

**COURSE DATA****Data Subject**

<b>Code</b>	35896
<b>Name</b>	International marketing
<b>Cycle</b>	Grade
<b>ECTS Credits</b>	6.0
<b>Academic year</b>	2019 - 2020

**Study (s)**

<b>Degree</b>	<b>Center</b>	<b>Acad. year</b>	<b>Period</b>
1314 - Degree in International Business	Faculty of Economics	3	First term

**Subject-matter**

<b>Degree</b>	<b>Subject-matter</b>	<b>Character</b>
1314 - Degree in International Business	14 - Principles of international marketing	Obligatory

**Coordination**

<b>Name</b>	<b>Department</b>
CALDERON GARCIA, MARIA HAYDEE	43 - Marketing and Market Research

**SUMMARY**

We consider the definition of International Marketing, as "the strategic function that consists in understanding what is the motivation or benefit that a product (good or service) brings to a buyer that belongs to a market other than ours and meet their needs taking into account the particularities of the environment." On this basis, this course introduces the student to several aspects of international marketing with the main objective of developing tools for the identification, analysis and solutions of problems typical of international marketing operations. At the end of the course, it is intended that students have learnt to identify the problems of commercialization of a company, analyze these problems and provide valid solutions for the firm management.



## PREVIOUS KNOWLEDGE

### Relationship to other subjects of the same degree

There are no specified enrollment restrictions with other subjects of the curriculum.

### Other requirements

tThe student must have completed a basic course in marketing.

## COMPETENCES (RD 1393/2007) // LEARNING OUTCOMES (RD 822/2021)

### 1314 - Degree in International Business

- Develop the capacity to evaluate and critically analyse international economic phenomena and agents.
- Develop intercultural sensitivity and the ability to adapt to other geopolitical contexts.
- Be able to work in multidisciplinary and intercultural teams.
- Understand and reflect on socio-economic and political contexts that affect business and economic decision-making in an international environment.
- Develop an ethical attitude in business, respecting human rights and the environment both in the country of origin of the company and in the different markets in which it operates.
- Manage the design, coordination and control mechanisms of the company's international strategy.
- Manage relations between the parent companies of multinationals and their subsidiaries.
- Acquire the capacity to analyse, develop and control the commercial function of companies operating in the world market.
- Develop the capacity to prepare and defend reports that contribute to the decision-making of public and private agents.
- Aportar soluciones a problemas comerciales en el ámbito internacional.
- Planificar y conducir el aprendizaje de las funciones y flujos del canal de distribución internacional.
- Planificar y conducir las funciones de diseño y lanzamiento de productos en mercados exteriores, fijación de precios en otros mercados y decisiones de comunicación a nivel internacional.
- Tomar decisiones en el ámbito de la comercialización de productos y servicios en el ámbito internacional.
- Desarrollar la función de marketing en entornos internacionales contemplando las particularidades del entorno, la cultura y la competencia.



## **LEARNING OUTCOMES (RD 1393/2007) // NO CONTENT (RD 822/2021)**

THE DECISION OF INTERNATIONALIZATION. SCOPE OF INTERNATIONAL MARKETING STRATEGY. MARKET SELECTION. ENTRY FORMS OF FOREIGN MARKETS. THE MARKETING MIX: - INTERNATIONAL PRODUCT DECISIONS-DECISIONS ON THE PRICE IN INTERNATIONAL MARKETS- DECISIONS INTERNATIONAL DISTRIBUTION- COMMUNICATION INTERNATIONAL DECISIONS - MULTICULTURAL BUSINESS- PLANNING AND CONTROL

## **DESCRIPTION OF CONTENTS**

### **1.**

International Marketing concept, motives and barriers to internationalization, globalization, internationalization plan.

### **2. MARKET ANALYSIS AND SELECTION**

Topic 2. Market selection process; environment analysis, expansion strategies

### **3. CULTURAL ENVIRONMENT**

High context cultures and low context cultures. Cultural factors. Ethics

High-context cultures and low-context cultures; elements of culture; intercultural negotiation; culture, ethics and social marketing.



#### **4. ENTRY FORMS OF FOREIGN MARKETS**

Export, Strategic alliances, direct investment.

#### **5. INTERNATIONAL PRODUCTS DECISIONS**

new products; positioning; brand strategy; the service internationalization.

#### **6. DECISION ON THE PRICE IN INTERNATIONAL MARKETS**

International pricing strategies, the incoterms, pricing process in foreign markets

#### **7. DECISIONS INTERNATIONAL DISTRIBUTION**

Internet and international distribution. External Determinants of distribution channels; the structure of the channel; Management and control of channels; Multichannel and omnichannel distribution; the retail trade.

#### **8. COMMUNICATION INTERNATIONAL DECISIONS**

The communication process. Communication tools. Communication plan on and off.

### **WORKLOAD**

<b>ACTIVITY</b>	<b>Hours</b>	<b>% To be attended</b>
Theory classes	30,00	100
Classroom practices	30,00	100
Attendance at events and external activities	5,00	0
Development of group work	25,00	0
Study and independent work	45,00	0
Readings supplementary material	5,00	0
Preparation of practical classes and problem	10,00	0
<b>TOTAL</b>	<b>150,00</b>	

### **TEACHING METHODOLOGY**

For the development of the theory, the teaching will be on-site. In the virtual class will be uploaded the material used for preparation.



The practices will be developed by groups.

Attendance at practical sessions is compulsory. If unable to attend a session, the student must provide the practice individually.

The teaching methodology will combine the practical part of the case method, the search for information, analysis, documentation and development of a project.

The required tasks must be delivered on the date determined by the teacher.

**If the student is unable to attend class as demonstrated by a reason of non attendance, the teacher can assess the possibility of delivering the practices individually by the student. If this is the case, the student must contact the teacher at the beginning of the semester.**

## EVALUATION

The evaluation of knowledge and control of learning will be developed as follows:

- The students will be examined independently of their knowledge and their theoretical and practical skills, being evaluated each of the parties on 5 points. The student needs to pass both, theory and practice to pass the subject.
- The evaluation of the theoretical part will be done through a test that can be composed of: essay questions, short answers, relationship issues, multiple choice questions. The valuation is performed on 5 points. Part of the qualification corresponds to a project supervised by the teacher. This project will be carried out throughout the four-month period; This part is non-recoverable continuous assessment. Those students who for justified reasons can not attend the practice classes should notify the teacher before October 2 to establish an alternative continuous assessment system.
- The theory and practice must be approved separately in order to be averaged.
- In case of failing one of the two parts to the first call, the note passed will be kept for the second call.

## REFERENCES



### Basic

- Hollensen, S y Arteaga, J. (2010). Estrategias de marketing internacional. Edit Pearson.
- Hollensen, S. (2018). Global Marketing. Edit Pearson

### Additional

- ALARD, J y Monfort, A. (2017). Plan de comunicación on y off. Edit ESIC.
- BRADLEY, F. y CALDERÓN H. (2005): Marketing internacional. Ed. Prentice Hall (Pearson Educacion). Madrid.
- CATEORA, P.R. y GRAHAM, J.L. (2015): International Marketing. Ed. Mc Graw Hill.
- CZINKOTA, M.R. y RONKAINEN, I.A. (2014): Internacional Marketing. Ed. Internacional Thomson

## ADDENDUM COVID-19

**This addendum will only be activated if the health situation requires so and with the prior agreement of the Governing Council**

**English version is not available**