

325-681 International Marketing Management

Credit Points:	12.500
Level:	Graduate/Postgraduate
Dates & Locations:	2008, This subject commences in the following study period/s: Summer Term, - Taught on campus. Semester 1, - Taught on campus.
Time Commitment:	Contact Hours: Three hours of classes per week (Summer Semester, Semester 1). Total Time Commitment: Not available
Prerequisites:	None
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	None
Core Participation Requirements:	<p><p>For the purposes of considering request for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Student Support and Engagement Policy, academic requirements for this subject are articulated in the Subject Overview, Learning Outcomes, Assessment and Generic Skills sections of this entry.</p> <p>It is University policy to take all reasonable steps to minimise the impact of disability upon academic study, and reasonable adjustments will be made to enhance a student's participation in the University's programs. Students who feel their disability may impact on meeting the requirements of this subject are encouraged to discuss this matter with a Faculty Student Adviser and Student Equity and Disability Support: http://services.unimelb.edu.au/disability</p></p>
Coordinator:	Assoc Prof G Whitwell
Subject Overview:	International Marketing provides students with an introduction to basic marketing concepts as they apply in an international context. More fundamentally, it discusses some of the most important topics facing both international marketing practitioners and academics. These include type and timing of market entry; international branding concepts; as well as international product, pricing, distribution and promotion policies. A particular emphasis is placed on the role of marketing in shaping international business strategy.
Assessment:	A 2-hour examination (50%), assignment(s) not exceeding 4000 words (40%) and class participation (10%).
Prescribed Texts:	None
Breadth Options:	This subject is not available as a breadth subject.
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Generic Skills:	<p>On successful completion of this subject, students should be able to:</p> <ul style="list-style-type: none"> # appraise and evaluate some of the major analytical frameworks that form the basis of international/global marketing management # demonstrate an understanding of the complexity 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. <p>On successful completion of this subject, students should have improved the following generic skills:</p> <ul style="list-style-type: none"> # Interpretative and analytical skills through studying and debating a variety of competing views on the nature and significance of key topics in international marketing.

	<ul style="list-style-type: none"># Oral communication skills through in-class discussions.# Written communication skills will be developed through two assignments.# Evaluative and synthetic skills will be improved through an end-of-semester assignment which analyses the broad themes and topics of the subject overall.
Related Course(s):	Master of Applied Commerce (International) Master of Applied Commerce (International) Master of Applied Commerce (Marketing) Master of Applied Commerce (Marketing) Master of International Business Master of International Business