



Asignatura: International Marketing  
Código: 16759  
Centro: Facultad de Ciencias Económicas y Empresariales  
Titulación: Administración de Empresas  
Nivel: Grado  
Tipo: Optativa  
Nº de Créditos: 6

## 1. ASIGNATURA / COURSE TITLE

International Marketing

### 1.1. Código / Course number

16759

### 1.2. Materia/ Content area

Marketing

### 1.3. Tipo /Course type

Optional

### 1.4. Nivel / Course level

Bachelor

### 1.5. Curso / Year

Fourth year

### 1.6. Semestre / Semester

First semester

### 1.7. Número de créditos / Credit allotment

6 ECTS credits (1 credit=25 hours)

### 1.8. Requisitos previos / Prerequisites

Basic knowledge of marketing



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## 1.9. Requisitos mínimos de asistencia a las sesiones presenciales/ **Minimum attendance requirement**

Students are expected to be in attendance at least 70 percent of all scheduled class meetings. If a student is ill or otherwise unable to attend class, it is his or her responsibility to inform the instructor as soon as possible.

## 1.10. Datos del equipo docente / **Faculty data**

El equipo docente está integrado por profesores del siguiente departamento:  
/ **The faculty is composed of professors from the following department:**

**Departamento de Financiación e Investigación Comercial. UDI de Marketing  
Módulo E-16**

Facultad de Ciencias Económicas y Empresariales

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[http://www.uam.es/ss/Satellite/Economicas/es/1234888300831/subhomeDepartamento/Financiacion\\_e\\_Investigacion\\_Comercial:\\_UDI\\_de\\_Marketing.htm](http://www.uam.es/ss/Satellite/Economicas/es/1234888300831/subhomeDepartamento/Financiacion_e_Investigacion_Comercial:_UDI_de_Marketing.htm)

Los profesores concretos encargados de la docencia de cada asignatura aparecen en los horarios de cada curso académico, disponibles en la siguiente página web: / **The concrete professors in charge of teaching each subject can be seen in each academic course schedule, which is available at the following web page:**

[http://www.uam.es/ss/Satellite/Economicas/es/1242650730114/contenidoFinal/Horarios\\_y\\_aulas.htm?idenlace=1242661251796](http://www.uam.es/ss/Satellite/Economicas/es/1242650730114/contenidoFinal/Horarios_y_aulas.htm?idenlace=1242661251796)

Los coordinadores de cada asignatura pueden consultarse en la misma página web. / **Each subject coordinator can be seen also at the same web page.**



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## 1.11. Objetivos del curso / Course objectives

The general objective of this course is to provide students with basic knowledge of international marketing in terms of theories and practices. The specific objectives are as follows:

- 1) To provide the student with an overview of the unique aspects of marketing in the international business environment and provide the framework upon which multinational marketing management can be based. The student should come out of this course with a good understanding of economic, financial, political, legal, and cultural forces that may impact international marketers' decision making.
- 2) To closely follow and assess the impact of current events on the global economy. Toward this end, the students will be exposed to: a) changes in the global economy and the ways in which firms are affected; b) the current trend towards regional trading blocs and their impact on the global economy; and c) the impact of government policies on global competition and marketing strategy.

### Competencies and capabilities:

#### A) General competencies included in the Verifica statement

CG01: Possessing necessary ability for correct oral and written communication of the acquired knowledge

CG03: Synthesis and analysis capability

CG04: Organizing and planning capability

CG05: Appreciation of the diversity of multiculturalism

CG06: Information management capability

CG07: Capability associated with collecting and interpreting relevant data for making judgments

CG08: Knowledge of the second language

CG09: Decision making capability

CG11: Capability associated with criticism and self-criticism and work in group

CG15: Habilidad para trabajar en un contexto de carácter internacional

CG16: Habilidad para la búsqueda, identificación y análisis de las fuentes de información pertinentes al ámbito de estudio

CG17: Habilidades de comunicación a través de Internet y, manejo de herramientas multimedia para la comunicación a distancia.

