

MKTG 3004 EXPORT STRATEGY AND APPLICATIONS

Credit Points 10

Legacy Code 200589

Coordinator Daniel Townsend (<https://directory.westernsydney.edu.au/search/name/Daniel.Townsend/>)

Description Australia's export opportunities have yet to be fully realised. In other words, of all the firms that could be considered as having an export potential, only a very small percentage of them actually do (export). This subject teaches students about the management perspectives and the operational requirements needed for a successful export initiative. Specific topics include strategic intent, capability assessment, information gathering, export entry models evaluation, market mix factors, risk management, export finance, logistics and sales management. The overriding aim of the subject is to enable students to be confident in working in an international business environment and to seek out and undertake management and operational tasks necessary to the global development of the firm.

School Business

Discipline International Business

Student Contribution Band HECS Band 4 10cp

Check your fees via the Fees (https://www.westernsydney.edu.au/currentstudents/current_students/fees/) page.

Level Undergraduate Level 3 subject

Pre-requisite(s) BUSM 1015

Restrictions

Note that only students enrolled at Sydney City Campus may register in the Sydney City Campus subjects offered at that location.

Assumed Knowledge

Principles of international business including the dynamics of foreign business markets, international marketing and research methods, comparative global economics, international corporate finance and strategy. The basics of economics, accounting, law, statistics and business communications are also assumed.

Learning Outcomes

On successful completion of this subject, students should be able to:

1. Evaluate how international trade varies between industries, and the drivers of the internationalisation of firms.
2. Appraise a firm's international intent and operational capabilities
3. Identify and research international information relevant to that intent.
4. Design strategies used by companies to select overseas markets and to provide and promote goods and services to buyers in those markets.
5. Evaluate common export transaction activities related to trade finance, risk and logistics

Subject Content

Nature of exporting activity and strategic intent
Export entry model evaluation
Capability assessment,
Marketing Mix
Export Sales Management
Risk Management
Export finance
Logistics management

Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

Type	Length	Percent	Threshold	Individual/ Group Task	Mandatory
Quiz	2 quizzes up to 60 mins each	30	N	Individual	Y
Report	4000 words	30	N	Group	Y
Final Exam	2 hours	40	N	Individual	Y

Teaching Periods

Vietnam Session 1 (2025)

Vietnam

On-site

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View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG3004_25-UT1_UE_1#subjects)

Vietnam Session 2 (2025)

Vietnam

On-site

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View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG3004_25-UT2_UE_1#subjects)

Sydney City Campus - Term 2 (2025)

Sydney City

On-site

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View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG3004_25-SC2_SC_1#subjects)

Spring (2025)

Parramatta City - Macquarie St

On-site

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View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG3004_25-SPR_PC_1#subjects)