

IBS310 International Marketing

School: School of Business and Creative Industries

2026 | Semester 1

UniSC Sunshine Coast UniSC Moreton Bay UniSC Southbank	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 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
BLENDED LEARNING			
Online – Pre-recorded concept videos and associated activity	1hr	Week 1	12 times
Tutorial/Workshop 1 – In-class tutorial	2hrs	Week 2	11 times
ONLINE			
Online – Pre-recorded concept videos and associated activity	1hr	Week 1	12 times
Tutorial/Workshop 1 – Interactive zoom tutorial	2hrs	Week 2	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 and International Marketing Research
- Market Entry Strategies
- Products and Branding in International Marketing
- International Distribution and Logistics
- International Marketing Communications
- Setting International Prices

2. What level is this course?

300 Level (Graduate)

Demonstrating coherence and breadth or depth of knowledge and skills. Independent application of knowledge and skills in unfamiliar contexts. Meeting professional requirements and AQF descriptors for the degree. May require pre-requisites where discipline specific introductory or developing knowledge or skills is necessary. Normally undertaken in the third or fourth full-time study year of an undergraduate program.

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 and application of key international marketing theories and concepts to international marketing situations.	Knowledgeable	PC5, PC6, PC6.2
2 Demonstrate critical and creative thinking to identify and solve international marketing issues and arrive at practical, innovative solutions.	Creative and critical thinker Empowered	PC3, PC3.1, PC6.2
3 Demonstrate advanced written communication skills in a business context.	Empowered	PC1, PC1.1, PC6
4 Demonstrate an appreciation of individual differences, the capacity to empathise and appreciate cultural differences.	Knowledgeable Ethical	PC4.1, PC5, PC5.1, PC6, PC6.2
5 Demonstrate disciplinary knowledge and skills, which develop high personal and professional standards.	Knowledgeable Empowered	PC6, PC6.2

* Competencies by Professional Body

CODE	COMPETENCY
ASSOCIATION TO ADVANCE COLLEGIATE SCHOOLS OF BUSINESS	

CODE	COMPETENCY
PC1	Communication
PC1.1	Written Communication
PC3	Creative and Critical Thinking
PC3.1	Problem Solving
PC4.1	Social Responsibility and Sustainability
PC5	Cultural Awareness
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

5.2. Co-requisites

Not applicable

5.3. Anti-requisites

Not applicable

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. Tutorials commence in Week 2 and will also provide early formative 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	Written Piece	Individual	20%	1000 words.	Week 4	Online Assignment Submission with plagiarism check
All	2	Written Piece	Individual	30%	1000 words.	Week 9	Online Assignment Submission with plagiarism check
All	3	Report	Individual	50%	30 slides.	Week 13	Online Assignment Submission with plagiarism check

All - Assessment Task 1: International Marketing Blog Posts

GOAL:	Creatively apply international marketing theory by writing two blog posts of no more than 500 words each.		
PRODUCT:	Written Piece		
AUTHORSHIP STATEMENT:			
FORMAT:	Based on recent international marketing trends related to cultural, political and economic forces, identify and report on how two issues have impacted on the practice of international marketing. The two blog posts must follow the blog post format. Please see Blackboard for further details.		
CRITERIA:	No.		Learning Outcome assessed
	1	Identification and critical analysis of pertinent marketing issues in an international context.	1 4 5
	2	Demonstration of an understanding and application of international marketing concepts.	1 5
	3	Application of an appropriate and professional blog format and communication skills.	3
GENERIC SKILLS:	Communication		

All - Assessment Task 2: International Marketing Case Study Response

GOAL:	Demonstrate knowledge of international marketing theory and practice through analysis and discussion of a case study.		
PRODUCT:	Written Piece		
AUTHORSHIP STATEMENT:			
FORMAT:	You will read and respond to the Task 2 case study on Blackboard. Further details are available on Blackboard.		
	This task is being used for measuring assurance of learning towards Association to Advance Collegiate Schools of Business (AACSB) accreditation. The following Program Learning Objective will be assessed: Program Learning Objective 3.1 - Demonstrate critical and creative thinking to identify and solve business problems and arrive at innovative solutions.		
CRITERIA:	No.		Learning Outcome assessed
	1	Identification and critical analysis of pertinent issues in an international marketing context.	1 2 4 5
	2	Knowledge of problem-solving and/or analytical processes in a business context.	2 4 5
	3	Demonstrate critical thinking to develop and evaluate appropriate solutions to business problems.	2 4
	4	Critical analysis of existing sources of secondary data and literature in the field.	3
	5	Accuracy and presentation of written work including English expression, discipline-based vocabulary, grammar, spelling, and punctuation.	3
GENERIC SKILLS:	Communication, Problem solving		

