

INTERNATIONAL MARKETING

COURSE: FOURTH

SEMESTER: SECOND

TYPE: OBLIGATORY

CREDITS: 6

LANGUAGE: ENGLISH

SENIOR LECTURER: [NOELIA PÉREZ](#)

OBJECTIVES:

Facing a global market, increasingly segmented and interconnected, companies need to define their marketing strategy, adapted to different countries, with the aim of bringing international negotiations to a successful conclusion.

In this process, marketing professionals are required with theoretical and practical training that allows them to define the international strategy, dominating the international pricing system, as well as the complex management of logistics. These professionals must be experts in the management of cross-border equipment and flexible enough to adapt marketing structures and budgets to an ever-changing market.

The student should learn:

- Analyze the factors that influence a company to standardize or adapt its products.
- Analyze how international service strategies are developed.
- Differentiate between the life cycle of the product and the international life cycle of the product.
- Analyze the challenge of developing new products for foreign markets.
- Know and illustrate the alternatives in the product communication mix.

- Define and explain the different alternatives to create a brand.
- Analyze the piracy of brands and possible strategies against counterfeiting.
- Know what is meant by "green" product.
- Analyze alternative strategies for sustainable management.
- Understand how internal and external variables influence international pricing decisions.

COMPETENCES:

BASICS

- **CB2** – Students know how to apply their knowledge to their work or vocation in a professional manner and possess the skills that are usually demonstrated through the elaboration and defense of arguments and the resolution of problems within their area of study

GENERALS

- **CG1** – Develop language skills and express themselves adequately and convincingly in different situations of oral and written communication in the languages of the community and in English.

SPECIFIC

- **CE4** – Manage the fundamental tools of strategic marketing to apply them in the field of advertising, public relations and marketing in national markets and especially in international markets.
- **CE8** – Detect and correctly analyze the factors that influence the behavior of international consumers, from the marketing perspective, and design strategic marketing plans, based on this international approach for decision making.

LEARNING OUTCOMES:

- **R1**– Analyze and apply the different strategies that can be applied around each of the 4 p's: price, product, communication and distribution
- **R4** – Analyze and develop the international marketing plan of a company
- **R9** – Develops in complex situations or require the development of new solutions in the academic, labor or professional field within its field of study

Evaluation linkage table:

EVALUATION SYSTEM	CONDITIONS	% EVALUATION	DETAILS	DEDICATION (H)	Competences
Activity 1: Customer Relationship and loyalty	Compulsory to have at least an average of 5/10 among all the activities to be evaluated and be able to do final exam (NOT RECOVERABLE) Individual	5		10	Competences: CB2+CG1+CE4+CE8 Learning Outcomes: R9+R1+R4
Activity 2: It is just about the NAME, Brand creation and registration	Compulsory to have at least an average of 5/10 among all the activities to be evaluated and be able to do final exam (NOT RECOVERABLE) Individual	5		10	Competences: CB2+CG1+CE4+CE8 Learning Outcomes: R9+R1+R4

<p>Activity 3: Design a Guerrilla Marketing promotion as a game for customers</p>	<p>Compulsory to have at least an average of 5/10 among all the activities to be evaluated and be able to do final exam (NOT RECOVERABLE) Individual</p>	<p>5</p>		<p>10</p>	<p>Competences: CB2+CG1+CE4+CE8 Learning Outcomes: R9+R1+R4</p>
<p>Internationalization Marketing Plan: (from Spain to somewhere else)</p>	<p>Group activity from 5-6 people Compulsory to deliver and pass on time the 3 phases to have the Internationalization plan evaluated (NOT RECOVERABLE) Mandatory</p>	<p>35</p>	<p>5% for the summary, 20% for the plan report, 10% for the presentation.</p>	<p>40</p>	<p>Competences: CB2+CG1+CE4+CE8 Learning Outcomes: R9+R1+R5</p>
<p>Evaluation, partial I examination of concepts</p>	<p>Susceptible of recovery if the rest of the evaluation is average Mandatory</p>	<p>25</p>	<p>Questions (10 questions * 1% = 10% total) Case study analysis: 15%</p>	<p>20</p>	<p>Competences: CB2+CG1+CE4 Learning Outcomes: R9+R1</p>
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Horas fuera aula				110	
Horas de clase			30 sessions	60	
Total horas de dedicación				170	

CONTENT

1. Understanding International Marketing

- The Scope of International Marketing
- The Dynamic Environment of International Trade (internal and external factors)
- The Foundations of Cultural Understanding
- Cultural Dynamics

2. Developing Global Marketing Strategies

- Developing the marketing plan
- Developing the Strategy
- Target Market Approaches
- Brand Positioning and Marketing Outcomes
- Implementing Global marketing strategies

3. Achieving Organization Objectives Through Successful Promotional and Communication Plans

- Processing Operational Decisions
- Organization Offerings, Distribution, and Pricing
- Promotional Brand, Collateral Design, and Events
- Advertising, Public Relations, and Crisis Communication
- Relationships: Community, Sponsorships, and Stewardship
- Direct Marketing: Internal and External Sales

4. Case studies

EVALUATION SYSTEM:

