

# Course: International Marketing

**Degree/study:** IBE

**Course:** Third and Fourth

**Term:** Second

**Number of ECTS credits:** 5

**Hours of student's dedication:** 125 hours

**Language:** English

**Professors:** Jordi Garolera   Seminars: Carolina Luis, Anna Torres

## 1. Overview of the course

The increasing opportunities and threats placed by the growth in international business makes the skills of the international marketer critical for business survival. This is true no matter what the business sector or type or size of firm. Even firms not directly involved in active international marketing are likely to be effected by internationalization, if only in the form of increased competition from international players.

This course examines core issues in international marketing, with every effort made to reflect the diversity of firms and markets across the world and not focused solely on western industrialized economies. The course starts by considering changes in the global marketplaces and emphasizes the importance of understanding cultural diversity in order for businesses to respond effectively to different market conditions. In addition to cultural factors, this course also examines other macro and micro-environmental factors which all help towards indentifying and evaluating market entry strategies. This course focuses on various key topics in international marketing planning, including: standardization vs. adaptation: marketing communications, looking at global branding and advertising, exporting, managing and logistics: pricing; ethical, financial and organizational issues.

## 2. Aims and Learning Outcomes

### Aims

- To develop knowledge and understanding of key issues associated with international marketing:
  - o Importance of global and international marketing
  - o Motives to internationalization
  - o The influence of macro-environment on market selection
  - o Market entry modes
  - o Specific international issues affecting the 4Ps
  - o Financial, ethical, and organizational issues involved in international marketing
- To develop skills in researching and analyzing international marketing opportunities

### Learning Outcomes

On successful completion of this course you will:

- Have developed an understanding of major issues related to international marketing
- Have developed skills in researching and analyzing trends in global markets and in modern marketing practice
- Be able to assess an organization's ability to enter and compete in international markets.

### 3. Competences

Aims and objectives of this course 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.

### 4. Teaching Methods

The delivery of the course will include lectures, supported by practical examples from case studies, guided reading and videos. Invited speakers will bring expertise and in specific fields. Everyone will be expected to play an enthusiastic and positive role in contributing to class discussions and everyone enrolled on this course is required to present case study material and other coursework during classes. You are encouraged to share your own individual experiences in different countries, cultures and businesses.

### 5. Assessment Criteria and Marking Guidelines

This course is assessed on the basis of:

Individual Closed book examination	40%
Seminars: International Marketing Plan	40%
Class Participation in theory classes	20%

Please note that if you are called to present any coursework and you are not in class or don't come prepared, automatically you will get a zero on that assignment or class participation. No late assignments will be accepted. All written work is due in class on the due date. 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. As class participation is very important in the assessment, we recommend students to regularly sit on the same places.

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

Only the exam is eligible for make-up if the exam grade is under 4.

**Seminars Project:** The International Marketing Plan.

The project is to be done in groups of 4 or 5 people.

The seminar sessions will consist in preparing sections of the project.

Seminar professors will provide advice and feedback on each section submitted.

At the end of the term, groups will submit the improved final paper to seminar professor.

In addition, the groups will orally present the project in the theory classes in week 10

## **Course Topics**

- 1 Introduction to the course.  
Project group formation and preparation of project proposal.
- 2 The International Marketing Imperative. Scope of International Marketing.  
The International Marketing Plan. Approval of term project proposals.
- 3 Leveraging in International Marketing. Internal Analysis. Analysis of  
Resources and Capabilities.
- 4 The International Marketing Environment: political and legal, cultural,  
economic, financial.
- 5 Microenvironment: Industry and Competition Analysis.  
Case study.
- 6 Microenvironment: Market and Consumer Analysis.
- 7 Country Selection and Market Entry Decisions.  
  
Market Entry Decisions. Export Intermediaries, Licensing and  
Franchising. Joint Ventures and Strategic Alliances. Entry Speed.  
Competitive Posture.
- 8 International Competitive Strategies.
- 9 Target Definition and International Positioning Strategies.
- 10 International Product and Brand Management. Case study.
- 11 International Pricing Strategies.
- 12 Channels and Distribution Strategies. Case study.
- 13 International Communications and Global Promotion Strategies.

### **Recommended bibliography**

Czinkota and Ronkainen. International Marketing. Harcourt Inc.

Douglas and Craig. Global Marketing Strategy. McGraw-Hill, Inc.

Keegan and Green. Global Marketing. Pearson-Prentice Hall.