### 1. ASIGNATURA / COURSE TITLE

International Marketing

<table>
<thead>
<tr>
<th>1.1. Código / Course number</th>
<th>16759</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.2. Materia / Content area</td>
<td>Marketing</td>
</tr>
<tr>
<td>1.3. Tipo / Course type</td>
<td>Optional</td>
</tr>
<tr>
<td>1.4. Nivel / Course level</td>
<td>Undergraduate</td>
</tr>
<tr>
<td>1.5. Curso / Year</td>
<td>Fourth year</td>
</tr>
<tr>
<td>1.6. Semestre / Semester</td>
<td>Second semester</td>
</tr>
<tr>
<td>1.7. Número de créditos / Credit allotment</td>
<td>6 ECTS credits (1 credit=25 hours)</td>
</tr>
<tr>
<td>1.8. Requisitos previos / Prerequisites</td>
<td>Basic knowledge of marketing</td>
</tr>
</tbody>
</table>
1.9. Requisitos mínimos de asistencia a las sesiones presenciales/ Minimum attendance requirement

Ninguno / None

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 Marketing
Módulo XVI
Facultad de Ciencias Económicas y Empresariales
C/ Francisco Tomás y Valiente, 5
Universidad Autónoma de Madrid
28049 Madrid
Secretaría: Módulo XVI Despacho 312
Tel.: (+34) 914973929
Tel.: (+34) 914978725
administracion.financiacion@uam.es
Web:
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:

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

1.11. Datos del equipo docente / Faculty data

Course coordinator/Instructor:
1.12. **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
CG02: Understanding the importance of the values which the democracy, piece, and citizens' equal rights are based.
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
CG10: Working capacity in an international context
CG11: Capability associated with criticism and self-criticism and work in group
CG12: Interprofessional capability
CG 13: Communication capability with experts in other areas
Specific competencies included in the Verifica statement:

CE8: Discover and apply the decision making processes for professional contexts in strategic business policy
CE9: Distinguish surrounding economic, international, national, regional, and sectorial contexts and interpret their impact on the firm
CE10: Design and manage business projects
CE16: Posses and understand basic knowledge on the market structure and business functions
CE18: Possess and understand the needs for ethical business behavior
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.
CE23: Know how to formulate, evaluate, and choose business strategies

1.13. 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.

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

6.2. 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

9.2. Internet and global communication strategies.
9.3. Global branding and Internet.

1.14. Referencias de consulta / Course bibliography


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 15 double-spaced pages, excluding references, tables and graphics.

(3) **Group Presentation**: The instructor will provide for each topic on a regularly basis a business case—a theoretical issue or a current event of a specific firm—in order to prepare a business presentation. Groups will be required to present to the class a 10-15 minute oral presentation on their responses for discussion questions put by instructor. All assigned groups are expected to collect necessary information and submit business presentations. A “Q&A” period could be open during this session.

(4) **Topic Exam**: There will be a comprehensive examination for each topic. The examination will consist of multiple-choice questions that 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. However, students from non-English speaking countries will be allowed to bring one dictionary.

(5) **Class Discussion/Participation**: The instructor could 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.

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

<table>
<thead>
<tr>
<th>EDUCATIONAL ACTIVITIES</th>
<th>Expected work hours</th>
<th>ECTS</th>
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<tbody>
<tr>
<td>Lecture attendance and Group Business Case Presentations</td>
<td>28.5</td>
<td>1.14</td>
</tr>
<tr>
<td>Reflection paper research and elaboration</td>
<td>23.5</td>
<td>0.94</td>
</tr>
<tr>
<td>Oral presentation of reflection paper</td>
<td>18.5</td>
<td>0.74</td>
</tr>
<tr>
<td>Topic exams</td>
<td>23.5</td>
<td>0.94</td>
</tr>
<tr>
<td>Final exam</td>
<td>28.5</td>
<td>1.14</td>
</tr>
<tr>
<td>Other activities (library research, database utilization, etc.)</td>
<td>15</td>
<td>0.6</td>
</tr>
<tr>
<td>Office hour visits</td>
<td>12.5</td>
<td>0.5</td>
</tr>
<tr>
<td><strong>Total student work hours</strong></td>
<td><strong>150.0</strong></td>
<td><strong>6.00</strong></td>
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</table>
4. Métodos de evaluación y porcentaje en la calificación final / Evaluation procedures and weight of components in the final grade

The final grade, based on a 10 points scale, is obtained by computing the following partial scores:

- Reflection paper: 20%
- Group Business Case Presentations: 20%
- Topic Exams: 20%
- Final & Extraordinary exam: 40%

Extraordinary call will evaluate all competences gathered in this teaching guide.

**Final and Extraordinary Exam:** There will be a comprehensive final examination at the end of the semester. The examination will consist of multiple-choice questions that 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. This 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. 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* / Tentative Course Calendar

<table>
<thead>
<tr>
<th>Theories and practices</th>
<th>Weeks</th>
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<tbody>
<tr>
<td>Session 1: Introduction to international marketing</td>
<td>1st week</td>
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<tr>
<td>Session 2: Cultural Dynamics in Assessing Global Markets</td>
<td>2nd week</td>
</tr>
<tr>
<td>Session 3: Global Market Entry Mode</td>
<td>3rd-4th week</td>
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<tr>
<td>Session 4: Global Segmentation and Positioning</td>
<td>5th-6th week</td>
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<tr>
<td>Session 5: International Marketing Research</td>
<td>7th-8th week</td>
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<tr>
<td>Session 6: Global Branding</td>
<td>9th-10th week</td>
</tr>
<tr>
<td>Session 7: Global Advertising and Promotion I</td>
<td>11th-12th week</td>
</tr>
<tr>
<td>Session 8: Global Advertising and Promotion II</td>
<td>13th week</td>
</tr>
<tr>
<td>Session 9: International Marketing and Internet</td>
<td>14th week</td>
</tr>
<tr>
<td>*** Oral presentation of the reflection paper.</td>
<td>15th week</td>
</tr>
<tr>
<td>*** Final submission of the reflection paper.</td>
<td>15th week</td>
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This timetable is indicative and can be subject to change.