COURSE DATA

Data Subject	
Code	42051
Name	International marketing
Cycle	Master's degree
ECTS Credits	5.0
Academic year	2022 - 2023

Study (s)

Degree	Center	Acad. year	Period
2114 - M.D. in Marketing and Market Research	Faculty of Economics	1	First term

Subject-matter

Degree	Subject-matter	Character
2114 - M.D. in Marketing and Market Research	4 - Specialty in international marketing	Optional

Coordination

Name	Department
CUENCA BALLESTER, ANTONIO CARLOS	43 - Marketing and Market Research

SUMMARY

The objective of this subject is to provide the student with greater ability to analyse, plan and respond in advance to the challenges posed by the international environment of marketing of companies, providing them with the knowledge and analysis tools, planning, organization, execution and control that encompass the marketing management process international in a company.

PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

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

Other requirements

No enrolment restrictions have been specified with other subjects of the curriculum.

In relation to other subjects of the same degree, no enrolment restrictions have been specified with other subjects of the curriculum. The previous knowledge is that of access to the Master.

OUTCOMES

2114 - M.D. in Marketing and Market Research

- Saber aplicar los conocimientos adquiridos y ser capaces de resolver problemas en entornos nuevos o poco conocidos dentro de contextos más amplios (o multidisciplinares) relacionados con su área de estudio.
- Poseer las habilidades de aprendizaje que les permitan continuar estudiando de un modo que habrá de ser en gran medida autodirigido o autónomo.
- Ser capaces de integrar conocimientos y enfrentarse a la complejidad de formular juicios a partir de una información que, siendo incompleta o limitada, incluya reflexiones sobre las responsabilidades sociales y éticas vinculadas a la aplicación de sus conocimientos y juicios.
- Saber comunicar sus conclusiones y los conocimientos y razones últimas que las sustentan a públicos especializados y no especializados de un modo claro y sin ambigüedades.
- Students should possess and understand foundational knowledge that enables original thinking and research in the field.
- Ser capaces de buscar, ordenar, analizar y sintetizar la información, seleccionando aquella que resulta pertinente para la toma de decisiones.
- Saber trabajar en equipo con eficacia y eficiencia.
- Ser capaces de tomar decisiones tanto individuales como colectivas en su labor profesional y/o investigadora.
- Have a proactive attitude towards possible changes that may occur in their professional and/or investigative work.
- Be able to integrate new technologies in their professional and/or research work.
- Know how to write and prepare presentations to present and defend them later.
- Ser capaces de analizar de forma crítica tanto su trabajo como el de su compañeros.
- Conocer las herramientas del marketing mix y ser capaz de utilizarlas de forma adecuada a cada contexto.
- Ser capaces de establecer los procesos de recogida de información y el tipo de datos necesarios para llevar a cabo la planificación en marketing.

- Saber presentar en público los objetivos del plan de marketing y responder a las críticas de otros, mediante juicios argumentados y defenderse con rigor y tolerancia.
- Ser capaces de seleccionar y desarrollar en su defecto herramientas de análisis del mercado.
- Diseñar estrategias de marketing.
- Ser capaces de tomar decisiones, desarrollar acciones y resolver problemas en marketing.
- Diseñar mecanismos de control sobre las decisiones de marketing e investigación comercial e implementar posibles medidas correctoras.
- Diseñar un plan de marketing.
- Redactar documentos e informes en marketing e investigación comercial.
- Presentar documentos e informes en marketing e investigación comercial.
- Saber realizar las labores propias de su profesión, tanto en empresas privadas como en organismos públicos.

