

TEACHING PLAN FOR

● INTERNATIONAL MARKETING

1. Basic description

Name of the course: International Marketing

Academic year: 2014-2015

Year: 4th

Term: 2nd

Degree / Course: Bachelor's degree in International Business and Marketing

Code: 44201

Number of credits: 4

Total number of hours committed: 100

Teaching language: English

Lecturer: Valentí Camps

Timetable:

GROUP 1 (Plenary Class)

Tuesdays 16:00-18:15

GROUP 2 (Plenary Class)

Tuesday 18:30-20:45

GROUP 101 (Seminar)

Thursdays 15:15-16:10

GROUP 201 (Seminar)

Thursdays, 18:30-19:25

GROUP 102 (Seminar)

Thursdays, 16:15-17:10

GROUP 202 (Seminar)

Thursdays, 19:30-20:25

GROUP 103 (Seminar)

Thursdays, 17:15-18:10

GROUP 203 (Seminar)

Thursdays, 20:30-21:25

OFFICE HOURS: Wednesdays, 18:00 – 19:00 and by appointment

2. Presentation of the course

International Marketing course focuses on challenges and opportunities of marketing new and existing products and services to the global marketplace. It builds on the knowledge acquired in the Business Marketing course and applies key marketing concepts in the international business context. It introduces students to international-level strategic and operational marketing tools and decision and influence techniques for international markets.

The course accomplishes its objectives through lectures, analyses and discussions of real business cases of actual global marketing issues, and through the establishment of a company's international marketing strategy. It pays special attention to variations from home-country marketing and to strategies used by international marketers. Specifically, the course analyzes the impact of cultural, economic, technological, political, and legal differences on the international marketing process.

On successful completion of this course students should be able to:

- Understand the nature of international marketing strategy and its linkages to corporate strategy vis-à-vis local and national marketing strategy
- Develop analytical frameworks in the screening of national markets defining the key factors in the firm's internationalization process by evaluating the international business environment, stressing particularly the economic and cultural dimensions
- Discuss the complexities and paradoxes that are prevalent in so many successful and failing international marketing operations
- Explore the tensions in adopting a global standardized action as opposed to a locally responsive action in international marketing and relate these to the overall corporate strategy of companies
- Consider ethical and social responsibility issues, in the development and implementation of an international marketing strategy

Successful completion of Business Marketing course or its equivalent is a mandatory prerequisite for this course.

3. Competences to be achieved in the course

General competences	Specific competences
<p data-bbox="320 1675 684 1711">Instrumental competences</p> <p data-bbox="225 1749 772 1821">G.I.1. Ability to search, analyse, assess, and summarise information.</p> <p data-bbox="225 1823 708 1895">G.I.2. Ability to relate concepts and knowledge from different areas.</p> <p data-bbox="225 1897 663 1968">G.I.4. Ability to tackle and solve problems.</p> <p data-bbox="225 1971 732 2042">G.I.5. Ability to take decisions in complex and changing environments.</p>	<p data-bbox="876 1675 1222 1711">Disciplinary competences</p> <p data-bbox="804 1749 1326 1859">E.D.11. Introduce the basic marketing tools and capacitate for planning commercial strategies.</p> <p data-bbox="876 1897 1227 1933">Professional competences</p> <p data-bbox="804 1971 1353 2042">E.P.1. Ability to understand the decisions taken by economic agents and</p>

<p>G.I.6. Ability to develop, present and defend arguments. G.I.8. Oral and written competence in communicating in English.</p> <p style="text-align: center;">General personal competences</p> <p>G.P.1. Ability to adapt, lead and work in a group that is multicultural, interdisciplinary, competitive, changing and complex in nature.</p> <p style="text-align: center;">Generic systemic competences</p> <p>G.S.1. Ability to apply creativity. G.S.2. Ability to observe. G.S.3. Ability to think globally. G.S.9. Willingness to relocate geographically.</p> <p style="text-align: center;">Competences for applicability</p> <p>G.A.1. Ability to apply acquired knowledge and skills. G.A.3. Ability to search and exploit new information sources.</p>	<p>their interaction in the markets. E.P.2. Ability to analyse economic and market indicators when taking decisions within the organisation. E.P.17. Ability to express and understand spoken and written communication in English at an advanced level in the international business environment. E.P.21. Ability to search and use various information sources. E.P.22. Ability to contrast knowledge obtained in the learning process and adapt it to real situations.</p>
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The above competences interrelate with the basic competences set out in Royal Decree 1393/2007, namely:

