

MG5561 International Marketing Assignment/Coursework Brief for 2019/20

Assessment Title:	International Marketing Assignment Paper
Module Leader:	Dr Michael Heller
Submission Deadline:	12:00 noon on 11/12/2019
Feedback by :	20/01/2020 (20 working days after the submission the deadline.)
Contribution to overall module assessment:	100%
Indicative student time working on assessment:	60 Hours
Word or Page Limit (if applicable):	3000 Words (not including references)
Assessment Type (individual or group):	Individual

Main Objective of the assessment

- To demonstrate an understanding of International Marketing
- To show how an understanding of both the theory and practice of International Marketing
- To show a good understanding of the subject matter of the individual essay
- To demonstrate an understanding of the material taught on the module.

Description of the Assessment

Answer one of the below three questions. This should be written as a single essay though with two parts reflecting Part A and Part B. Use examples and do not write a single case study answer. The essay should be 3,000 words in length not including references. At least ten academic references should be used.

1. Market Entry and Environment

Part A

What are the different methods of entry into overseas markets? What are the advantages and disadvantages of each of these methods?

Part B

How does the environment affect market entry? Provide an example of a company that adopts different entry methods in two different markets due to environmental factors.

2. Integrated Marketing Communication and Culture

Part A

What is Integrated Marketing Communication (IMC)? Discuss this answer in relation to communication tools and channels and the Buyer Readiness Stage/Hierarchy of Affects Model. Why is marketing communication important to international marketing?

Part B

Why is culture such an important factor when developing communication strategies in overseas markets? Select a global company and two countries which are culturally different. Show how the company uses different marketing communication in both countries due to culture.

3. Segmentation, Targeting and Positioning and Adaptation

Part A

What is segmentation, targeting and positioning (STP)? Why is STP so important to the marketing process?

Part B

Why do brands sometimes change aspects of their STP in overseas markets. Provide an example of a brand which has adapted its STP in an international market and explain why adaptation has taken place.

PG grades and grade point bands [Senate Regulation 3 (2013 starters onwards)] are: A++ (17), A+ (16), A (15), A- (14), B+ (13), B (12), B- (11), C+ (10), C (9), C- (8), D+ (7), D (6), D- (5), E+ (4), E (3), E- (2), F (1)

Submission Instructions

Coursework must be submitted electronically via the University’s [WISEflow](#) system. The required file format for this report is Adobe PDF. Your student ID number must be used as the file name (e.g. 0123456.pdf). You must ensure that you upload your file in the correct format and use the College’s [electronic coursework coversheet](#). Please note that submissions of ‘.pages / .docx etc’ documents will not be accepted and must be converted to approved format.

The [electronic coursework coversheet](#) must be completed and included at the beginning of all coursework submissions prior to submitting on WISEflow.

Grading Criteria

Criteria	Grade descriptors					
1. Understanding of the topic and reviewing relevant literature (30% weighting)	A. Clear demonstration of a sophisticated, critical and thorough synthesis of relevant literature, with several key references. Clear demonstration of thorough research and excellent use of available sources.	B. Clear demonstration of a well-developed, critical and comprehensive understanding of relevant literature, with some key references. Clear demonstration of a good research and use of available sources	C. Demonstration of a critical and substantial understanding of relevant literature, with a few key references. Demonstration of an adequate research and use of available sources	D. Evidence of some critical understanding of the chosen topic area, with at least 1 key reference or few relevant references	E. Evidence of a partial but uncritical understanding of the literature, with no references.	F. Work does not demonstrate understanding of the literature, and there is absence of references.
2 A balanced in-depth analysis (30% weighting)	A. An excellent analysis and synthesis of the relevant literature and the understanding of key concepts and issues.	B. A very high degree of competence in the analysis and synthesis of the relevant literature and the understanding of key concepts and issues.	C. A satisfactory degree of competence in the analysis and synthesis of the relevant literature and the understanding of key concepts and issues.	D. An acceptable degree of competence in the analysis and synthesis of the relevant literature and the understanding of key concepts and issues.	E. A limited competence in the analysis and synthesis of the relevant literature and the understanding of key concepts and issues.	F. Failure to demonstrate achievement of analysis and synthesis of the relevant literature and the understanding of key concept and issues.
3. Application of theories and practical examples (30% weighting)	A. An excellent application of relevant theory and superb examples with a very strong use of reliable secondary sources.	B. A very good use of relevant theory and strong examples with a good use of reliable secondary sources	C. A good use of relevant theory and competent examples with some use of reliable secondary sources.	D. An acceptable use of relevant theory and reasonable examples with some use of reliable secondary sources.	E. A poor use of relevant theory and weak examples with little evidence of research based on secondary sources.	F. A lack of application of relevant theory and few or no examples with no evidence of research based on secondary sources.
4. Presentation (Organisation, writing, good use	A. Excellent structure, professional formatted; a	B. Very good structure, appropriately formatted;	C. Good structure, appropriately formatted;	D. Acceptable structure, presented in a basic	E. Poor structure, presented in a basic format;	F. No structure, inappropriately presented; there are serious

of English, Harvard referencing) (10% weighting)	clear logical flow between the sections, making it very easy to follow the arguments. The level of grammar and spelling is excellent. Correct use of Harvard referencing all the time.	a fairly clear logical flow between the sections, making it quite easy to follow the arguments. The level of grammar and spelling is very good. Correct use of Harvard referencing most of the time.	there maybe a few limitations in the logical flow between the sections, making parts of the argument less easy to follow. The level of grammar and spelling is acceptable. Correct use of Harvard referencing at the majority of the time.	format; there are limitations in the logical flow between the sections, making several parts of argument less easy to follow. The level of grammar and spelling is compromised. Harvard referencing is used in some cases.	however, there are strong limitations in the logical flow between the sections, making several parts of argument less easy to follow. The level of grammar and spelling is seriously compromised. Harvard referencing is not used.	flaws in terms of its structure and logical flow between the sections, making it very difficult to follow the arguments. The level of grammar and spelling is unacceptable. Harvard referencing is neglected.
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Academic Misconduct, Plagiarism and Collusion

Any coursework or examined submission for assessment where plagiarism, collusion or any form of cheating is suspected will be dealt with according to the University processes which are detailed in [Senate Regulation 6](#).

You can access information about plagiarism [here](#).

The University regulations on plagiarism apply to published as well as unpublished work, collusion and the plagiarism of the work of other students. Please ensure that you fully understand what constitutes plagiarism before you submit your work.

University's Coursework Submission Policy

Please refer to the [College's Student Handbook](#) for information on submitting late, penalties applied and procedures.

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Please refer to the [College's Student Handbook](#) for information relating to the College's Coursework Submission Policy and procedures.

** this can be found at the bottom of the page under the 'Documents' section **

Extenuating Circumstances Policy

Please refer to the [College's Student Handbook](#) for information relating to extenuating circumstances and procedures.