement of tutorial will result in the loss of 10 marks each day it is late (note: the loss of 10 marks begins on the day the assignment is due, once the tutorial commencement time has passed). Please note that the potential 10% loss of marks is based on the maximum possible assessment mark of 20% for the written and 10% for the PP slides. In other words, if the written document is not uploaded to Turnitin before the tutorial commences, then the group will lose 10% of the 20%. If the written document is uploaded to Turnitin the day after the tutorial, it will receive 0%.

• Early Assessment (Week 5) Class Test: There will be no supplementary Week 5 Test. Students who do not sit the Week 5 Test will receive a mark of 0% unless they submit an official university approved form, along with acceptable documentation (such a medical certificate approved by the university). Once the unit convenor receives this official form and acceptable documentation, the student will have the 15% weighting added to the final exam (i.e. the final exam will then be assessed out of 55% rather than 40%). Please note that the Early Assessment Test is an excellent opportunity for you to receive early feedback on your performance in this unit.

Examinations:

A final examination is included as an assessment task for this unit to provide assurance that:

i) the product belongs to the student and
ii) the student has attained the knowledge and skills tested in the exam

A 3 hour final examination for this unit will be held during the University Examination period.

You are expected to present yourself for examination at the time and place designated in the University Examination Timetable. The timetable will be available in Draft form approximately eight weeks before the commencement of the examinations and in Final form approximately four weeks before the commencement of the examinations. http://exams.mq.edu.au/

The only exception to not sitting an examination at the designated time is because of documented illness or unavoidable disruption. In these circumstances you may wish to consider applying for Special Consideration. The University’s policy on special consideration process is available at: http://www.mq.edu.au/policy/docs/special_consideration/policy.html

If a Supplementary Examination is granted as a result of the Special Consideration process the examination will be scheduled after the conclusion of the official examination period.
The Macquarie university examination policy details the principles and conduct of examinations at the University. The policy is available at: http://www.mq.edu.au/policy/docs/examination/policy.htm

**ACADEMIC HONESTY (PLAGIARISM)**

The nature of scholarly endeavor, dependent as it is on the work of others, binds all members of the University community to abide by the principles of academic honesty. Its fundamental principle is that all staff and students act with integrity in the creation, development, application and use of ideas and information. This means that:

- all academic work claimed as original is the work of the author making the claim
- all academic collaborations are acknowledged
- academic work is not falsified in any way
- when the ideas of others are used, these ideas are acknowledged appropriately

Further information on the academic honesty can be found in the Macquarie University Academic Honesty Policy at: http://www.mq.edu.au/policy/docs/academic_honesty/policy.html

**GRADES**

Macquarie University uses the following grades in coursework units of study:

HD – High Distinction (85-100%)
D – Distinction (75-84%)
CR – Credit (65-74%)
P – Pass (50-64%)
F – Fail (0-49%)

Grade descriptors and other information concerning grading are contained in the Macquarie University Grading Policy which is available at: http://www.mq.edu.au/policy/docs/grading/policy.html

**GRADING APPEALS AND FINAL EXAMINATION SCRIPT VIEWING**

If, at the conclusion of the unit, you have performed below expectations, and are considering lodging an appeal of grade and/or viewing your final exam script please refer to the following website which provides information about these processes and the cut off dates in the first instance. Please read the instructions provided concerning what constitutes a valid grounds for appeal before appealing your grade.

http://www.businessandeconomics.mq.edu.au/new_and_current_students/undergraduate/how_do_i/grade_appeals
SPECIAL CONSIDERATION

The University is committed to equity and fairness in all aspects of its learning and teaching. In stating this commitment, the University recognises that there may be circumstances where a student is prevented by unavoidable disruption from performing in accordance with their ability. A special consideration policy exists to support students who experience serious and unavoidable disruption such that they do not reach their usual demonstrated performance level. The policy is available at: http://www.mq.edu.au/policy/docs/special_consideration/procedure.html

STUDENT SUPPORT SERVICES

Macquarie University provides a range of Academic Student Support Services. Details of these services can be accessed at http://www.student.mq.edu.au

IT CONDITIONS OF USE

Access to all student computing facilities within the Faculty of Business and Economics is restricted to authorised coursework for approved units. Student ID cards must be displayed in the locations provided at all times.

