



جامعة الخليج  
GULF COLLEGE

In academic  
affiliation with



## FRONT COVER

**GULF COLLEGE – MUSCAT – SULTANATE OF OMAN**

**UNDERGRADUATE BUSINESS PROGRAMME**

**ACADEMIC YEAR: 2016 - 2017**

**FIRST SEMESTER**

**ASSIGNMENT**

<b>Module Title:</b> International Marketing	
<b>Module Code:</b> BSB10186-6	
<b>Method of Assessment:</b> Assignment	
<b>Weighting:</b> 100%	<b>Module Credits:</b> 15
<b>Level:</b> 6	<b>Semester/Teaching Block:</b> 2
<b>Part-Time/Full-Time:</b> Both	<b>Examiner:</b> Dr. Anna / Dr. Romeo
<b>Additional Information (if any):</b>	

Module Name:

International Marketing

Module Code:

BSB10186-6

Module Leader:

Dr. Anna C. Bocar

Weighting:

100%

Submission Date: January 8-10, 2010 *7*

You should hand in one copy of your assignment by the time and date mentioned above to the appropriate 'hand-in location' at the Gulf College. Fill in the front cover (staple together with your assignment). **MAKE SURE** that you fill in all the relevant details on this form. An acknowledgement will be given to you upon receiving your assignment. This is your receipt, keep it. You can submit work by post, but you ~~must send it recorded delivery, it must be postmarked two days before the deadline~~ date and a copy must be kept by you in case it is lost in the post. Faxed assignments will not be accepted.

Assignments must be submitted on the due date. The only circumstance in which assignments can be submitted late is if an extenuating circumstances form is submitted at. In these circumstances, if you wish to request a late submission beyond the coursework submission deadline, you should complete the extenuating circumstances application and submit it with your late submission of work to the faculty office, at the latest, five working days of the original deadline for submission. If the extenuating circumstances are upheld, the assignment will be graded; otherwise a 0 will be awarded.

**Maximum Word Length: 2500 words**

State the number of words used at the end of your assignment. You may include diagrams, figures etc. without word penalty. A sliding scale of penalties for excess length will be imposed according to the amount by which the limit has been exceeded. You have to mention total word count at end of assignment before references.

01-10%	excess	No penalty
11-20%	excess	10% reduction in the marks
21-30%	excess	20% reduction in the marks
31%+	excess	Work will be capped at a pass i.e. 40%

NB. None of the above penalties will be used to change a student mark, which is above the pass mark, to one that is below the pass mark. Therefore, the *maximum* penalty for exceeding the word limit will be a reduction to a pass grade.

#### **Assessment Criteria**

##### **To achieve a 'Pass' grade of 40% or above**

In order to achieve a pass grade the student will have demonstrated an understanding of the concepts and principles of international leisure and tourism marketing at an introductory level. The work produced must apply appropriate tourism concepts and frameworks in order to address the areas specified in the assignment. There should also be clear evidence of research and reading, with reference to appropriate sources.

##### **To achieve a grade of 70% or above**

In order to achieve a grade of 70% or above, as well as satisfying all of the criteria outlined for a 'pass', the student will have demonstrated a detailed understanding and application of the concepts and principles of international leisure and tourism marketing. The submission will be well organised and contain all relevant data. It will show evidence of appropriate investigation including research from a range of academic literature and other secondary sources of information. Detailed answers will be given to each of the questions with appendices where appropriate. There will be evidence of wider reading through appropriate supporting references.

#### **This assignment will assess the following learning outcomes:**

- 1) Identify and critically evaluate the major environmental influences affecting global and international markets to justify recommended strategies;
- 2) Apply appropriate analytical models and frameworks to analyse, assess and critically appraise global and international marketing situation.

Write an Individual Assignment up to 2500 words on analyzing the following case:

### Topic

In this assignment, you have to consider any multinational companies and its products and services offered. You have to critically analyse and evaluate its marketing strategies, applying the principles and practices of international marketing concepts.

