

1. BASIC INFORMATION

Subject	International marketing
Degree program	International business
School	Social science and communication school
Course	2st
ECTS	6 ECTS
Credit type	Basic
Language	English
Delivery mode	Campus based
Semester	2nd
Academic year	2019/2020
Coordinating professor	Laura Juárez

2. PRESENTATION OF THE COURSE/MODULE

The subject of International Marketing is a part of the International Business degree and provides the necessary skills and knowledge to manage the international area as an element that extends the knowledge related to it.

3. COMPETENCES AND LEARNING OUTCOMES

Basic skills:

BS2: Students must apply their knowledge to their work and vocation in a professional way and must demonstrate their skills in sustaining arguments and solving problems within their field of study.

BS4: Students must be able to convey information, together with ideas, problems and solutions to a specialized or non-specialized audience.

BS5: Students must have developed the necessary learning skills so as to undertake subsequent studies with autonomy.

Cross disciplinary skills:

CS1: Self-learning skills: The ability to choose the most effective strategies for controlling our own learning environment and acting autonomously throughout the learning process.

CS3: Capacity to adapt to new situations: Being able to assess and understand different situations, adapting our approach to a situation insofar as is necessary or appropriate. .

CS5: Capacity to apply knowledge: Being able to use knowledge acquired in academic contexts in situations that resemble as closely as possible the reality of the chosen future profession..

CS8: Information management: The ability to find, select, analyze and integrate information from different sources.

CS10: Initiative and entrepreneurial spirit: The ability to decisively undertake difficult or risky actions. The ability to anticipate problems, suggest improvements and persevere in carrying them through, with a preference for initiating activities and completing them.

CS17: Teamwork: The ability to actively participate and cooperate with other people, areas and/or organizations to achieve common goals.

Specific Skills

SS 1. Capacity for evaluation and critical analysis of phenomena and agents that affect the social and political environment in different international scenarios.

SS4: Ability to identify and analyze the economic aspects of globalization linked to the internationalization of companies, foreign trade, and the global economy.

SS7: Ability to use the management tools available in the area of marketing and commercial management, in the context of international business.

SS15: Ability to perform market analysis prior to making decisions on international expansion and business growth.

SS16: Ability to select the best strategic planning, marketing and commercial alternatives, which are then implemented in the markets and companies in which the business activity takes place, in a context of globalized and interdependent environments.

SS23: Ethical behavior in business respecting human rights and the impact of productive activities on the environment both in the country of origin and in the different markets in which it operates.

Learning outcomes

LO1. Understanding the characteristics and methodology of International Marketing.

LO2. Analysis of the cultural, social, political, legal and economic peculiarities that the company will find in its internationalization.

LO3. Study of the market research process to determine which are the most suitable markets

LO4. Study of the possible strategies of penetration in new markets and the design of the different marketing strategies in the different countries.

LO5. Ability to develop an International Marketing Plan

LO6. Development of understanding attitudes and analysis of the peculiarities of foreign markets

The table below shows the relation between the competencies developed during the course and the envisaged learning outcomes:

Competences	Learning outcomes
BS2,BS4. BS5 CS1, CS3, CS5, CS8,CS10, CS17 SS1, SS4, SS7, SS15, SS16, SS23	LO1
BS2,BS4. BS5 CS1, CS3, CS5, CS8,CS10, CS17 SS1, SS4, SS7, SS15, SS16, SS23	LO2
BS2,BS4. BS5 CS1, CS3, CS5, CS8,CS10, CS17 SS1, SS4, SS7, SS15, SS16, SS23	LO3

<p>BS2,BS4. BS5</p> <p>CS1, CS3, CS5, CS8,CS10, CS17</p> <p>SS1, SS4, SS7, SS15, SS16, SS23</p>	<p>LO4</p>
<p>BS2,BS4. BS5</p> <p>CS1, CS3, CS5, CS8,CS10, CS17</p> <p>SS1, SS4, SS7, SS15, SS16, SS23</p>	<p>LO5</p>
<p>BS2,BS4. BS5</p> <p>CS1, CS3, CS5, CS8,CS10, CS17</p> <p>SS1, SS4, SS7, SS15, SS16, SS23</p>	<p>LO6</p>

