Unit Outline*

MKTG3310
International Marketing

Semester 1, 2011
Crawley

Asst/Prof Kenneth Yap

Business School
www.business.uwa.edu.au

* This Unit Outline should be read in conjunction with the Business School Unit Outline Supplement available on the Current Students website http://www.business.uwa.edu.au/students
UNIT DESCRIPTION

Introduction
This is an introductory unit in International Marketing. The aim of the course is to provide an overview of the issues that companies face when they want to venture outside their home country. Some issues involve the extension or adaptation of marketing concepts to the international environment. This means that you will be drawing from your knowledge of marketing management (MKTG2203) and consumer behaviour (MKTG2204) and applying it in the international environment. Any research skills acquired from marketing research (MKTG3305) will also be useful in completing this unit. The skills and knowledge you gain from this unit will enable you to add an international dimension to the development of strategic options in strategic marketing (MKTG3306). In this unit, you will also get the opportunity to discuss concepts seldom found in other marketing studies (e.g. world trade, exchange rates, licensing and franchising, etc.). Apart from gaining knowledge and skills that will make you very valuable as a marketing graduate, I hope that the knowledge you gain from this unit will change the way you understand the world.

Unit content
This course will not be merely a replication of introductory marketing material; it will give some students with prior knowledge of worldly issues an opportunity to share their thoughts with students who have had less exposure. Every student will then get an opportunity to see how marketing strategies are adapted to opportunities and constraints that the international market presents to companies. Students will need to rely on the textbook for more structured learning and can look forward to more free-flowing discussions in the lectures, tutorials and with one another; nonetheless, your participation and discussions will need to be reasonably substantiated by documented research. Students will be assessed on their efforts to research new markets and understand its complexities and implications for marketing strategy, which will culminate in an international marketing plan.

The goal of the unit
The goal of the unit is to acquaint you with issues concerning marketing in an international environment. The unit should help you increase your understanding of existing marketing principles by observing how it needs to be adapted to prepare an organisation for a viable operation overseas.
Learning outcomes

The primary objective of this unit is to provide you with the skills that allow you to add value to an organisation that wishes to, or already operates overseas. You will be required to learn the key terms and concepts pertaining to international trade and business. This knowledge is necessary to assist in the research of markets in other countries and the development of an international marketing plan.

On completion of this unit, you should be able to:

1. Recognise the market “push and pull” factors that compel an organisation to expand overseas
   • content in the textbook and the lectures will help you achieve this
   • this outcome will be assessed through your contribution in tutorials and performance on the mid-semester test and final exam
   • you will acquire an advanced level of knowledge that will help you identify the need for international expansion.

2. Differentiate marketing decisions and strategies for foreign-country markets from those intended for home-country markets
   • content in the textbook (Ch 13-17), the lectures, and the tutorials will help you achieve this
   • this outcome will be assessed through your contribution in tutorials, performance on the two group assignments, and the final exam
   • you will acquire an intermediate level of knowledge that will help you justify the need for a country-specific marketing plan

3. Justify the choice of a market for international entry or expansion by rating the different opportunities and risks associated with that market
   • content in the textbook (Ch 4-10), the lectures, and the tutorials will help you achieve this
   • this outcome will be assessed through your contribution in tutorials, performance on the second group assignment, and the mid-semester test and final exam
   • you will acquire intermediate research skills that will help you select a target market for international expansion

4. Justify the mode of market entry and strategies for market entry based on the characteristics of the target market
   • content in the textbook (Ch 11-12) and the lectures will help you achieve this
   • this outcome will be assessed through your second assignment and the mid-semester test and final exam
   • you will acquire intermediate knowledge of the factors influencing a company’s mode of entry into a foreign-country market

5. Produce what is effectively an international marketing plan that will guide an organisation’s entry and expansion
   • consultation with your lecturer and tutor on your two group assignments will help you achieve this
   • this outcome will be assessed through the two group assignments
   • you will acquire intermediate planning skills that will assist in the organisation’s international expansion
Educational principles and graduate attributes

In this unit, you will be encouraged and facilitated to develop the ability and desire to:

- think, reason and analyse logically and creatively
- develop attitudes which value learning
- acquire skills in information literacy
- acquire cultural literacy or competence
- develop spoken and written English communication skills at high levels

TEACHING AND LEARNING RESPONSIBILITIES

Teaching and learning strategies

True learning takes place when you are able to apply what you try to remember and understand. Application of marketing theory and knowledge is a critical facet of problem solving, which in turn is what employers will pay you to do when you graduate. This is the underlying philosophy of my teaching and learning approach. I believe firmly that the more you remember and understand, the more you have to apply and the more problems you will be able to solve. The lectures, tutorials, assignments and exams will provide many opportunities to apply such knowledge. The harder you work, the more you will gain from this course.