- a. Competence to **comprehend knowledge, on the basis of general secondary education**
- b. Competence to **apply knowledge** to day-to-day work in international management or marketing, in particular, ability to develop and defend arguments and to solve problems
- c. Competence to **gather and interpret relevant data**, enabling the development of critical judgements on the economic and social reality
- d. Competence to **communicate and transmit information** (ideas, problems, solutions) to a specialised and non-specialised public
- e. Competence to **develop learning activities** in a relatively autonomous manner.

In order to establish a correspondence between the basic competences and those developed in the degree, these are grouped according to two criteria. Thus, the competences developed in the subject are structured into those that are seen as a development or specification of basic competences and those that define the professional profile of the graduate, with respect to general and specific competences.

Basic competence: **understanding of knowledge**

I. General competences G.S.2

II. Specific competences E.P.1

Basic competence: **application of knowledge**

I. General competences G.I.2, G.S.1, G.S.3

Basic competence: **gather and interpret data**

I. General competences G.I.1, G.A.3

II. Specific competences E.P.2

Basic competence: **communicate and transmit information**

I. General competences G.I.6, G.I.8

II. Specific competences E.P.17

Basic competence: **develop learning activities**

I. General competences G.I.4

II. Specific competences E.P.21, E.P.22

Competences that define the professional profile which are not included under basic competences

In general, these competences combine the following key elements for professionalising students in the area of international business and marketing:

- Provide students with the capacity to adapt to dynamic teams and environments
- Provide students with the capacity to create their own integral vision of the operation of a business or international marketing project
- Provide students with the capacity to take complex decisions and carry out negotiation processes

I. General competences G.I.4, G.I.5, G.P.1, G.S.9, G.A.1

II. Specific competences E.D.11

Own competences of the subject

Establish a company's international marketing strategy.

4. Contents

Topic 1: The Global Marketing Imperative

Topic 2: International Marketing Macro-environment: Socio-cultural and economic

Topic 3: International Marketing Macro-environment: Political and legal

Topic 4: International Marketing Micro-environment: Competition. Suppliers. Customers

Topic 5: International segmentation, targeting and positioning. Strategic Planning

Topic 6: Global Product Management and Branding

Topic 7: Global Pricing

Topic 8: Global Sales Management

Topic 9: Global Promotional Strategies

Topic 10: Wrap-up

5. Assessment

Regular term evaluation

The final grade will be determined by the weighted average of various continuous evaluation activities and a final exam

Assessment elements	Time period	Type of assessment		Assessment agent			Type of activity	Grouping		Weight (%)
		Comp	Opt	Teacher	Self-eval	Co-eval		Indiv	Group (#)	
Class participation	Throughout the course	X					Conceptual and synthesis	X		10%
Case discussions and case presentations	Throughout the course	X		X			Application and synthesis	X	X	10%
Group International Marketing Plan partial submittals	Every two weeks	X		X			Application and synthesis		X	15%
Group International Marketing Plan final submittal and oral presentation	Friday 18 of March	X		X	X	X	Application and synthesis		X	25%
Final Exam (A minimum score of 4 is required)	Exam week	X		X			Conceptual and synthesis	X		40%

Taking the final exam and obtaining a minimum score of 4 are necessary conditions in order to pass the course.

If the student does not obtain a minimum of 4 in the exam, the final grade will be the minimum between 4 and the average of the exam and the continuous evaluation elements.

Extraordinary evaluation

The elements of continuous evaluation cannot be reexamined. The extraordinary final exam will take place the day the School decides.

Students will have as a final course qualification:

Extraordinary exam	40%
Elements of continuous evaluation	60%

If the student does not obtain a minimum of 4 in the extraordinary exam, the final grade will be the minimum between 4 and the average of the exam and the continuous evaluation elements.