LEARNING OUTCOMES

- Select and correctly use different sources of information in both traditional and electronic formats.
- Handle and correctly interpret quantitative and qualitative data to turn them into useful information for the taking of decisions.
- Prepare documents and reports presented in a written text in a comprehensible organized, documented and illustrated.
- Articulate an oral discourse, structured, coherent, with good diction and use of technical vocabulary.
- Argue and counter-argue.
- Analyse the market situation of a company in an international context.
- Select the target audience in an international context.
- Set objectives and design marketing strategies to achieve these in an international context.
- Make decisions in a complex competitive environment.
- Select and appropriately use market research tools in decision making.
- Design marketing actions in an international context.
- Use the technical vocabulary of the subject

DESCRIPTION OF CONTENTS

1. TOPIC 1 International Marketing and globalization

Definition of international marketing
International marketing versus domestic marketing
International marketing functions
The international marketing plan

2. TOPIC 2 The global consumer

Definition of global consumer
International marketing versus domestic marketing
International marketing functions
The international marketing plan

3. TOPIC 3 International marketing research

Objectives of marketing research
Phases of foreign marketing research
General outline of a marketing research report
SWOT analysis of the company in the market object of study

4. TOPIC 4 Internet and international marketing

Design and implementation of websites
New products and services

5. TOPIC 5 Decisions of product and brand in international markets

Product concept
Components of the product
Product decisions.
Brand decisions.
Product adaptations.

6. TOPIC 6 Decisions of distribution and price in international markets

The decisions of international distribution.
The decisions of pricing.

7. TOPIC 7 The policy of communication and international positioning.

Creative challenges
Analysis and media planning.
Global advertising and the communication process.
The advertising agency.
Other instruments of international communication

WORKLOAD

ACTIVITY	Hours	% To be attended
Theoretical and practical classes	35,00	100
Theory classes	0,00	100
Attendance at events and external activities	5,00	0
Preparation of evaluation activities	45,00	0
Preparing lectures	10,00	0
Preparation of practical classes and problem	30,00	0
TOTAL	**125,00**	

TEACHING METHODOLOGY

Theoretical classes participatory master class

Discussion of articles (readings)

Resolution of practical cases and problems

Project development

Discussion or directed discussion

Expert conferences

Teamwork

The proposed methodology can be developed both in person and remotely if the circumstances require it.

EVALUATION

The evaluation of the theoretical and practical credits is different, although in the end the student will obtain a single grade with the following percentage distribution: 50% of the mark will come from the evaluation of the theoretical credits and 50% of the same of the credits Practical
The evaluation of the theoretical content will be carried out through a development test that consists of a series of questions in which the student must demonstrate, not only his mastery of the subject, but also his capacity for reflection and application of what he has learned. The maximum grade that can be obtained in the exam corresponding to the theoretical part is 5. The evaluation of these credits will be made at the end of the semester.
The practical credits are valued through a group work that can have a maximum score of 5 points. They will be taken into account at the time of rating the practices, the correct execution of the same as well as the interest, participation and exhibition in class.
The final grade for the subject is the sum of the marks obtained in the respective evaluations of the theoretical and practical credits.
For the student to be considered presented in a call will be necessary to submit to both tests.

If necessary, the weight of academic assignments may be increased, to adjust to possible teaching situations until reaching 100% of the grade.

REFERENCES

Basic

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McGraw Hill, Madrid.
- Cateora, P.R.; Gilly, M.C. y Graham, J.I. (2010): Marketing Internacional, 14ª edición, McGraw Hill, Madrid.
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- Czinkota, M.R. y Ronkainen, I.A. (2013): Marketing internacional, 10ª edición, Cencage Learning, México.
- Gámez, A. (2011): Comercio Electrónico Internacional, Formación Alcalá. Jaén.
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- Hollensen, S. y Arteaga, J. (2010): Estrategias de Marketing Internacional, 4ª edición, Pearson, Madrid.
- Jerez, J.L. y García-Mendoza, A. (2010): Marketing Internacional para la expansión de la empresa, Esic, Madrid.
- Keegan, W.J. y Green, M.C. (2009): Marketing Internacional, Pearson, México.
- Nieto, A. y Llamazares, O. (1995): Marketing Internacional, Pirámide, Madrid.