Teaching and learning evaluation

You may be asked to complete two evaluations during this unit. The Student Perception of Teaching (SPOT) and the Students’ Unit Reflective Feedback (SURF). The SPOT is optional and is an evaluation of the lecturer and the unit. The SURF is completed online and is a university wide survey and deals only with the unit. You will receive an email from the SURF office inviting you to complete the SURF when it is activated. We encourage you to complete the forms as your feedback is extremely important and can be used to make changes to the unit or lecturing style when appropriate.

Attendance

Participation in class, whether it be listening to a lecture or getting involved in other activities, is an important part of the learning process, therefore it is important that you attend classes. More formally, the University regulations state that ‘to complete a course or unit students shall attend prescribed classes, lectures, seminars and tutorials’.
CONTACT DETAILS

We strongly advise students to regularly access their student email accounts. Important information regarding the unit is often communicated by email and will not be automatically forwarded to private email addresses.

<table>
<thead>
<tr>
<th>Unit coordinator/lecturer</th>
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<tbody>
<tr>
<td><strong>Name:</strong></td>
<td>Kenneth Yap</td>
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<td><strong>Email:</strong></td>
<td><a href="mailto:kenneth.yap@uwa.edu.au">kenneth.yap@uwa.edu.au</a></td>
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<tr>
<td><strong>Phone:</strong></td>
<td>6488 5876</td>
</tr>
<tr>
<td><strong>Consultation hours:</strong></td>
<td>Thursday 12pm to 1pm</td>
</tr>
<tr>
<td><strong>Lecture times:</strong></td>
<td>10am to 12pm</td>
</tr>
<tr>
<td><strong>Lecture venue:</strong></td>
<td>Ernst Young Lecture Theatre, Business School Building</td>
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<table>
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<tr>
<th>Tutor</th>
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<tbody>
<tr>
<td><strong>Name:</strong></td>
<td>Saalem Sadeque</td>
</tr>
<tr>
<td><strong>Email:</strong></td>
<td><a href="mailto:ssadeque.uwa@gmail.com">ssadeque.uwa@gmail.com</a></td>
</tr>
<tr>
<td><strong>Phone:</strong></td>
<td>6488 5883</td>
</tr>
<tr>
<td><strong>Consultation hours:</strong></td>
<td>TBD</td>
</tr>
<tr>
<td><strong>Tutorial times:</strong></td>
<td>Thursday 2pm to 4pm</td>
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<tr>
<td><strong>Tutorial venue:</strong></td>
<td>MCS: G.33 (Bayliss Building)</td>
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<tr>
<th>Tutor</th>
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<tbody>
<tr>
<td><strong>Name:</strong></td>
<td>Brad Turner</td>
</tr>
<tr>
<td><strong>Email:</strong></td>
<td><a href="mailto:Bradley.Turner@cbs.curtin.edu.au">Bradley.Turner@cbs.curtin.edu.au</a></td>
</tr>
<tr>
<td><strong>Phone:</strong></td>
<td>TBD</td>
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<tr>
<td><strong>Consultation hours:</strong></td>
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<tr>
<td><strong>Tutorial times:</strong></td>
<td>Friday 2pm to 4pm</td>
</tr>
<tr>
<td><strong>Tutorial venue:</strong></td>
<td>Room 160, Business School Building</td>
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TEXTBOOK(S) AND RESOURCES

Unit website

http://www.webct.uwa.edu.au

Recommended/required text(s)

MKTG3310 International Marketing Custom Publication by McGraw-Hill for Kenneth Yap (request for it in Co-op Bookshop)

