

# IBS200 International Marketing and Markets

**School:** School of Business and Creative Industries

2026 | Trimester 1

UniSC Sunshine Coast

**BLENDED LEARNING**

Most of your course is on campus but you may be able to do some components of this course online.

Online

**ONLINE**

You can do this course without coming onto campus, unless your program has specified a mandatory onsite requirement.

*Please go to [unisc.edu.au](http://unisc.edu.au) for up to date information on the teaching sessions and campuses where this course is usually offered.*

## 1. What is this course about?

### 1.1. Description

In this digital age, even a small business can market internationally. However, regardless of business size and technical innovation, successful international marketing requires a strong understanding in the many aspects of marketing to a different country. In this course, you will gain theoretical and practical experience in researching and developing a new international marketing plan for a real client situation.

### 1.2. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
<b>BLENDED LEARNING</b>			
<b>Learning materials</b> – Weekly, online delivery of learning materials including readings, activities and videos.	1hr	Week 1	12 times
<b>Tutorial/Workshop 1</b> – Weekly, scheduled, live workshops.	2hrs	Week 1	11 times
<b>ONLINE</b>			
<b>Learning materials</b> – Weekly, online delivery of learning materials including readings, activities and videos.	1hr	Week 1	12 times
<b>Tutorial/Workshop 1</b> – Weekly, scheduled, live workshops on Zoom.	2hrs	Week 1	11 times

### 1.3. Course Topics

- Introduction to International Marketing
- Global Politics in International Marketing
- Social and Cultural Considerations in International Marketing
- The Global Trade Market
- Niche International Marketing Strategies
- Global International Marketing Strategies
- Market Entry Strategies
- Products and Branding in International Marketing
- International Distribution and Logistics
- International Marketing Communications
- Setting International Prices
- International Marketing Research

## 2. What level is this course?

200 Level (Developing)

Building on and expanding the scope of introductory knowledge and skills, developing breadth or depth and applying knowledge and skills in a new context. May require pre-requisites where discipline specific introductory knowledge or skills is necessary. Normally, undertaken in the second or third full-time year of an undergraduate programs.

## 3. What is the unit value of this course?

12 units

## 4. How does this course contribute to my learning?

COURSE LEARNING OUTCOMES	GRADUATE QUALITIES MAPPING	PROFESSIONAL STANDARD MAPPING *
On successful completion of this course, you should be able to...	Completing these tasks successfully will contribute to you becoming...	Association to Advance Collegiate Schools of Business
1 Demonstrate knowledge of key international marketing theories and concepts in international marketing situations.	Knowledgeable	PC5, PC6, PC6.2
2 Identify and solve international marketing issues and arrive at practical, innovative solutions.	Creative and critical thinker	PC3, PC3.1, PC6, PC6.2
3 Communicate using advanced written skills in an international marketing context.	Empowered	PC1, PC1.1, PC6
4 Recognise cultural differences in an international marketing context.	Ethical	PC5, PC5.1, PC6, PC6.2
5 Apply international marketing knowledge and skills to professional standards.	Empowered	PC6, PC6.2

\* Competencies by Professional Body

CODE	COMPETENCY
ASSOCIATION TO ADVANCE COLLEGIATE SCHOOLS OF BUSINESS	
PC1	Communication
PC1.1	Written Communication
PC3	Creative and Critical Thinking
PC3.1	Problem Solving
PC5	Cultural Awareness

CODE	COMPETENCY
PC5.1	Diversity
PC6	Career-ready
PC6.2	Discipline Knowledge

## 5. Am I eligible to enrol in this course?

Refer to the [UniSC Glossary of terms](#) for definitions of “pre-requisites, co-requisites and anti-requisites”.

### 5.1. Pre-requisites

BUS105 or IBS100

### 5.2. Co-requisites

Not applicable

### 5.3. Anti-requisites

IBS310

### 5.4. Specific assumed prior knowledge and skills (where applicable)

Not applicable

### 5.5. Microcredential Information

Not applicable

## 6. How am I going to be assessed?

### 6.1. Grading Scale

Standard Grading (GRD)

High Distinction (HD), Distinction (DN), Credit (CR), Pass (PS), Fail (FL).

### 6.2. Details of early feedback on progress

Task 1 provides early summative feedback to students of their understanding of theoretical concepts. Workshops commence in early in the trimester and will also provide early feedback through activities and discussions.

### 6.3. Assessment tasks

DELIVERY MODE	TASK NO.	ASSESSMENT PRODUCT	INDIVIDUAL OR GROUP	WEIGHTING %	WHAT IS THE DURATION / LENGTH?	WHEN SHOULD I SUBMIT?	WHERE SHOULD I SUBMIT IT?
All	1	Report	Individual	50%	1700 words.	Week 7	Online Assignment Submission with plagiarism check
All	2	Report	Individual	50%	25 Slides	Week 12	Online Assignment Submission with plagiarism check

