

International Marketing (21139)

Degree/study: IBE

Course: Third and Fourth

Term: Second

Number of ECTS credits: 5

Hours of student's dedication: 125 hours

Language or languages of instruction: English

Professor: Ana Valenzuela / Lourdes Perez

1. Presentation of the subject

The purpose of this course is to examine the role marketing plays in enhancing the success of business firms facing globalization of competition and markets.

2. Competences to be attained

The purpose of this course is to examine the role international marketing plays in business. These objectives are organized around two sets of competences, namely general and specific competences.

General competences:

- (1) Be able to effectively communicate in English ideas and arguments in support of realistic international marketing decisions- both in written and oral forms.
- (2) Teamwork. Discuss cases and examples that provide an understanding of what international marketing managers do. Actively listen to other people's opinions and viewpoints to enrich business proposals.
- (3) Proactive attitude towards learning, self discipline and rigorous work.
- (3) Develop a high level of analytical skills and critical thinking in an international marketing context: defining problems, identifying opportunities and interpreting their implications for decision making.
- (4) Be creative and flexible to integrate and apply selected behavioral and management science tools in solving international marketing problems (e.g. culminating project)

Specific competences:

- (5) Achieve an understanding of the international marketing concept and the different ways to internationalize a company. Become familiar with different frameworks and mechanisms for market entry strategies.
- (6) Evaluate opportunities and risks when making decisions about international markets.

(7) Adapt and implement the basic elements of the marketing mix to successfully introduce products and services in a global context.

3. Contents

This course will cover a wide variety of topics relating to the management of global marketing, including but not limited to:

- The growing importance of international marketing activities.
- Frameworks for developing a global marketing strategy.
- Country analysis and selection - building a global business portfolio.
- Profiling global risks - country, industry, & company.
- The impact of cultural diversity on international marketing strategy development.
- International market structure analysis.
- Market entry strategy, including alternative forms of market presence.
- International marketing mix strategy.
- Managing global strategic alliances.

4. Assessment

The course will be graded using a 1 to 10 scale with relative weights as indicated below.

Class Participation	30% (including seminars)
Individual Case Assignments	20%
Group Presentations	15%
Final closed-book Exam	35%

Please note that no late assignments will be accepted. All written work is due in class on the due date. The due dates for the assignments are listed on the course schedule and details of the evaluation procedure and grade requirements are included in later sections of this document. Please refer to these sections as you prepare for class and work on your assignments.

In the Final Exam, a minimum grade of 4 is required to pass this course.

Please ensure that all assignments meet a minimum level of professionalism, regardless of content. Handwritten assignments will not be accepted. Also, please check all assignments for grammar and spelling.

Class participation will be evaluated in terms of quality and consistency of participation along the module.

The same assessment criteria will be applied in September

5. Bibliography and teaching resources

5.1. Basic bibliography

Johny Johansson, "GLOBAL MARKETING: Foreign Entry, Local Marketing, and Global Management", Fifth Edition, Irwin, 2008

5.2. Additional bibliography. COURSE PACKET including:

1. Readings:

Go Global - or No?

The Global Brand Face-off

2. Cases:

IBM-Fujitsu Dispute

Mary Kay: Entry to China

Vietnam: Market Entry Decisions

EMDICO (A)

DHL Worldwide Express

Heineken N.V.: Global Branding and Advertising

5.3. Teaching resources











- Lecture Notes
- Discussion Sessions
- Aula Global






6. Methodology

The course combines lectures with class discussions and case analyses. The lectures are designed to reinforce and expand upon the material in the text. Discussions are aimed at bringing new perspectives to the material in the text and fostering the application of text and lecture content to global marketing management situations.

Your presence in class is essential to your ability to understand and apply the material covered in this course. Therefore, **attendance is mandatory**. However, it is understandable that, at times, other commitments (or illness) may prevent you from attending class. If for some reason you cannot attend a class, please inform me prior to the missed session. If the class is a seminar class, prior that class, you need to send by e-mail the case assignment. Of course, absence from class (informed or uninformed) does not exempt you from being responsible for all the material covered in class and being aware of any announcements made in class. Finally, please note that excessive absences reflect a lack of commitment and will lead to a lowering of the final grade.

7. Activities Planningⁱ

CLASS	TOPIC	ASSIGNMENT
1.	Introduction & Course Overview	 Chs. 1, 2
2.	International Marketing Theories: Strategic and Economic Foundations.	
3.	Discussion Reading: Go Global – or No?	 Reading: Go Global – or No?
4.	Culture and International Markets	 Ch. 3
5.	Speaker	
6.	Selecting Country Markets for Entry	 Ch. 4, 7
Week 4	Case Discussion: IBM-Fujitsu Dispute	Seminar Class  Individual Case Assignment
7.	Case Wrap-up: IBM-Fujitsu Dispute	
8.	Designing Entry Strategies	 Ch. 5, 6
Week 5	Case Discussion: Mary Kay: Entry to China	Seminar Class  Individual Case Assignment
9.	Case Wrap-up: Mary Kay: Entry to China	
10.	International Product Management: Standardization vs. Adaptation.	 Ch. 11,12
Week 6	Case Discussion: Vietnam Market Entry Decisions	Seminar Class  Individual Case Assignment
11.	Case Wrap-up: Vietnam Market Entry Decisions	
12.	Pricing in International Markets	 Ch. 14
13.	Speaker	

14.	Managing International Channels of Distribution	 Ch. 15
Week 8	Case Discussion: EMDICO (A)	Seminar Class  Individual Case Assignment
15.	Case Wrap-up: EMDICO (A)	
16.	Global Advertising International Sales Promotions. Discussion Reading: Global Face-off	 Ch. 16, 17
Week 9	Case Discussion: DHL Worldwide Express	Seminar Class  Individual Case Assignment
17.	Case Wrap-up: DHL Worldwide Express	
18.	Speaker	
Week 10	Case Discussion: Heineken N.V.: Global Branding and Advertising	Seminar Class  Individual Case Assignment
19.	Case Wrap-up: Heineken N.V.: Global Branding and Advertising	
20.	International Marketing Ethics Q&A. Course Wrap-up.	
	Final Exam	Closed-Book Exam

ⁱ Dates are subject to change to accommodate speakers' agendas