Additional resources and reading material

With trends in globalisation, International Marketing is an evolving dynamic discipline that encompasses a wide scope in research. As the text material may be United States oriented and often too general; for your assignments, you are expected to consult external references. You should therefore familiarise yourself with the content of local libraries and other information sources. There are many journals and other publications that you will find of value (eg, Journal of Consumer Research, Journal of Marketing, Journal of Retailing, Journal of Advertising, Journal of International Marketing, Psychology and Marketing, Journal of Consumer Behaviour, Australasian Marketing Journal, International Journal of Wine Marketing). You should also utilise industry reports available on Euromonitor's Global Market Information Database through the UWA Library website.
# UNIT SCHEDULE

<table>
<thead>
<tr>
<th>Week #</th>
<th>Lecture Topic</th>
<th>Tutorial questions based on Case Studies</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Introduction to International Marketing and Globalisation</td>
<td>No tutorials</td>
</tr>
<tr>
<td>2</td>
<td>Guest Lecture Country attractiveness (Ch 2)</td>
<td>TUTORIAL 1 Introduction and Icebreaker Where to get industry and market information Introduction to case study method Hello Kitty¹</td>
</tr>
<tr>
<td>3</td>
<td>Political and legal environment (Ch 3)</td>
<td>TUTORIAL 2 Coke and Pepsi Learn to Compete in India¹ Cultural Norms, Fair and Lovely, and Advertising²</td>
</tr>
<tr>
<td>4</td>
<td>International research (Ch 4) Review of wine industry</td>
<td>TUTORIAL 3 Lion Nathan China²</td>
</tr>
<tr>
<td>5</td>
<td>Emerging markets (Ch 5)</td>
<td>TUTORIAL 4 SPECIAL EVENT: Food assignment³ Review research on Singapore and India⁴ Virtual Beehive¹</td>
</tr>
<tr>
<td>6</td>
<td>MID-SEMESTER TEST I Mature markets (Ch 6)</td>
<td>TUTORIAL 5 Euro Disney²</td>
</tr>
<tr>
<td>7</td>
<td>New growth markets (Ch 7)</td>
<td>TUTORIAL 6 Ikeå’s Global Strategy¹</td>
</tr>
<tr>
<td>8</td>
<td>Emerging markets (Ch 8) T&amp;L review</td>
<td>TUTORIAL 4 SPECIAL EVENT: Food assignment³ Review research on Singapore and India⁴ Virtual Beehive¹</td>
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<tr>
<td>9</td>
<td>SEMESTER BREAK</td>
<td>TUTORIAL 4 SPECIAL EVENT: Food assignment³ Review research on Singapore and India⁴ Virtual Beehive¹</td>
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<tr>
<td>10</td>
<td>Market selection and entry strategies (Ch 2, 9, 10)</td>
<td>TUTORIAL 5 Euro Disney²</td>
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<tr>
<td>11</td>
<td>Products for consumers (Ch 12)</td>
<td>TUTORIAL 6 Ikeå’s Global Strategy¹</td>
</tr>
<tr>
<td>12</td>
<td>International marketing communication (Ch 16)</td>
<td>TUTORIAL 6 Ikeå’s Global Strategy¹</td>
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<tr>
<td>13</td>
<td>International marketing channels (Ch 12, 13)</td>
<td>TUTORIAL 6 Ikeå’s Global Strategy¹</td>
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<tr>
<td>14</td>
<td>International pricing (Ch 14) International marketing plan Reflection and review</td>
<td>TUTORIAL 6 Ikeå’s Global Strategy¹</td>
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</table>

¹ Complete all questions listed on the page after the case study.
² No specific questions – identify and discuss any issues relevant to International Marketing and decisions already or about to be made in the case study.
³ Please prepare one type of ethnic or comfort food that you grew up with and bring enough along to share it with your classmates. Try to think beyond ANZAC biscuits, TimTams, Vegemite, Lamingtons, and the usual suspects.
⁴ No specific questions – identify and discuss any issues relevant to wine consumption. Please try to present and share more of your own research.
**TUTORIAL SCHEDULE**

