

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

<b>Code</b>	44486
<b>Name</b>	International marketing seminars
<b>Cycle</b>	Master's degree
<b>ECTS Credits</b>	2.5
<b>Academic year</b>	2022 - 2023

**Study (s)**

<b>Degree</b>	<b>Center</b>	<b>Acad. year</b>	<b>Period</b>
2212 - M.U. en Dirección de Empresas. MBA 15-V.2	Faculty of Economics	2	First term

**Subject-matter**

<b>Degree</b>	<b>Subject-matter</b>	<b>Character</b>
2212 - M.U. en Dirección de Empresas. MBA 15-V.2	5 - Growth and survival of the company	Obligatory

**Coordination**

<b>Name</b>	<b>Department</b>
FAYOS GARDO, TERESA	43 - Marketing and Market Research

**SUMMARY**

The general objective of this course is that the student acquires the knowledge and skills related to management and international marketing, through interaction with company directors who will explain the practical applications of previously reviewed issues in a theoretical-practical way. The specific aim is to develop international marketing mix strategies that provide higher levels of value to customers, thus reinforcing their satisfaction and contributing to obtaining higher levels of profitability for companies

**PREVIOUS KNOWLEDGE**



### Relationship to other subjects of the same degree

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

### Other requirements

## OUTCOMES

### 2212 - M.U. en Dirección de Empresas. MBA 15-V.2

- Students should apply acquired knowledge to solve problems in unfamiliar contexts within their field of study, including multidisciplinary scenarios.
- Seek, select and assess information from the different actors in the environment, both through traditional methods and information and communication technologies, to use it effectively in the face of problems and situations related to business activity.
- Promote the ability to work in a team and to collaborate and organise the group's activities effectively and efficiently both in the area of general management and in the other functional areas of the company.
- Make both individual and collective decisions in professional practice as a company manager.
- Integrate the international dimension of the economic activity into the business strategy.

## LEARNING OUTCOMES

Understand the fundamental axes of the international marketing mix based on the generation of value and management of customer relations.

Make decisions about products, prices and communication in the international sphere using commercial information in the external and internal sphere of the company.

Promote innovation and creativity in the design of international marketing strategies and decisions.

Apply theoretical knowledge to a practical problem.

In the international environment, identify the customs and practices of the different members of a distribution channel, commercial agents, wholesalers, retailers and logistics operators.



## DESCRIPTION OF CONTENTS

### 1. Introduction: The international marketing plan

### 2. Decisions on products and services in external markets

### 3. Decisions on prices in international markets

### 4. Decisions on distribution in international markets

### 5. Decisions on communication in international markets

### 6. Seminars

## WORKLOAD

ACTIVITY	Hours	% To be attended
Theory classes	19,00	100
Tutorials	6,00	100
<b>TOTAL</b>	<b>25,00</b>	

## TEACHING METHODOLOGY

This module is structured mainly in theoretical-practical sessions, with the exception of some that are exclusively practical, such as the block of external seminars given in the last sessions.

The sessions will conform to a participative teaching model which encourages and assesses student participation. To this end, the lecturer may recommend that students prepare the contents of each of the sessions beforehand based on the recommended bibliographical references and the materials supplied in advance by the teaching staff.

Students must prepare and, where appropriate, submit the various exercises, practical cases and assignments proposed, under the terms and on the dates indicated by the lecturers.



The main communication channel between lecturers and students will be the Virtual Classroom platform, from which lecturers will provide materials and inform students of the activities to be carried out, such as the submission of exercises, access to teaching materials, communication via e-mail, etc. The access web page is <http://aulavirtual.uv.es>, and queries on how it works can be made at [Aula.Virtual@uv.es](mailto:Aula.Virtual@uv.es).

## EVALUATION

The subject will be assessed both through tests (trial, objective and/or oral) and through observation techniques.

Assessment will be based on the papers to be submitted throughout the course, examinations (with essay and/or objective questions) and the oral presentation of papers or practicals. The purpose is to evaluate the level of achievement in the learning outcomes and especially in those focused on the specific competences of the module as regards contents and application.

Observation techniques or continuous assessment take account of the students' participation and involvement in the teaching-learning process. This assessment is based on the individual reports and papers presented in writing and orally, as well as on participation. The purpose is to measure the level of achievement in learning outcomes, especially skills. The student's ability to work in a team, argue and defend ideas, as well as his/her attitudes, will be evaluated according to ethical criteria, social responsibility, equity, equality and respect for human rights.

There will be a single examination on the date determined which will address topics covered both in class lectures and in the seminars given by external participants.

The assessment system is weighted as follows:

- Examination: 50% of final mark
- Exercises, seminar attendance and participation in class: 50% of final mark.

It is necessary to pass both parts in order to pass the course.

Students who, for duly justified reasons, are unable to attend any session of the module should contact the corresponding lecturer in order to establish an alternative work programme. Attendance at seminars is a non-recoverable activity.



## REFERENCES

### Basic

- Hollensen, S. (2020). Global Marketing. Editorial Pearson
- Cateora, P; et al. (2020). International marketing . McGraw-Hill Education
- Czinkota, Michael R., Ilkka A. Ronkainen, and Peng Cui. (2022). International Marketing. 11th edition. Boston: Cengage Learning.
- Daniels, J; Radebaugh, L; Sullivan, D. (2018). Negocios internacionales. Editorial Pearson.
- Hollensen, S, Arteaga, J. (2010). Estrategias de márketing internacional. Pearson