

MKG701

# Marketing in a Global Environment

School: School of Business and Creative Industries

2024 | Session 3

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.

Please go to [usc.edu.au](http://usc.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

Effective marketing is a cornerstone for business success. Whether you need to undertake marketing for, or manage the marketers of, your business this course will open your eyes to the customer-centric perspective and how to develop your business's enduring value proposition. Based on theory and principles for planning, implementing and controlling the marketing function in all kinds of organisations, topics covered include understanding the global marketing environment, buyer behaviour, marketing research and marketing planning for managing the marketing mix in an increasingly digital world.

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

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
<b>BLENDED LEARNING</b>			
<b>Learning materials</b> – Interactive online learning activities.	2hrs	Week 1	6 times
<b>Tutorial/Workshop 1</b> – Scheduled face to face workshops.	3hrs	Week 1	6 times
<b>Information session</b> – Task information sessions.	1hr	Week 3	2 times
<b>ONLINE</b>			
<b>Learning materials</b> – Interactive online learning activities.	2hrs	Week 1	6 times
<b>Tutorial/Workshop 1</b> – Scheduled online workshops.	3hrs	Week 1	6 times
<b>Information session</b> – Task information sessions.	1hr	Week 3	2 times

### 1.3. Course Topics

- Marketing in Contemporary Times
- Marketing Management, Strategy and Planning
- Understanding Consumer Behaviour in a Digital World
- Identifying Attractive Markets and Developing Value Propositions
- Competing Effectively in Global Markets
- Managing Services and Products to Deliver an Engaging Consumer Experience
- Contemporary Brand Management Strategies
- Contemporary Integrated Marketing and Communications
- Communicating with Digitally Connected Consumers
- Contemporary and International Supply Chain Management
- Contemporary and International Pricing Strategies

## 2. What level is this course?

700 Level (Specialised)

Demonstrating a specialised body of knowledge and set of skills for professional practice or further learning. Advanced application of knowledge and skills in unfamiliar contexts.

## 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 Analyse contemporary market opportunities and threats using relevant marketing theories and concepts.	Knowledgeable Creative and critical thinker	PC1.1, PC1.3, PC3, PC6, PC6.2
2 Explain and evaluate the processes of analysis, planning, implementation and control of the marketing function in organisations	Knowledgeable Empowered	PC1.1, PC1.3, PC3, PC3.1, PC6, PC6.2
3 Critically apply advanced theoretical concepts to practical marketing situations.	Creative and critical thinker Ethical	PC1.3, PC3, PC3.1, PC6
4 Communication and Presentation	Engaged	PC1, PC1.1, PC1.2, PC1.3

### \* Competencies by Professional Body

CODE	COMPETENCY
<b>ASSOCIATION TO ADVANCE COLLEGIATE SCHOOLS OF BUSINESS</b>	
PC1	Communication
PC1.1	Written Communication
PC1.2	Oral Communication
PC1.3	Digital Literacy
PC3	Creative and Critical Thinking
PC3.1	Problem Solving
PC6	Career-adaptive
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

Enrolled in any PGRD Program

### 5.2. Co-requisites

Not applicable

### 5.3. Anti-requisites

MBA702 and MBA726

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

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

There will be opportunities for discussion and feedback about Task 1 in the first three weeks of the course. Students will gain feedback via in-class activities.

### 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	40%	2000 words	Week 4	Online Assignment Submission with plagiarism check
All	2	Artefact - Creative, and Written Piece	Individual	60%	30 slides	Week 7	Online Assignment Submission with plagiarism check

#### All - Assessment Task 1: Marketing Opportunity Report

<b>GOAL:</b>	Given the dynamism of today's business environment, identify challenges and potential market opportunities arising for a small or medium enterprise and discuss key implications for marketing strategy.
<b>PRODUCT:</b>	Report
<b>FORMAT:</b>	This assessment involves presenting a formal, written report that identifies challenges, opportunities and implications for marketing strategy. Further detail is available on the learning management system. This task is being used for measuring assurance of learning towards Association to Advance Collegiate Schools of Business (AACSB) accreditation. The following Program Competency will be assessed: PC1.1: Demonstrate advanced written communication skills in a business context.