CG18: Habilidades para la presentación en público de trabajos, ideas e informes.

CG19: Iniciativa y espíritu emprendedor.



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CG20: Preocupación por la calidad y el trabajo bien hecho.  
CG23: Saber gestionar eficazmente el tiempo.

### Specific competencies included in the Verifica statement:

CE8: Discover and apply the decision making processes for professional contexts in strategic business policy  
CE19: Possess and understand the knowledge on consumer behavior, strategic and tactical marketing, product policy, price, retailing, and promotion.  
CE22: Collect, analyze, interpret, and present the data based on marketing research for the market in which the firm is interested in operating.

## 1.12. Contenidos del programa / [Course contents](#)

This course is designed to develop an understanding of the problems and opportunities present in the international business environment and the challenges involved in the development and implementation of the international marketing strategy. The course will evaluate global issues and concepts that confront today's international marketers at all levels of international involvement, with a particular emphasis on issues related to the cross-cultural issues of global marketplace.

### PROGRAM:

#### Session 1: Introduction to international marketing

- 1.1. Growing importance of international marketing.
- 1.2. Opportunities and challenges in international marketing.
- 1.3. Brief overview of international trade environment.

#### Session 2: Cultural Dynamics in Assessing Global Markets

- 2.1. Marketing blunders.
- 2.2. Theories of cultural dimensions.
- 2.3. High versus low context theory.
- 2.4. Culture and consumer behavior

#### Session 3: Global Market Entry Modes

- 3.1. Target market selection.
- 3.2. Choosing the mode of entry.
- 3.3. Timing of entry.



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#### **Session 4: Global Segmentation and Positioning**

- 4.1. Reasons for international market segmentation.
- 4.2. Bases for international market segmentation.
- 4.4. Global, local and foreign consumer culture positioning.

#### **Session 5: International Marketing Research**

- 5.1. International marketing research and its process.
- 5.2. Qualitative research techniques.
- 5.3. Quantitative research techniques.

#### **Session 6: Global Branding**

- 6.1. Global versus local branding.
- 6.2. Country of origin effects.
- 6.3. Management of multinational product lines.

#### **Session 7: Global Advertising and Promotion I**

- 7.1. Cultural barriers.
- 7.2. Communication and cultural values.
- 7.3. Media infrastructure and limitations.
- 7.4. Standardization versus localization debate.

#### **Session 8: Global Advertising and Promotion II**

- 8.1. Globally integrated marketing communications.
- 8.2. Sales promotions.
- 8.3. Direct marketing.
- 8.4. Global public relations.

#### **Session 9: International Marketing and Internet**

- 9.1. Global Internet commerce.
- 9.2. Internet and global communication strategies.
- 9.3. Global branding and Internet.

#### **Session 10: The Political Environment: Legal and Regulatory Issues**

- 10.1. Political risk and its assessment.
- 10.2. Product piracy.
- 10.3. Dumping and gray marketing.



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### 1.13. Referencias de consulta / Course bibliography

Recommended	Kotabe, Masaaki, and Kristiaan Helsen (2004). Global Marketing Management, 3rd edition, New York: John Wiley & Sons.
Reading (provisional and partial)	Alashban, Aref A., Linda A. Hayes, George M. Zinkahn, and Anne L. Balazs (2002), "International Brand-Name Standardization/ Adaptation: Antecedents and Consequences," Journal of International Marketing. 3(10), 22-29.
	Douglas, Susan P. and Craig, C. Samuel (2006), "On Improving the Conceptual Foundations of International Marketing Research," Journal of International Marketing. 1(14), 1-22.
	Okazaki, Shintaro, Barbara Mueller, and Charles R. Taylor (2010), "Global Consumer Culture Positioning: Testing Perceptions of Soft-Sell and Hard-Sell Advertising Appeals Between U.S. and Japanese Consumers," Journal of International Marketing, 18(2), 20-34.
	Schulling, Isabelle, and Jean-Noël Kapferer (2004), "Real Differences Between Local and International Brands: Strategic Implications for International Marketers," Journal of International Marketing, 4(12), 97-11.
	de Mooij, Marieke, and Geert Hofstede (2010), "The Hofstede model: Applications to global branding and advertising strategy and research," International Journal of Advertising, 29(1), 85-110.