### All - Assessment Task 1: International Marketing Situational Analysis

<b>GOAL:</b>	Demonstrate knowledge of international marketing theory and practice through preparation of a situational analysis.													
<b>PRODUCT:</b>	Report													
<b>AUTHORSHIP STATEMENT:</b>														
<b>FORMAT:</b>	Provide a background and situational analysis for an organisation so they can enter the international market. This assessment task scaffolds into Task 2. Please see Canvas for more details.													
<b>CRITERIA:</b>	<table border="1"> <thead> <tr> <th>No.</th> <th></th> <th>Learning Outcome assessed</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Identification and critical analysis of pertinent issues in an international marketing context.</td> <td>1 2 5</td> </tr> <tr> <td>2</td> <td>Analysis and interpretation of an international marketing opportunity and environment.</td> <td>1 2 5</td> </tr> <tr> <td>3</td> <td>Accuracy and presentation of written work including English expression, referencing, report format, discipline-based vocabulary, grammar, spelling, and punctuation.</td> <td>3</td> </tr> </tbody> </table>	No.		Learning Outcome assessed	1	Identification and critical analysis of pertinent issues in an international marketing context.	1 2 5	2	Analysis and interpretation of an international marketing opportunity and environment.	1 2 5	3	Accuracy and presentation of written work including English expression, referencing, report format, discipline-based vocabulary, grammar, spelling, and punctuation.	3	
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<b>GENERIC SKILLS:</b>	Communication, Problem solving, Organisation													

### All - Assessment Task 2: International Marketing Plan

<b>GOAL:</b>	Develop a deeper understanding of the theory and practice of international marketing by developing an international marketing plan for the chosen client organisation.																			
<b>PRODUCT:</b>	Report																			
<b>AUTHORSHIP STATEMENT:</b>																				
<b>FORMAT:</b>	The written report will be presented as a PowerPoint presentation (not a video). Further details are available on Canvas.																			
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<b>GENERIC SKILLS:</b>	Communication, Problem solving, Information literacy																			

## 7. Directed study hours

A 12-unit course will have total of 150 learning hours which will include directed study hours (including online if required), self-directed learning and completion of assessable tasks. Student workload is calculated at 12.5 learning hours per one unit.

## 8. What resources do I need to undertake this course?

Please note: Course information, including specific information of recommended readings, learning activities, resources, weekly readings, etc. are available on the course Canvas site– Please log in as soon as possible.

## 8.1. Prescribed text(s) or course reader

You need regular access to the resource(s) below. Many texts are available as ebooks through the [Library](#) at no additional cost.

REQUIRED?	AUTHOR	YEAR	TITLE	EDITION	PUBLISHER
Recommended	Isobel Doole, Robin Lower & Alexandra Kenyon	2022	International Marketing Strategy: Analysis, Development and Implementation	9th	Cengage

## 8.2. Specific requirements

It is expected that students complete the required readings prior to coming to class.

## 9. How are risks managed in this course?

Health and safety risks for this course have been assessed as low. It is your responsibility to review course material, search online, discuss with lecturers and peers and understand the health and safety risks associated with your specific course of study and to familiarise yourself with the University's general health and safety principles by reviewing the [online induction training for students](#), and following the instructions of the University staff.

## 10. What administrative information is relevant to this course?

### 10.1. Assessment: Academic Integrity

Academic integrity is the ethical standard of university participation. It ensures that students graduate as a result of proving they are competent in their discipline. This is integral in maintaining the value of academic qualifications. Each industry has expectations and standards of the skills and knowledge within that discipline and these are reflected in assessment.

Academic integrity means that you do not engage in any activity that is considered to be academic fraud; including plagiarism, collusion or outsourcing any part of any assessment item to any other person. You are expected to be honest and ethical by completing all work yourself and indicating in your work which ideas and information were developed by you and which were taken from others. You cannot provide your assessment work to others. You are also expected to provide evidence of wide and critical reading, usually by using appropriate academic references.

In order to minimise incidents of academic fraud, this course may require that some of its assessment tasks, when submitted to Canvas, are electronically checked through Turnitin. This software allows for text comparisons to be made between your submitted assessment item and all other work to which Turnitin has access.

### 10.2. Assessment: Additional Requirements

#### Eligibility for Supplementary Assessment

Your eligibility for supplementary assessment in a course is dependent of the following conditions applying:

- (a) The final mark is in the percentage range 47% to 49.4%; and
- (b) The course is graded using the Standard Grading scale

Eligibility for Supplementary Assessment Your eligibility for supplementary assessment in a course is dependent of the following conditions applying: The final mark is in the percentage range 47% to 49.4% The course is graded using the Standard Grading scale You have not failed an assessment task in the course due to academic misconduct

### 10.3. Assessment: Submission penalties

Late submissions may be penalised up to and including the following maximum percentage of the assessment task's identified value, with weekdays and weekends included in the calculation of days late:

- (a) One day: deduct 5%;
- (b) Two days: deduct 10%;
- (c) Three days: deduct 20%;
- (d) Four days: deduct 40%;
- (e) Five days: deduct 60%;
- (f) Six days: deduct 80%;
- (g) Seven days: A result of zero is awarded for the assessment task.

The following penalties will apply for a late submission for an online examination:

- Less than 15 minutes: No penalty
- From 15 minutes to 30 minutes: 20% penalty
- More than 30 minutes: 100% penalty

#### 10.4. Links to relevant University policy and procedures

For more information on Academic Learning & Teaching categories including:

- Assessment: Courses and Coursework Programs
- Review of Assessment and Final Grades
- Supplementary Assessment
- Central Examinations
- Deferred Examinations
- Student Conduct
- Students with a Disability

For more information, visit <https://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching>

#### 10.5. Student Charter

UniSC is committed to excellence in teaching, research and engagement in an environment that is inclusive, inspiring, safe and respectful. The [Student Charter](#) sets out what students can expect from the University, and what in turn is expected of students, to achieve these outcomes.

#### 10.6. General Enquiries

For course-specific questions, contact your teaching staff or Course Coordinator.

For other enquiries or to access support, please contact Student Central:

- [UniSC Student Central](#)
- [UniSC Adelaide Student Central](#)