Tutorials are held fortnightly and each tutorial is 1 hour 45 minutes long. Students will be allocated into a tutorial group through OLCR and must stick to their allocated tutorial times. There are four tutorial groups who will meet fortnightly according to the schedule below:

<table>
<thead>
<tr>
<th>Tutorial #</th>
<th>Group 1 (Thursday 2pm-4pm, starting 10 March)</th>
<th>Group 2 (Thursday 2pm-4pm, starting 17 March)</th>
<th>Group 3 (Friday 2pm-4pm, starting 11 March)</th>
<th>Group 4 (Friday 2pm-4pm, starting 18 March)</th>
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<td>10 March (MCS:G.33)</td>
<td>17 March (MCS:G.33)</td>
<td>11 March (BUSN:160)</td>
<td>18 March (BUSN:160)</td>
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<td>2</td>
<td>24 March (MCS:G.33)</td>
<td>31 March (MCS:G.33)</td>
<td>25 March (BUSN:160)</td>
<td>1 April (BUSN:160)</td>
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<tr>
<td>3</td>
<td>7 April (MCS:G.33)</td>
<td>14 April (MCS:G.33)</td>
<td>8 April (BUSN:160)</td>
<td>15 April (BUSN:160)</td>
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<tr>
<td>4</td>
<td>21 April (MCS:G.33)</td>
<td>5 May (MCS:G.33)</td>
<td><strong>6 May (BUSN:161 – in place of Good Friday)</strong></td>
<td>6 May (BUSN:160)</td>
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<tr>
<td>5</td>
<td>12 May (MCS:G.33)</td>
<td>19 May (MCS:G.33)</td>
<td>13 May (BUSN:160)</td>
<td>20 May (BUSN:160)</td>
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<tr>
<td>6</td>
<td>26 May (MCS:G.33)</td>
<td>2 June (MCS:G.33)</td>
<td>27 May (BUSN:160)</td>
<td>3 June (BUSN:160)</td>
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ASSESSMENT MECHANISM

The purpose of assessment

There are a number of reasons for having assessable tasks as part of an academic program. The assessable tasks are designed to encourage you to explore and understand the subject more fully. The fact that we grade your work provides you an indication of how much you have achieved. Providing feedback on your work also serves as part of the learning process. To reiterate, the following are the desired learning outcomes and the program activities designed to achieve it (in italics)

1. **Recognise** the market “push and pull” factors that compel an organisation to expand overseas
   - content in the textbook and the lectures will help you achieve this
   - this outcome will be assessed through your contribution in tutorials and performance on the mid-semester test and final exam
2. **Differentiate** marketing decisions and strategies for foreign-country markets from those intended for home-country markets
   - content in the textbook (Ch 13-17), the lectures, and the tutorials will help you achieve this
   - this outcome will be assessed through your contribution in tutorials, performance on the two group assignments, and the final exam
3. **Justify** the choice of a market for international entry or expansion by rating the different opportunities and risks associated with that market
   - content in the textbook (Ch 4-10), the lectures, and the tutorials will help you achieve this
   - this outcome will be assessed through your contribution in tutorials, performance on the second group assignment, and the mid-semester test and final exam
4. **Justify** the mode of market entry and strategies for market entry based on the characteristics of the target market
   - content in the textbook (Ch 11-12) and the lectures will help you achieve this
   - this outcome will be assessed through your second assignment and the mid-semester test and final exam
5. **Produce** what is effectively an international marketing plan that will guide an organisation’s entry and expansion
   - consultation with your lecturer and tutor on your two group assignments will help you achieve this
   - this outcome will be assessed through the two group assignments
## Assessment mechanism summary

<table>
<thead>
<tr>
<th>Item</th>
<th>Weight</th>
<th>Due date</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) Tutorial participation</td>
<td>15%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2) Group Assignment 1 – Country study</td>
<td>20%</td>
<td>5pm Thursday, 21 April 2011</td>
<td>One softcopy uploaded onto Group Page of WebCT</td>
</tr>
<tr>
<td>3) Group Assignment 2 – Marketing plan</td>
<td>15%</td>
<td>5pm Thursday, 26 May 2011</td>
<td>One softcopy uploaded onto Group Page of WebCT</td>
</tr>
<tr>
<td>4) Mid-semester</td>
<td>15%</td>
<td>Lecture on Thursday, 7 April 2011, 10am sharp</td>
<td></td>
</tr>
<tr>
<td>5) Final exam</td>
<td>35%</td>
<td>Exam Period</td>
<td></td>
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</table>

**Note 1:** Results may be subject to scaling and standardisation under faculty policy and are not necessarily the sum of the component parts.

