AD103-AD081  International (Digital) Marketing

ECTS 4

Course Overview

The course is an introduction to the complexities and opportunities of International Marketing. The audience will have the necessary information and practice to understand and apply the principles of International Marketing Management in an international environment.

Course Objectives

1. Identify contemporary issues faced in the International Marketing environment.
2. Analyze key concerns of global action in different countries or local actions if necessary.
3. Develop a global perspective of International Marketing.
4. Understand different cultures, markets, consumers and ways of doing things in different places and with different products.
5. How to implement an International Marketing Plan.

Course Learning Outcomes

1. Strategic analysis of the theory and the cases.
2. Oral presentations of cases and discussion based on teamwork assignments

Competencies

• Critical thinking on every issue
• Basic theoretical knowledge of the subject.
• Understanding of various International Marketing environments.
• Research and oral skills
• Teamwork.
• Generative learning.

Course structure

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<th>Week</th>
<th>Topic</th>
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<tr>
<td>1</td>
<td>The Challenge of International Marketing: Differences with local Marketing</td>
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<td>2</td>
<td>Sales and Marketing in an international environment: Similarities &amp; Differences</td>
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<td>3</td>
<td>International market and positioning: The Brand in an international level</td>
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<td>4</td>
<td>Consumers, culture and international market research</td>
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<td>5</td>
<td>International Marketing Mix: Product/Service</td>
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<td>International Marketing Mix: Price</td>
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<td>International Marketing Mix: Distribution/Logistics</td>
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<td>International Marketing Mix: Communication</td>
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<td>9</td>
<td>International Marketing Plan: Structure</td>
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Objectives per topic:
Topic 1) OBJECTIVE: To understand how IM works in relationship with LM and how to use it in different environments, consumers and markets
Topic 2) OBJECTIVE: How to differentiate both activities and how to use each one in a proper international way (Case: COURTESY COOKIES)
Topic 3) OBJECTIVE: How Positioning and Brand work in IM with international consumers with different ideas and concepts about brands in their minds (Case: SOLID BEER)
Topic 4) OBJECTIVE: Who and how the consumer is having in mind the cultures, perceptions and so on. At the same time the different tools to make market research in different markets (Case: PAELLADOR)
Topic 5) OBJECTIVE: How to deal with tangible and non-tangible products adapted to international markets and consumers (Case: HONEST TOBACCO)
Topic 6) OBJECTIVE: How to deal with price as a marketing tool and the International Operating Account necessary to control the results (Case: ART BOX)
Topic 7) OBJECTIVE: How it works the international SCM and to take advantage of a good positioning in the outlets (Case: FUNERAL HOME)
Topic 8) OBJECTIVE: To know the different communication tools that we can use internationally with success (Case: PORT AVENTURA)
Topic 9) OBJECTIVE: How to prepare an International Marketing Plan that it will useful for every kind of product
Topic 10) OBJECTIVE: To understand the different positions and roles that are involved in the International Marketing Department and their everyday tasks

Readings

We will follow one main textbook, which can be found in the library for your use. If you would like to have your own copy, you should purchase it online.

MARKETING MANAGEMENT
By Philip Kotler and Kevin Lane Keller

In addition, I will provide you with other required reading such as cases and other information.

Continuous Assessment

EVALUATION
Your final grade consists of three parts:
   Class Participation and individual following-up: 30%.
   Cases in class: 30%
   Final Exam: 40%

Retake Policy
Students who fail the course will need to take a retake exam. The retake exam will constitute 100% of the final grade. The exam will be designed at a higher level of difficulty than the original exam. The final grade after the retake exam cannot be more than 65%.

Methodology

The correct balance between theory and practice. At the same time, the audience will be stimulated to participate and offer their own opinions in open discussions in class.
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Email: criswell1999@yahoo.com

ABOUT THE PROFESSOR:

Felipe Botaya is DBA, and worked for international companies such as Frito-Lay (Pepsico), Trinaranjus, Bimbo (Anheuser Busch), Moulinex and Nutrexpa. He spent 4 years in London working for a Chemical company, 4 years in Iran working with surveyors and engineers and 2 years in Paris for Moulinex. He has a wide experience working from Salesman to International Marketing Director. For some years he is working regularly as a professor and consultant, teaching in business schools and universities not only in Spain, but abroad (Portugal, Perú, México, Germany, France)