All - Assessment Task 3: International Marketing Plan

GOAL:	Develop a deeper understanding of the theory and practice of international marketing by developing an international marketing plan for a chosen client.	
PRODUCT:	Report	
AUTHORSHIP STATEMENT:		
FORMAT:	The report will be presented as a PowerPoint presentation. Further details are available on Blackboard. This task is being used for measuring assurance of learning towards Association to Advance Collegiate Schools of Business (AACSB) accreditation. The following Program Learning Objective will be assessed: Program Learning Objective 1.1 - Demonstrate effective written communication skills in a business context.	
CRITERIA:	No.	Learning Outcome assessed
	1	Analysis and interpretation of an international marketing opportunity and environment. 1 4 5
	2	Demonstrate critical and creative thinking to identify effective international marketing proposals. 2 5
	3	Organisation and structure of written content. 3
	4	Development and articulation of informed arguments. 3
	5	Referencing of sources of information used within the body of the document and in a reference list using Harvard or APA referencing style. 3
	6	Accuracy and presentation of written work including English expression, discipline-based vocabulary, grammar, spelling, and punctuation. 3
GENERIC SKILLS:	Communication, Problem solving, Applying technologies	

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.

7.1. Schedule

PERIOD AND TOPIC	ACTIVITIES
Week 1: Introduction to International Marketing	1 hour of concept videos and associated activity Zoom drop-in session
Week 2: Global Politics in International Marketing	1 hour of concept videos and associated activity 2 hour tutorial
Week 3: Social and Cultural Considerations in International Marketing	1 hour of concept videos and associated activity 2 hour tutorial
Week 4: The Global Trade Market	1 hour of concept videos and associated activity 2 hour tutorial
Week 5: Niche International Marketing Strategies	1 hour of concept videos and associated activity 2 hour tutorial
Week 6: Global International Marketing Strategies and International Marketing Research	1 hour of concept videos and associated activity 2 hour tutorial
Week 7: Market Entry Strategies	1 hour of concept videos and associated activity 2 hour tutorial
Week 8: Products and Branding in International Marketing	1 hour of concept videos and associated activity 2 hour tutorial Zoom drop-in session
Week 9: International Distribution and Logistics	1 hour of concept videos and associated activity 2 hour tutorial
Week 10: International Marketing Communications	1 hour of concept videos and associated activity 2 hour tutorial
Week 11: Setting International Prices	1 hour of concept videos and associated activity 2 hour tutorial
Week 12: Writing and Task 3 Workshop	1 hour of concept videos and associated activity 2 hour tutorial
Week 13: Revision	Zoom drop-in session

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
Required	Isobel Doole, Robin Lowe, Alexandra Kenyon	2019	International Marketing Strategy: Analysis, Development & Implementation	8th	Cengage

8.2. Specific requirements

You are required to complete ALL required reading 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: 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 submission of assessment tasks may be penalised at the following maximum rate: - 5% (of the assessment task's identified value) per day for the first two days from the date identified as the due date for the assessment task. - 10% (of the assessment task's identified value) for the third day - 20% (of the assessment task's identified value) for the fourth day and subsequent days up to and including seven days from the date identified as the due date for the assessment task. - A result of zero is awarded for an assessment task submitted after seven days from the date identified as the due date for the assessment task. Weekdays and weekends are included in the calculation of days late. To request an extension you must contact your course coordinator to negotiate an outcome.

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

In person:

- **UniSC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **UniSC Moreton Bay** - Service Centre, Ground Floor, Foundation Building, Gympie Road, Petrie
- **UniSC SouthBank** - Student Central, Building A4 (SW1), 52 Merivale Street, South Brisbane
- **UniSC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **UniSC Fraser Coast** - Student Central, Student Central, Building A, 161 Old Maryborough Rd, Hervey Bay
- **UniSC Caboolture** - Student Central, Level 1 Building J, Cnr Manley and Tallon Street, Caboolture

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