

INTERNATIONAL MARKETING MANAGEMENT

COURSE: FOURTH

SEMESTER: FIRST

TYPE: OBLIGATORY

CREDITS: 3

LANGUAGE: ENGLISH

PROFESSOR: [DR. JAVIER ASENJO](#)

OBJECTIVES:

Becoming familiar with concepts, jargon, techniques and international marketing tools. They are the base of personal resources for being available to combine in the professional practice. Understanding the fundamentals, practising with them and reflecting on the experience.

Being able to apply them to proposed international cases and real situations. Combine the personal and environmental resources in different learning contexts to demonstrate professional competence. Training in groups combined with individual practising.

Developing validated and meaningful learning. Reflecting individually and in plenary about the experiences lived, to crystallize learnings.

COMPETENCES:

GENERAL

G1 – Observing with a global vision, planning, organizing and managing activities in a business environment

G2 – Acting proactively, generating ideas and proposals, implementing initiatives and organisational changes at the organisation and showing a predisposition to geographical mobility.

G3 – Developing empathy skills, adapting, working and leading groups (international, multinational, interdisciplinary, competitive, changing, complex), understanding and applying networking

G5 – Developing a notorious communicative skill (oral and written) in English

G6 – Search and use new information resources with quantitative and qualitative criteria for decision making.

BASIC

CB2 – Transferring knowledge to working or vocational situations, in a professional way and developing adequate arguments for problem-solving in the study field.

CB4 – Communicating information, ideas, problems and solutions to an audience, specialised or not.

TRANSVERSAL

T3 – Interacting in global contexts for identifying needs and new realities for transferring knowledge towards professional environments, actuals and emergent, being able to adapt and self-direct at professional processes and research.

T4 – Showing skills for professional practice at multi-disciplinary and complex in coordination with network teams, at personal or virtual environments, using ICT.

T6 – Using different communication ways (oral, written and audiovisual), in the mother tongue or foreign languages, with a high grade of perfection (at use, form and content).

T7 – Becoming the main actor/actress of the learning process, for personal and professional development and integral training to learn and adapt to a context of diversity (linguistic, social, cultural, and economic realities)

SPECIFIC

E4 – Knowing the main sources of available economic and business statistics, at national and international level. Analyzing and using them for decision making at international businesses.

E5 – Knowing the context (cultural, social, geopolitical, legal) of different world economies as a base for developing international businesses.

E6 – Valuing changes in the context of the international agreements affecting economic relationships between countries and global business activities.

E7 – Knowing the role of the different agents and economic and financial institutions. Valuing their influence and impact on economic growth, international trade, financial relationships and business activities.

E8 – Identifying environments (economic, cultural, political, legal, demographic and technologic), that can represent opportunities and threats for developments at international business.

E9 – Planning commercial strategies, based on the knowledge of basic tools of the international trade.

E10 – Managing activities for decision-making at different functional areas of an organisation with international activity.

E11 – Locating, understanding and valuing the available information at the international environment for defining and influencing target markets, depending on the kind of firm and product.

E12 – Adapting different communicating and negotiating techniques depending on the audience and defining a clear objective to communicate or negotiate.

LEARNING OUTCOMES:

R4 – Knowledge of the international trade process

R5 – Identify and understand adequately, the cultural differences in the process of international negotiation.

R6- Design of an international marketing and commercial plan.

R8-Communicate to any audience (specialized or not) in a clear and precise way: methodology, ideas, problems and solutions in the marketing area (CB4).

R9- Understand full oral and written messages of different kinds, expressed in the mother tongue and English.

R10- Shows an attitude of motivation and compromise towards personal and professional improvement.

CONTENTS:

1) Contextualizing international marketing management

- Challenges for the 21st century
- Redefining global strategy
- Planning international marketing and sales

2) Global marketing

- The decision whether to internationalise
- Deciding which markets to enter
- Market entry strategies
- Designing the global marketing programme
- Implementing and coordinating the global marketing programme

3) International marketing business cases

- Nike
- Zara
- Starbucks
- Wal-Mart
- Others

METHODOLOGY:

The subject is taught face to face, and it is practical. Through the sessions, the facilitator will share the program contents using different learning methodologies (cases, presentations, software, mobile app...). Meanwhile, the teacher will follow the students and help them to consolidate the learning results. On the other hand, students will produce a final group work and deliver it at the end of the term. They will have some specific class time with the teacher for supervision and development. It is advisable to revise and complement the materials with the recommended references.

EVALUATION SYSTEM:

The evaluation includes two conceptual tests with a value of 25% each. They are mandatory and must be passed to calculate the average. Both tests can be recovered. The other 50% is obtained by seven practical activities that evaluate class learning and after class learning:

- Practical cases and reflections: 30%
- Team challenge: 20%

ACTIVITIES

1. Nike case: pair activity - 20/9/17 – 5% weight
2. Zara case: groupal activity – 4/10/17 – 5% weight

3. Starbucks case: groupal activity – 11/10/17 – 5% weight
4. Global turning points for 21st century: individual activity – 8/11/17 – 5% weight
5. Wal-Mart case: groupal activity – 22/11/17 – 5% weight
6. Individual challenge – individual activity – 29/11/17 – 5% weight
7. TEAM CHALLENGE – Groupal activity with periodical follow-up in class– 20/12/17 – 20% weight

Activities are not mandatory to do and to pass in order to calculate the final average, and they cannot be recovered. The minimum grade to pass the subject is a 5 out of 10.

For the final grade, it can be considered the student learning progression.

| EVALUATION TOOLS | WEIGHT % |
|------------------------------------|-----------------|
| 6 Continuous evaluation activities | 30% |
| Group challenge | 20% |
| 2 conceptual tests | 50% |

BIBLIOGRAPHY:

- Doole, Lowe, Kenyon (2016) International marketing strategy (analysis, development and implementation). Cengage learning (Available at Eserp's online library)
- Ferrell, O.C. (2012) Marketing strategy (text and cases). Cengage learning
- Hollesen, Svend (2017) Global marketing. Pearson