

MKTG20009 Global Marketing

Credit Points:	12.50
Level:	2 (Undergraduate)
Dates & Locations:	2011, Parkville This subject commences in the following study period/s: Semester 2, Parkville - Taught on campus.
Time Commitment:	Contact Hours: One 2-hour lecture and a 1-hour tutorial per week Total Time Commitment: 3 hours per week plus a minimum of 6 hours per week in self directed study
Prerequisites:	MKTG10001 Principles of Marketing (../view/current/mktg10001) OR 325-211 Principles of Marketing
Corequisites:	MKTG10001 Principles of Marketing (../view/current/mktg10001)
Recommended Background Knowledge:	Please refer to Prerequisites and Corequisites.
Non Allowed Subjects:	Students may not gain credit for both 325-309 Global Marketing and MKTG20009 Global Marketing (../view/current/MKTG20009) .
Core Participation Requirements:	For the purposes of considering requests for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Students Experiencing Academic Disadvantage Policy, academic requirements for this subject are articulated in the Subject Description, Subject Objectives, Generic Skills and Assessment Requirements for this entry. The University is dedicated to provide support to those with special requirements. Further details on the disability support scheme can be found at the Disability Liaison Unit website: http://www.services.unimelb.edu.au/disability/
Coordinator:	Mr Hugh Gundlach
Contact:	hughg@unimelb.edu.au (mailto:hughg@unimelb.edu.au)
Subject Overview:	This subject provides an introduction to marketing in the international marketplace. Topics covered include the cultural, economic, political and ethical environments within which global marketing occurs; drivers toward globalisation; foreign market assessment, selection and analysis; international product policy; international advertising and promotion; channel management; coordinating global marketing.
Objectives:	On successful completion of this subject, students should be able to: <ul style="list-style-type: none"> # Appreciate and evaluate some of the major analytical frameworks that form the basis of international/global marketing management, # Demonstrate an understanding of the complexities of operating in the global marketplace, # Describe and appraise the skills/mindsets required for formulating and implementing successful marketing strategies in foreign countries, # Critically evaluate some of the major debates occurring in the field of international marketing
Assessment:	A 2-hour examination (60%) and assignment(s) totalling not more than 4000 words (40%).
Prescribed Texts:	You will be advised of prescribed texts by your lecturer.
Breadth Options:	This subject potentially can be taken as a breadth subject component for the following courses: <ul style="list-style-type: none"> # Bachelor of Arts (https://handbook.unimelb.edu.au/view/2011/B-ARTS) # Bachelor of Biomedicine (https://handbook.unimelb.edu.au/view/2011/B-BMED) # Bachelor of Environments (https://handbook.unimelb.edu.au/view/2011/B-ENVS)

	<p># Bachelor of Music (https://handbook.unimelb.edu.au/view/2011/B-MUS)</p> <p># Bachelor of Science (https://handbook.unimelb.edu.au/view/2011/B-SCI)</p> <p># Bachelor of Engineering (https://handbook.unimelb.edu.au/view/2011/B-ENG)</p> <p>You should visit learn more about breadth subjects (http://breadth.unimelb.edu.au/breadth/info/index.html) and read the breadth requirements for your degree, and should discuss your choice with your student adviser, before deciding on your subjects.</p>
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Generic Skills:	<p># High level of development: collaborative learning; team work; application of theory to practice.</p> <p># Moderate level of development: oral communication; written communication; problem solving; interpretation and analysis; critical thinking; synthesis of data and other information; evaluation of data and other information; accessing data and other information from a range of sources; receptiveness to alternative ideas.</p> <p># Some level of development: use of computer software.</p>
Notes:	Students may not gain credit for both 325-309 Global Marketing and <u>MKTG20009 Global Marketing</u> (../view/current/MKTG20009) .
Related Course(s):	Bachelor of Engineering (Mechatronics) and Bachelor of Computer Science U21 Certificate in Global Issues U21 Diploma in Global Issues
Related Breadth Track(s):	Marketing Strategy