4. CONTENT OF THE SUBJECT

Unit 1. – Introduction to International Marketing and Business Internationalization

Unit 2.- International Marketing Plan. Marketing Project focused in an international company

Unit 3.- Analysis and Diagnosis of the international company

Unit 4.- Research and election of foreign markets. International branding

Unit 5. - Forms of foreign markets. International cultural management

Unit 6.- International Marketing Strategies (I): segmentation and positioning

Unit 7- International Marketing Strategies (II): Marketing Mix (product, price, distribution and communication)

Unit 8.- Online marketing for the internationalization of the company

5. TYPE OF EDUCATIONAL ACTIVITIES

-Master lessons

-Case studies

-Oral exhibitions

- Autonomous work
- Debates
- Formative evaluation
- Tutorship

6. EDUCATIONAL ACTIVITIES

The following table shows how the different types of activities are distributed and how many hours are assigned to each type:

Type of educational activity	Number of hours
Master lessons	30 hs
Case studies	30 hs
Oral exhibitions	15 hs
Autonomous work	50 hs
Debates	10 hs
Formative evaluation	5 hs
Tutorships	10 hs
TOTAL	150 h

7. ASSESSMENTS

The evaluation system and their weights are shown in the following table:

Evaluation system	Peso
Test	30%
Individual or group activities	20%
Challenge based learning case	50%

In the Virtual Campus, when you access the subject, you will be able to consult in detail the assessment activities that you must perform, as well as the delivery dates and evaluation procedures of each of them

7.1. First exam period

To pass the course in the first exam period you the weighted average grade of all the activities listed in the table (or, where appropriate, those indicated by the teacher) must be equal to or greater than 5 out of 10; and you must obtain in the exams a grade equal to or greater than 4 out of 10.

In addition, to be able to be evaluated the class attendance must be higher than 75%. The regulations of the university regarding plagiarism will be followed, not admitting them in any case.

7.2. Second exam period

To pass the course in the first exam period you the weighted average grade of all the activities listed in the table (or, where appropriate, those indicated by the teacher) must be equal to or greater than 5 out of 10; and you must obtain in the exams a grade equal to or greater than 5 out of 10.

8. TIME SCHEDULE

In the following table you can see the time Schedule:

Learning activity	Week
Activity 1. Identification of basics of international marketing and business internationalization	1-2
Activity 2. develop a partial or complete marketing plan/project for an international company (team work)	2-5
Activity 3. Analyze the company with an international and adequate diagnosis	5-7
Activity 4. Research about foreign markets/companies/brands	7-9

Activity 5. Forms of foreign markets. International cultural management	9-11
Activity 6. Interpretation of segmentation, positioning in international markets	11-13
Activity 7. Understand online international marketing strategy	13-15
Activity 8. Exam	16

This schedule may be modified for logistical reasons of the activities. Any modification will be notified to the student in time and form.

9. BIBLIOGRAPHY

Here is the recommended bibliography:

- Cateora, P. R. (2016). *International marketing*. New York: Mc-Graw-Hill Education.
- Keegan, W., & Green, M. (2004). *Global marketing*. Pearson Education.
- Keegan, W. J., & Brill, E. A. (2014). *Global marketing management*.
- Kumar, V. (2015). *Global marketing research*. Los Angeles: Sage.
- Mooij, M. K. (2010). *Global marketing and advertising: Understanding cultural paradoxes*. Los Angeles: SAGE.

10. UNIDAD DE ATENCIÓN A LA DIVERSIDAD

Estudiantes con necesidades específicas de apoyo educativo:

Las adaptaciones o ajustes curriculares para estudiantes con necesidades específicas de apoyo educativo, a fin de garantizar la equidad de oportunidades, serán pautadas por la Unidad de Atención a la Diversidad (UAD).

Será requisito imprescindible la emisión de un informe de adaptaciones/ajustes curriculares por parte de dicha Unidad, por lo que los estudiantes con necesidades específicas de apoyo educativo deberán contactar a través de: unidad.diversidad@universidadeuropea.es al comienzo de cada semestre.