### Assessment components

#### 1) Tutorial exercises/activities

- Each student is expected to attend tutorials and participate in the discussion and other tasks assigned. Full details of the assessment procedures and the allocated tasks are described in the tutorial schedule.

- **Tutorial participation:** Attendance at each tutorial session is considered obligatory. You should also participate actively in the discussion. Personal views and comments (based on your reading) shall be required from all students in all tutorial sessions. The tutorial questions are assigned to facilitate demonstrable preparation and understanding of the week’s material. This makes it easier to provide an objective assessment.

- **Marking criteria:** This component is worth 15% of the course and will be assigned as a mark out of 15 by your tutor. This mark is a culmination of your performance over all the tutorials attended. Since only Tutorials 2, 3, 4, 5, and 6 are assessed, your participation in each tutorial is effectively worth 3% of your mark. Attendance does not get you any marks at all, your demonstration of preparation and understanding of the tutorial questions will. This means if you have not demonstrated significant preparation and understanding, you will get a zero for participation. Preparation is the keyword: students who consistently come unprepared but talk a lot by just asking questions, stating the obvious, speak without qualifying their statements (or think twice before speaking) are also likely to get zero for participation. The tutor can provide general feedback about the quality of contribution, but will not be giving you a final/publishable tutorial mark until the end of the semester. Your tutor is qualified to assess this even though they may choose to stay quiet or encouraging while some students ‘waffle’ on.
2) Group Assignment 1 – Country study

- The goal of your two group assignments is to be acquainted with Singapore as a target country market for the Australian wine industry and to use that knowledge to assess the viability of Singapore as a target export market, as well as, determine the best strategy for market entry. Therefore, the group assignment will consist of two inter-related parts: a country study and an international marketing plan.

- Assemble into groups of 5 or 6. As a background, each group is expected to investigate and learn how the wine industry works. This report will need to be very detailed and there will be a lot of research required. The information that you get from this research activity needs to enable you to write a country report on Singapore in relation to its suitability as a market for the Australian wine industry.

- Since this is a report on Singapore as a potential market, the issues that you report on must be pertinent to the wine industry/market. Thus, your report on the Singapore market should take into account the following considerations (but not limited to):
  - **Economic**: what are the trends in household income and expenditure, what is population growth, how is wine priced relative to competing/substitute and complementary products, the government’s position or openness to trade, duties and taxes on alcohol, applicable trade agreements, quota or non-tariff barriers on alcohol from Australia, foreign exchange risk, etc.
  - **Political and legal**: what are the laws on trade, what is the level of legal protection for foreign companies operating in Singapore, insurance requirements, etc.
  - **Cultural and social**: is there a wine culture, how big is it, is there a bias for/against Australian wine, culture of doing business in Singapore, etc.
  - **Market segments**: who they are, who large and profitable is this segment, how often do they consume wine, will this segment grow in the future, which are the segments that will see the highest growth rates in the future, consumer behaviour considerations of Singapore consumers that are pertinent to wine, etc. This section should be dedicated to the wine culture, decision-making, and consumption patterns of Singaporean consumers.
  - **Industry structure**: how many large companies and small companies, who are they, market shares, how competitive the industry is (what are the profit margins), what does the value chain look like, what does the marketing channel look like etc.
  - **Industry trends**: is the industry expanding, is it saturated in Australia, are there more companies entering or exiting the industry, are there more competing or substitute products, where are the new markets emerging (different consumer, occasion, or geographic markets), existing market size in Australia, etc.
  - **Key success factors**: what are the crucial drivers of this industry (brand or image differentiation, specialising in specific markets, volume)
  - **Market segmentation**: how many different types of wine, who are the consumers, what are the different segmentation bases, etc.

- As a guide for the content of this report, please refer to ‘The Country Notebook – A Guide for Developing a Marketing Plan’ handout available on WebCT.