Being a marketing manager, your main task is to prepare an International marketing plan along with analysis and any challenges faced by the company during internationalisation. You have to cover your topic of study in all the following areas:

- 1) A brief Introduction about the company and its products.
- 2) Mode of entry - selection of market entry strategies to enter into various countries.
- 3) Reasons behind internationalisation.
- 4) Evaluate the marketing mix strategies adopted by the company.
- 5) Competitor analysis with respect to Oman.
- 6) How social and cultural factors have significant impact on the target market in an international environment.
- 7) Conclusion and recommendation of framework analysis
- 8) References must be according to Harvard Style

*←* Based on the results that you get, present and discuss briefly at least two **Recommendations** strategies that will promote customer satisfaction

## **Guidelines to Students: Style and Format**

Write down the exact number of words at the end of your essay. You may include diagrams, figures, appendices etc. without word penalty. A sliding scale of penalties for excess length will be imposed. The first page must be designed as a **cover page** name, student ID and batch. **Computer format** is compulsory. Make sure you use a consistent format for your essay (font, font size, margins etc.).

### **Referencing Style for the Assessment**

In the text of your assignment if you quote directly from an article, journal or book this should appear in quotation marks ("..."). The source should then be acknowledged by stating the author's last name and date in brackets at the end of the quotation, e.g. (Rushmore & de Roos, 2002).

If you paraphrase or reword from a journal, article or book the source should either be acknowledged within the sentence, e.g.

According to Kasavana & Brooks (2001), revenue management is.....or at the end of the sentence before the full stop, e.g. (Kasavana & Brooks, 2001).

At the end of the assignment all references should be listed on a separate page headed **REFERENCES**. Make sure that all references are complete; and that all references mentioned in the text are given in the list of references and vice versa. Any items not cited should be listed separately under **BIBLIOGRAPHY** or **FURTHER READING** using the Harvard referencing style.

### **Structure**

Your essay should be structured with sub topics related to the assignment criteria.

### **Deadline**

Your assignment will be submitted before the deadline. The assignment will not be accepted at any later date than the set deadline. No excuses will be entertained except extenuating circumstances.

### **Essay Assessment Criteria:**

- 1. Presentation (10%)** - Avoid missing sections or irrelevant material, and maintain logical flow.
- 2. Direction and coverage, structure and sequencing** - your essay should be according to sub topics related to the assignment criteria. **(10%)**
- 3. Theoretical understandings (30%)** - demonstrate an error-free understanding of the basic concepts and project your readings in the report in the form of a relevant citation style.
- 4. Use of relevant examples and evidence (10%)** - all your assignments are related to Market Operation specifically. Avoid use of generalities as this will reflect lack of effort in studying the company.
- 5. Level of analysis and evaluation (25%)** - demonstrate the ability to link between the theory and application along with a critical evaluation.
- 6. Conclusion (10%)** - your conclusion and recommendations must convince the reader that they tie with the logical flow of your analysis.
- 7. Referencing (05%)** - An authority that contributes to your answers should be mentioned accordingly using the Harvard Style Referencing

***Note: More critical and depth analysis is appreciable.***

### **Assessment Submission**

The assignment should be submitted in accordance with **Gulf College / Staffordshire University regulations**, giving full name, student registration number, program details and module details.

#### **Note:**

**This is a written individual assignment. If you miss the topic or if the tutor has good reason to believe that you have either copied the assignment or that it was written by anybody other than yourself, the assignment will automatically be given "Zero".**

## Plagiarism Warning

### Summary

- Plagiarism occurs if you use somebody else's work in an assignment or exam answer, but fail to state where you got the material from.
- It can happen in any type of assessment where you are given the questions or tasks in advance.
- If another student uses your work in their answer(s), both you and they will be punished when caught.
- Punishments for committing plagiarism can be very severe.
- 25-30 students get caught in the Business school every year.

