

International Marketing

Language: English

Level of Spanish required: Not required

Course description

This course focuses on the important aspects of the International Marketing Management. We will cover the main characteristics of the environment of international marketing, the discussion of the organization of the markets and the different consumer behavior.

A prerequisite to follow this course is a basic knowledge in marketing.

Methodology

The class will consist on a lecture but also in discussion with the students about the notes and other supplementary material that may be uploaded on the course website at least one day before the scheduled lecture.

Assessment

Exam: 40%

Essay: 40%

Assistance and class participation: 20%

Syllabus

- Competing on a Global Basis.
- Major decisions in International Marketing.
- Targeting
- Positioning
- Branding strategies
- Product.
- Price.
- Communication.

- Distribution.

Weekly program

WEEK ONE

Classes	Subjects
Class 1	Contemporary Issues in International Marketing.
Class 2	Competing on a Global Basis.

WEEK TWO

Classes	Subjects
Class 3	International Marketing: Context and Strategy.
Class 4	Major decisions in International Marketing: introduction.

WEEK THREE

Classes	Subjects
Class 5	Major decisions in International Marketing: Deciding whether to go abroad.
Class 6	Major decisions in International Marketing: Deciding which markets to enter.

WEEK FOUR

Classes	Subjects
Class 7	Major decisions in International Marketing: Deciding how to enter the market.
Class 8	Deciding on the marketing program (marketing strategy

and Mix).

WEEK FIVE

Classes	Subjects
Class 9	Marketing Management.
Class 10	Marketing Research. Research Dissertation.

WEEK SIX

Classes	Subjects
Class 11	Targeting. Case study.
Class 12	Positioning. Case study.

WEEK SEVEN

Classes	Subjects
Class 13	Branding strategies.
Class 14	Products and prices.

WEEK EIGHT

Classes	Subjects
Class 15	Communication. Case study.
Class 16	Distribution. Case study.
Class 17	Final Exam

Bibliography

- C. and Srinivasan, V. (1994). A Survey-Based Method for Measuring and Understanding Brand Equity and Its Extendibility. *Journal of Marketing Research*
- Chernatony, L. and Segal- Horn, S. (2003). The criteria for successful services brands. *European Journal of Marketing*, 37(7/8), pp.1095-1118.
- *International Business & International Marketing*, Willimans, L. Ebook, Amazon 2017
- *Principles of marketing* ,KOTLER,ph Armstrong,G Ebook Amazon 2017
- Uysal, M. and Fesenmaier, D. (1993). *Communication and channel systems in tourism marketing*. 1st ed. New York: Haworth Press