Task	(%)	Details
3 Individual activities (3 different activities)	15	5% each activity
Marketing plan (groups of up to 5 people)	35	5% the summary, 20% the report, 10% the presentation.
Partial exam A	25	Exam organised in 2 parts: 1) Questions (10 questions *1% = 10% total) 2) Case study analysis: 15%
Partial exam B	25	Exam organised in 2 parts: 1) Questions (10 questions *1%= 10%) 2) Case study analysis (15%)

- Parcial Exam I: 25% - Minimal grade to pass 5/10 (five over 10).
Susceptible of recovery by means of a complementary exam, as long as the student has correctly developed the rest of the continuous evaluation (to make average, student must **deliver** and **pass** the Marketing Plan (composed by summary, report and presentation) and **have a 5 average among** the 3 activities, always on the right delivery date uploaded to MOODLE.
- Parcial Exam II: 25% - Minimal grade to pass 5/10 (five over 10). Second exam includes just the second part of the course.
Susceptible of recovery by means of a complementary exam, as long as the student has correctly developed the rest of the continuous evaluation (to make average, student must **deliver** and **pass** the Marketing Plan (composed by

summary, report and presentation) and **have a 5 average among** the 3 activities, always on the right delivery date uploaded to MOODLE.

- Marketing Plan: 35%. Mandatory group project.

The student will be a part of a team, developing the project together. The project must have a complete Marketing Plan. The title of the project has to be approved by the teacher. To be average and be able to recover failed exams must have been **uploaded** with all its phases to MOODLE and **passed**.

- *PHASE 1: 5% (Mandatory)*

A Summary (two page max) must be delivered on the given date and upload to MOODLE. The summary will be the first idea to start developing the project and with teachers help to continue correctly for its development.

- *PHASE 2: 20% (Mandatory)*

Marketing Plan must be delivered on the given date and upload to MOODLE.

- *PHASE 3: 10% (Mandatory)*

PPT Presentation must be uploaded to MOODLE on the correct delivery date. Also it is mandatory to attend and take part in the public presentation. To be able to recover exams or be evaluated it is mandatory to make public presentation or in exceptional cases in video format, being approve previously by the teacher.

- Individual activities: 15%. (Mandatory)

3 activities will be given during the whole course. Details on the resolutions will be evaluated. Also creativity on own opinion or ideas must be reflected on the report. All report activities must be **uploaded** to MOODLE to be average. To be able to do final ordinary exam the average among all the 3 activities must be at least a 5. Otherwise the student will go directly to complementary exam.

Participation in the roll game, class debates, kahoot... will be taken into consideration, both participation, as creativity, criticism, opinion, problem solving, etc.

The student must pass with 5 or more the two partial exams so that both are average, also present and pass the Marketing Plan (composed by the summary, the report and the presentation), and have a 5 average among the 3 activities delivered in the correct dates. Everything must be uploaded to MOODLE to be evaluated.

The teacher takes into account the evolution, progress, proactivity, effort and development of the continuous evaluation of each student; in addition to take into account Assistance and Active Participation on the debates, games, etc.

METODOLOGY:

The subject is classroom-based and combines theoretical knowledge with its practical implementation. Through classroom sessions, the lecturer will expose contents of the program using different learning methodologies, besides proposing activities in which acquired theoretical knowledge will be applied to real case studies. Furthermore, the students must do individual activities during the hours of personal work.

Additionally, during the hours of personal work, the students will make a final project with their respective oral presentations at the end of the academic period. They will have hours of tutoring with the teacher with the purpose of supervising and guiding the development of the project.

Finally, we recommend to the students that they use some hours of personal work to this subject every week in order to consolidate the acquired knowledge of each topic. This personal work will consist of making a review of theoretical aspects given in class and complement them with the basic bibliography.

The teaching staff will consider the development and progress of each student individually.

Any student who does not sit an exam and he does not justify his absence on grounds of force majeure, either to Coordination or Academic Tutoring, will lose this opportunity. He will be able to do it in the complementary period, but only in case he meets the requirements for it. If the student has provided a certificate of absence due to a case of force majeure, he will sit the exam on the complementary date and he will still keep another examination sitting. In case, he would not pass the exam on the complementary date, he will have another opportunity before the last day to record grades.

Any student who does not make an oral presentation and he does not justify to the teacher that it has been a case of force majeure, will lose the chance to do it another day.

Likewise, any student who does not deliver an activity on deadline and he does not justify to the teacher that it has been due to force majeure, he will miss the opportunity.

The student who has not attended a minimum 80% of classes within a week before the midterm or final exams (having submitted the supporting documents to his/her tutor), will be excluded from the ordinary examination. In this case, the student will

have to attend the complementary exam, provided that he or she meets the requirements laid out in the study program.

REFERENCE BOOK (ESERP LIBRARY):

- Zou, S. (2011). Emerging Markets, International Marketing. Emerald Group Publishing Ltd.
- Doole, I. Lowe, R. Kenyon, A. (2016). International Marketing Strategy. Analysis, Development and Implementation. Cengage Learning.

WEBGRAPHY:

- <https://www.smartling.com/international-marketing/>