- The report should be 12-pt, Times New Roman, 1.5-spaced with default margins, and no longer than 40 pages. You may include appendices but you must report relevant information in the main section of the report and make an effort to summarise this information.

- I anticipate that you will find plenty of information on Singapore, which reported will certainly be in excess of 40 pages. You will need to summarise and report only the relevant information required for decision making.
• As you can tell, your ability to obtain and analyse information is critical to this assignment, you will need to be very resourceful. Since all of you have prior knowledge in marketing research, you can appreciate the value of conducting a lot of secondary research and some primary research. The lecturer can get you started with some information but you will have to get much more information on your own.

3) Group Assignment 2 – Marketing plan
• Based on the country report, you will then have to develop a very detailed international marketing plan which captures your recommended entry strategy into Singapore, as well as a recommended marketing mix strategy.
• The marketing plan has to incorporate very specific details about cost, choice of market entry, logistics, companies (distributors, agents, etc.) in Singapore that an Australian wine company can form partnerships with, and other relevant operational details.
• You will have to assume that you are representing (or consulting for) a particular Australian wine company that will look to enter Singapore. I anticipate that this report will need to incorporate existing (and perhaps additional) research on market segments and consumer behaviour.
• Contents of the industry report may include, but are not limited to, the following:
  o Consumer behaviour: for the major segments, what are the drinking occasions, what are the selection criteria applied when choosing different wines, do consumer stick to the same brands, how does one brand of wine stand out from the others, etc. This section should be dedicated to the wine culture, decision-making, and consumption patterns of Australian consumers.
  o Product: based on the information from the industry report, are there any adaptations you need to make specifically for the Singapore market? If there are, then list those in operational detail.
  o Price: based on the information from the industry report, are there any adaptations you need to make specifically for the Singapore market? If there are, then list those in operational detail. The wholesale or retail price you set at needs to take into account all expenses incurred for the wines to enter and move through the distribution channel in Singapore. It will also need to take into account prices of competing or substitute products.
  o Place: based on the information from the industry report, are there any adaptations you need to make specifically for the Singapore market? If there are, then list those in operational detail. This section will need to include details on how the wines are to enter and move through the distribution channel in Singapore.
  o Promotion: based on the information from the industry report, are there any adaptations you need to make specifically for the Singapore market? If there are, then list those in operational detail. This section will need to include promotional ideas used to enforce a push and/or pull strategy with consumers in Singapore.
  o Market entry: choice of mode of entry and rationale, operational plan for market entry including costs and timeline, other relevant economic, political and legal considerations pertinent to the choice of market entry mode, etc.

• As a guide for the content of this report, please refer to ‘The Country Notebook – A Guide for Developing a Marketing Plan’ handout available on WebCT.
• The report should be 12-pt, Times New Roman, 1.5-spaced with default margins, and no longer than 30 pages. You may include appendices but you must report relevant information in the main section of the report and make an effort to summarise this information.
4) Mid-semester test
   • This will consist of 40 multiple choice questions and will be 40 minutes in length. It will take place in class on the 7 April 2011. This exam will cover all the material assigned prior to this date, but predominantly from the textbook (Ch 1 to 5 inclusive). There will be a lecture after this test, recommencing at 11am.

5) Final exam
   • This will consist of 100 multiple choice questions and will be 130 minutes in length. It will take place during the exam period. This exam will cover all the assigned material, including lectures, texts and tutorials.

Submission of assignments

Please remember to attach an Assignment Cover Sheet to the front of your assignment. You can download and print your Assignment Cover Sheet from the StudentNet web page http://www.business.uwa.edu.au/studentnet/assessments

It is your responsibility to ensure that you upload a softcopy of the assignment on WebCT on time. Late assignments will be penalised 5% per day (e.g. an assignment that scores 80% but is two days late will be deducted 10%, resulting in a final score of 70%).

Student Guild

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Website: http://www.guild.uwa.edu.au

Charter of Student Rights and Responsibilities


Appeals against academic assessment

The University provides the opportunity for students to lodge an appeal against assessment results and/or progress status (refer http://www.secretariat.uwa.edu.au/home/policies/appeals ).