## 2. Métodos Docentes / Teaching methodology

- (1) **Lecture:** In general, each class will include a combination of lectures and discussions focusing on theory and research on diversity issues. Students will be expected to read all assigned work prior to the day in which the topic will be covered and to come to class prepared to participate in all activities.
- (2) **Reflection Paper:** In this assignment, the students will be asked to form 3-4 member study groups to write a reflection paper on one of the session topics (see "Course contents" above). Each group will be responsible for submitting a proposal which needs to be approved by the instructor. The length of the final paper must be at least 20 double-spaced pages, excluding references, tables and graphics.



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(3) **Group Presentation:** All groups are required to provide to the class a 20-minute oral presentation on their reflection paper. After the presentation is made to the class, a “dissertation style Q & A” session will be held. The instructor will lead with a series of critical thinking questions and will then open the floor to each student group in the audience.

(4) **Class Discussion/Participation:** The instructor will provide a topic—a theoretical issue or a current event of a specific firm—for the class discussion in group. In addition, the instructor may occasionally request short essays or reports on the session topics. All groups are expected to collect necessary information and submit these written assignments.

### 3. Tiempo de trabajo del estudiante / Student workload

EDUCATIONAL ACTIVITIES	Expected work hours	ECTS
Lecture attendance	28.5	1.14
Reflection paper research and elaboration	23.5	0.94
Oral presentation of reflection paper	18.5	0.74
Class discussion/participation	15	0.6
Final exam	28.5	1.14
Other activities (library research, database utilization, etc.)	23.5	0.94
Office hour visits	12.5	0.5
Total student work hours	28.5	6

### 4. Métodos de evaluación y porcentaje en la calificación final / Evaluation procedures and weight of components in the final grade

- Reflection paper: 30%
- Group presentation: 20%
- Class discussion/participation: 10%
- Final exam: 40%

**Final Exam:** There will be a comprehensive final examination at the end of the semester. The examination will consist of multiple-choice questions that



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will be based on general knowledge of theories and the viability of the application of those theories for international marketing from diverse cultural/business background. The final examination will be closed book and notes. However, students from non-English speaking countries will be allowed to bring one dictionary.

**Grading Concerns:** If students disagree with a grade, they can submit their concerns to the Instructor in a written note within 72 hours of having received the grade. No email correspondence is accepted. Specifically indicate why they disagree with the grade and why their work deserves more credit. The instructor will respond within 72 hours.

**Academic Integrity:** Students of the Universidad Autónoma de Madrid must conduct themselves in accordance with the highest standards of academic honesty and integrity. Failure to maintain academic integrity will not be tolerated. Plagiarism and cheating are serious offences that carry with them the minimum penalty of a “suspension” in the course, with dismissal also possibilities.

## 5. Cronograma\* / Course calendar

Theories and practices	Weeks
Session 1: Introduction to international marketing *** Reflection paper topic selection.	1st week
Session 2: Cultural Dynamics in Assessing Global Markets *** Reflection paper topic selection.	2nd week
Session 3: Global Market Entry Mode *** Reflection paper proposal.	3rd- 4th week
Session 4: Global Segmentation and Positioning	5th- 6th week
Session 5: International Marketing Research	7th-8th week
Session 6: Global Branding	9th-10th week
Session 7: Global Advertising and Promotion I	11th -12th week
Session 8: Global Advertising and Promotion II	13th week
Session 9: International Marketing and Internet	14th week
Session 10: The Political Environment: Legal and Regulatory Issues *** Oral presentation of the reflection paper. *** Final submission of the reflection paper.	15th week