Students are expected to act responsibly when utilising University IT facilities. The following regulations apply to the use of computing facilities and online services:

- Accessing inappropriate web sites or downloading inappropriate material is not permitted. Material that is not related to coursework for approved unit is deemed inappropriate.
- Downloading copyright material without permission from the copyright owner is illegal, and strictly prohibited. Students detected undertaking such activities will face disciplinary action, which may result in criminal proceedings.

Non-compliance with these conditions may result in disciplinary action without further notice.

Students must use their Macquarie University email addresses to communicate with staff as it is University policy that the University issued email account is used for official University communication.
<table>
<thead>
<tr>
<th>Week</th>
<th>Date w/c</th>
<th>Lecture</th>
<th>Chapter</th>
<th>Tutorial</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>27 February</td>
<td>Introduction to the Unit Introduction to Global Marketing</td>
<td>1</td>
<td>None</td>
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<tr>
<td>2</td>
<td>5 March</td>
<td>Economic Environment</td>
<td>2</td>
<td>Group Formation</td>
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<td>Allocation of Case Studies</td>
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<tr>
<td>3</td>
<td>12 March</td>
<td>Trade Institutions and Trade Policy</td>
<td>3</td>
<td>Discussion of relevant academic journal</td>
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<td></td>
<td>Political and Legal Environment</td>
<td>4</td>
<td>articles for case studies Reinforcing 'how</td>
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<td>to reference'</td>
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<tr>
<td>4</td>
<td>19 March</td>
<td>Cultural Environment</td>
<td>5</td>
<td>Discussion questions</td>
</tr>
<tr>
<td>5</td>
<td>26 March</td>
<td>EARLY ASSESSMENT TEST (IN LECTURES) – ONE AND A HALF (1.5) HOURS</td>
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<td>Group 1</td>
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<tr>
<td></td>
<td></td>
<td>This will cover 70 multiple choice questions from Chapters 1-5 (inclusive) of the textbook</td>
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<td>Case Study Presentation</td>
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<tr>
<td>6</td>
<td>2 April</td>
<td>Building the Knowledge Base Foreign Market Entry</td>
<td>6</td>
<td>Group 2</td>
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<td>7</td>
<td>Case Study Presentation</td>
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<tr>
<td>7</td>
<td>23 April</td>
<td>Channels of Distribution and Logistics</td>
<td>8</td>
<td>Group 3</td>
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<td>Case Study Presentation</td>
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<tr>
<td>8</td>
<td>30 April</td>
<td>Careers Office and Industry Speaker</td>
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<td>Group 4</td>
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<td>Case Study Presentation</td>
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<tr>
<td>9</td>
<td>7 May</td>
<td>Product Policy and Adaptation in International Markets Product and Brand Management in International Markets</td>
<td>9</td>
<td>Group 5</td>
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<td>10</td>
<td>Case Study Presentation</td>
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<tr>
<td>Week</td>
<td>Date</td>
<td>Topic</td>
<td>Group</td>
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<tr>
<td>10</td>
<td>14 May</td>
<td>Services Marketing</td>
<td>11</td>
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<td><strong>Group 6</strong> Case Study Presentation</td>
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<tr>
<td>11</td>
<td>21 May</td>
<td>Pricing in International Markets</td>
<td>12</td>
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<td><strong>Group 7</strong> Case Study Presentation</td>
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<td>(if no case study, then discussion questions)</td>
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<td>12</td>
<td>28 May</td>
<td>International Marketing Communications</td>
<td>13</td>
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<td></td>
<td>Discussion questions</td>
<td></td>
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<tr>
<td>13</td>
<td>4 June</td>
<td>Unit Evaluations Final Examination Format, Hints and Example(s)</td>
<td>13</td>
<td></td>
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<td><strong>Tutorial Evaluations</strong> Wrap-Up – any questions?</td>
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</table>
## Case Study Allocations