CRITERIA:	No.	Learning Outcome assessed
	1	Identification and critical analysis of pertinent issues in a marketing context. 1 2 3
	2	Development and articulation of informed arguments. 1 2 3 4
	3	Organisation and structure of written content. 4
	4	Referencing of sources of information used within the body of the document and in a reference list using the Harvard or APA referencing style. 4
	5	Accuracy and presentation of written work including English expression, discipline-based vocabulary, grammar, spelling, and punctuation. 4

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

<b>GOAL:</b>	Prepare a marketing strategy and implementation plan that reflects marketing practice in a contemporary marketing environment based on the analysis conducted in Task 1.								
<b>PRODUCT:</b>	Artefact - Creative, and Written Piece								
<b>FORMAT:</b>	You will present your marketing plan in PowerPoint or other similar software. Rather than making a video, you will present a visually engaging and appealing report. Further detail is available on the learning management system								
<b>CRITERIA:</b>	<table border="1"> <thead> <tr> <th>No.</th> <th>Learning Outcome assessed</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Demonstrate critical thinking to develop and evaluate appropriate marketing solutions to business problems. 2 3</td> </tr> <tr> <td>2</td> <td>Application of discipline specific knowledge and skills in a marketing context 2 3</td> </tr> <tr> <td>3</td> <td>Effective communication and presentation skills including the organisation, flow, accuracy of written work, English expression and visual appeal of the content. 4</td> </tr> </tbody> </table>	No.	Learning Outcome assessed	1	Demonstrate critical thinking to develop and evaluate appropriate marketing solutions to business problems. 2 3	2	Application of discipline specific knowledge and skills in a marketing context 2 3	3	Effective communication and presentation skills including the organisation, flow, accuracy of written work, English expression and visual appeal of the content. 4
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3	Effective communication and presentation skills including the organisation, flow, accuracy of written work, English expression and visual appeal of the content. 4								

## 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

There are no required/recommended resources for this course.

### 8.2. Specific requirements

Not applicable

## 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

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. SafeUniSC

UniSC is committed to a culture of respect and providing a safe and supportive environment for all members of our community. For immediate assistance on campus contact SafeUniSC by phone: [07 5430 1168](tel:0754301168) or using the [SafeZone](#) app. For general enquires contact the SafeUniSC team by phone [07 5456 3864](tel:0754563864) or email [safe@usc.edu.au](mailto:safe@usc.edu.au).

The SafeUniSC Specialist Service is a Student Wellbeing service that provides free and confidential support to students who may have experienced or observed behaviour that could cause fear, offence or trauma. To contact the service call [07 5430 1226](tel:0754301226) or email [studentwellbeing@usc.edu.au](mailto:studentwellbeing@usc.edu.au).

### 10.5. Study help

For help with course-specific advice, for example what information to include in your assessment, you should first contact your tutor, then your course coordinator, if needed.

If you require additional assistance, the Learning Advisers are trained professionals who are ready to help you develop a wide range of academic skills. Visit the [Learning Advisers](#) web page for more information, or contact Student Central for further assistance: +61 7 5430 2890 or [studentcentral@usc.edu.au](mailto:studentcentral@usc.edu.au).

### 10.6. Wellbeing Services

Student Wellbeing provide free and confidential counselling on a wide range of personal, academic, social and psychological matters, to foster positive mental health and wellbeing for your academic success.

To book a confidential appointment go to [Student Hub](#), email [studentwellbeing@usc.edu.au](mailto:studentwellbeing@usc.edu.au) or call 07 5430 1226.

### 10.7. AccessAbility Services

Ability Advisers ensure equal access to all aspects of university life. If your studies are affected by a disability, learning disorder mental health issue, injury or illness, or you are a primary carer for someone with a disability or who is considered frail and aged, [AccessAbility Services](#) can provide access to appropriate reasonable adjustments and practical advice about the support and facilities available to you throughout the University.

To book a confidential appointment go to [Student Hub](#), email [AccessAbility@usc.edu.au](mailto:AccessAbility@usc.edu.au) or call 07 5430 2890.

## 10.8. 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>

## 10.9. 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.

## 10.10. 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

**Tel:** +61 7 5430 2890

**Email:** [studentcentral@usc.edu.au](mailto:studentcentral@usc.edu.au)