### The details

Plagiarism is a form of cheating in which students use the work of others and present it as their own. Staffordshire University publishes a fully detailed description of what the term 'plagiarism' means on the University's main web-site under the heading '*Procedures for dealing with suspected cases of academic dishonesty*'. We strongly recommend that you go and read the full document at the above address. Meanwhile, here is an extract of some of the relevant content. You will have committed plagiarism and may be caught, reported and punished (as described below) if you:

- Copy extensively from the work of others (from sources such as books, magazines, journals, web-sites for example) and submit the work as your own. NB It is acceptable to refer to the work of others as long as you do not use too much, and reference your sources properly. If you do not know how to do this, please follow the guidelines given in the document entitled '*Adding quotations and references to your written work*' at this web-site address:  
<http://www.staffs.ac.uk/schools/business/bsadmin/staff/s3/jamr.htm>
- Copy another students' work and submit it for assessment under your own name.
- Allow another student to copy *your* work and they then submit it for assessment under *their* name

This last item is of particular importance; few students seem to understand what it means. If, for example, you allow another student to borrow your work and they subsequently copy some that work and present it as their own, you and they will *both* be punished even though someone else copied your work.



In academic  
affiliation with



## International Marketing BSB10186-6 (L6B2) Marking Scheme

Sr.	Description	Percentage
1	<b>Presentation</b> - Avoid missing sections or irrelevant material, and maintain logical flow.	10%
2	<b>Direction and coverage, structure and sequencing</b> – your essay should be according to sub topics related to the assignment criteria.	10%
3	<b>Theoretical understandings</b> - demonstrate an error-free understanding of the basic concepts and project your readings in the report in the form of a relevant citation style.	30%
4	<b>Use of relevant examples and evidence</b> - all your assignments are related to Market Operation specifically. Avoid use of generalities as this will reflect lack of effort in studying the company.	10%
5	<b>Level of analysis and evaluation</b> - demonstrate the ability to link between the theory and application along with a critical evaluation and strategies that will promote satisfaction.	25%
6	<b>Conclusion</b> - your conclusion and recommendations must convince the reader that they tie with the logical flow of your analysis	10%
7	<b>Reference</b> - An authority that contributes to your answers should be mentioned accordingly using the Harvard Style Referencing	05%
<b>Total</b>		<b>100%</b>

Note: More critical and deep analysis is appreciable.

**Title : Analysis on the Marketing Strategies of (name of the multinational company) and the Challenges during Internationalisation**

**Submission Date : January 8-9-10, 2016** <sup>7</sup>

**Individual Assignment = 2500 words**

**Q. What should I do?**

**A. General tasks:**

- **Study any multinational companies and its products and services offered.**

**Multinational companies are corporation which have their home in one country but operate and live in the different country.**

**A multinational corporation (MNC) has facilities and other assets in at least one country other than its home country. Such companies have offices and/or factories in different countries and usually have a centralized head office where they coordinate global management.**

- **Critically analyse and evaluate its marketing strategies, applying the principles and practices of international marketing concepts.**
- **Prepare an international marketing plan along with analysis and any challenges faced by the company during internationalisation.**

## B. Specific tasks:

- identify the parts of the assignment

### 8 areas / Subheadings

- **Introduction** about the company and its products.

#### Head Causes

- **Mode of Entry** of (name of the company) (Discuss what mode of entry your chosen multinational company had chosen to enter into various countries)

- **Reasons behind Internationalisation** (why did they go internationally)

- **Marketing Mix Strategies Adopted by the (name of the Company)**

- **Competitor Analysis** with respect to Oman  
(Discussion about their competitor in Oman)

- **Significant Impact of Social and Cultural Factors on the Target Market in an International Environment**

- **Conclusion and Recommendation** :

↳ Strategies

1-  
2-  
3-

- that will promote customer's satisfaction  
be incorporated in the recommendations

#### References

(10-20)

(2006-2016)

in the reference :

if the source is the web site we have to mention connect  
date which is should be after 19-Dec-2016.