<table>
<thead>
<tr>
<th>Week</th>
<th>Date w/c</th>
<th>Case Study</th>
<th>Page No.</th>
<th>Presentation</th>
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</thead>
<tbody>
<tr>
<td>5</td>
<td>26 March</td>
<td>BHP Billiton and Rio Tinto</td>
<td>31</td>
<td>Group 1</td>
</tr>
<tr>
<td>6</td>
<td>2 April</td>
<td>New Zealand Butter Battles European Bureaucracy</td>
<td>145</td>
<td>Group 2</td>
</tr>
<tr>
<td>7</td>
<td>23 April</td>
<td>Lonely Planet Guides Global Exporters</td>
<td>215</td>
<td>Group 3</td>
</tr>
<tr>
<td>8</td>
<td>30 April</td>
<td>Show Me the Money: the Birth of Singapore’s Gaming Industry</td>
<td>299</td>
<td>Group 4</td>
</tr>
<tr>
<td>9</td>
<td>7 May</td>
<td>Li &amp; Fung</td>
<td>343</td>
<td>Group 5</td>
</tr>
<tr>
<td>10</td>
<td>14 May</td>
<td>Sound Lounge Looks to the Future</td>
<td>445</td>
<td>Group 6</td>
</tr>
<tr>
<td>11</td>
<td>21 May</td>
<td>Blackberry in Indonesia</td>
<td>535</td>
<td>Group 7</td>
</tr>
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APPENDIX 1

STUDENT EVALUATION OF MEMBER PARTICIPATION

In order to encourage equal participation on the part of all group members, each group will complete and turn in an evaluation of the group member (only for the Major Project group reports and presentations). This evaluation will indicate the percentage of contribution of group members to the group’s over-all performance. An evaluation must accompany each written research project. Use the following format:

--------------------------------------------------------------------------------------------------------
Group: ___________________ Date: ___________________
Assessment: ________________ Project Mark: ________________

<table>
<thead>
<tr>
<th>Student Name</th>
<th>% Participation</th>
<th>Individual Mark</th>
<th>Signature</th>
</tr>
</thead>
<tbody>
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</table>

Each student should give each group member (including themselves) a mark out of 100%. Individual marks are calculated by multiplying paper grade by the percentage awarded by peers. For example, if Joe Black was awarded 90% for his contribution to the research project and his group received 36 out of 40 points for the project, Joe’s individual mark would be 32.4%. Another student, awarded 100%, would receive 36 points.

Students can give each of the group members 100%. If this is done, each student receives the mark that was awarded to the total project (in the above example, 36 points). No student should receive 0% unless the student really did nothing to contribute to the completion of the project (for example, did not go to meetings, did not complete assigned tasks, and did not contribute to the conceptualisation of the project).

**In completing this form you should take into account:**

1. Willingness of the individual to carry out jobs assigned
2. Ability of the individual to meet deadlines
3. Co-operation with other team members
4. Quality of the individual’s work
APPENDIX 2

MARKING GUIDE FOR CASE STUDY PRESENTATIONS

Date: ________________________________

Case Study Name and No.: ________________________________

Student Names and IDs: __________________________________

Evidence of Additional Research (referencing within relevant PP slides):

1 2 3 4 5 6 7 8 9 10

Quality of Answers: 1 2 3 4 5 6 7 8 9 10

Class Discussion: 1 2 3 4 5 6 7 8 9 10

Overall Quality: 1 2 3 4 5 6 7 8 9 10

(based on overheads, clarity of speech, dress standard, group cohesion/synergy and how interesting/creative the content and delivery is)

Please ensure that each group member is clearly identified during the presentation. Failure to do this will result in the loss of marks. Suggestion: Put the name of each presenter on the top of the first slide of the section being presented. Your first slide must have: the name of the case study and each student’s name, with the last name in capital letters and underlined.
APPENDIX 3:
MARKING GUIDE FOR WRITTEN CASE STUDY PAPERS

Date:______________________________

Case Study Name and No__________________________________________________________

Student Name(s) and ID:
_____________________________________________________________________________
_____________________________________________________________________________
_____________________________________________________________________________
_____________________________________________________________________________

Research (no. and quality of academic articles):
1  2  3  4  5  6  7  8  9  10

Overview of the case study and the associated global marketing concept(s)/theories:
1  2  3  4  5  6  7  8  9  10

Critical review (analysis and synthesis) of the academic articles:
1  2  3  4  5  6  7  8  9  10

Quality of answers to case study questions (in-depth, based on extra academic research, solid conclusion/insights)
1  2  3  4  5  6  7  8  9  10

Overall Quality (Referencing etc.):
1  2  3  4  5  6  7  8  9  10

The front page of your written case study must include the name of the case study and each student’s ID and name, with the last name in capital letters and underlined.