IMPORTANT further specifications on grading and assignment rules:

Participation in this course is graded as a bonus. Participation grade can increase your final grade for no more than 1.0. Your participation mark will be based on your class contribution. Some of the behaviors that contribute to effective class participation are captured in the questions that follow:

- Is the participant a good listener?
- Are the points that are made relevant to the discussion? Are they linked to the comments of others?
- Do the comments add to our understanding of the situation?
- Do the comments show evidence of analysis of the case?
- Does the participant distinguish among different kinds of data (that is, facts, opinions, beliefs, concepts, etc.)?
- Is there a willingness to share?
- Is there a willingness to test new ideas, or are all comments "safe"? (For example, repetition of case facts without analysis and conclusions or a comment already made by a colleague.)
- Is the participant willing to interact with other class members?
- Do comments clarify and highlight the important aspects of earlier comments and lead to a clearer statement of the concepts being covered?

The questions above deal with both the process of class participation and (of equal or greater concern) the content of what you say. Please trust that both quality and frequency are important, but that quantity never can make up for low quality.

Please do not confuse participation with assistance. Having a perfect assistance record still may result in zero participation mark if you do not actively participate in the class discussions. However, if you do not assist to classes, then neither you can participate. Thus, if your assistance falls below 80% of all classes (6 or more absences), your participation will be set to zero irrespective of your contribution during the classes you were present at.

At the beginning of the term, you will self-form groups of 5 students that will develop a Company's International Marketing Plan.

Although each group will get one mark, individual marks will be adjusted (upward or downwards) based on the 360° evaluation that you will have to complete during the final exam.

Evaluation of competences:

	GI 1	GI 2	GI 4	GI 5	GI 6	GI 8	GA 1	GA 3	GP 1	GS 1	GS 2	GS 3	GS 9	ED 11	EP 1	EP 2	EP 17	EP 21	EP 22	OWN	
Class participation						X			X			X	X	X			X				X
Case discussions and presentations			X	X	X	X	X	X	X	X	X	X	X	X	X	X	X			X	X
Group International Marketing Plan	X	X		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X			X
Final exam						X								X			X				X

6. Bibliography and teaching resources

- Basic bibliography
 - Czinkota, M. R. and Ronkainen, I. A. (2009). **International Marketing**. 9th Edition. South-Western College Pub.
- Supplementary bibliography
 - Philip Kotler & K.C. Keller (2012). **Marketing Management**. 12th Edition. Prentice Hall.
- Teaching resources
 - Power point slides slides for each session which will be uploaded in Aul@-Esci (Moodle platform)
 - Articles related to subject
 - Business case studies

Students are required to read all assigned cases and articles. Although the course will loosely follow Czinkota and Ronkainen's book listed in the basic bibliography section, there is no required text book for this course. Nevertheless, you will not need to buy or borrow any of these books to successfully complete the course.

7. Methodology

The course is composed of a mixture of lectures, tutorials, seminars, teamgroups and case discussions. The purpose of the lectures is to present and discuss theories, concepts, analytical techniques and empirical findings. We will supplement lectures with tutorials that will allow us to practice the analytical techniques introduced during the lectures. Furthermore, we will discuss a number of comprehensive business cases. The goal of the case discussion is to apply the concepts to the context provided by the case and to make decisions based on both qualitative and quantitative analysis. Students are expected to be prepared and participate actively in class discussions. Therefore, students must read prior to the

class session the material related to the content of the session as specified in section 8.

IN CLASSROOM	DIRECTED (OUTSIDE CLASSROOM)	AUTONOMOUS
<p>Professor:</p> <ul style="list-style-type: none"> - Professor's exposition - Doubts and questions resolutions <p>Student:</p> <ul style="list-style-type: none"> - Case study discussions -Group International Marketing Plan presentations - Final exam 	<p>Professor:</p> <ul style="list-style-type: none"> - Reading and assessment of case study reports. - Reading and assessment of marketing plan sections. <p>Student:</p> <ul style="list-style-type: none"> - Case study preparation -Group International Marketing Plan elaboration 	<p>Student:</p> <ul style="list-style-type: none"> -Reading of material before class -Personal individual study of the subject - Preparation for the final exam

8. Scheduling activities

1.- Allocation of hours between theory and practical lessons:

2 h of lecture and 1 h of seminar

2.- Scheduling activities under the curriculum, from:

In the classroom: Lecture classes, Seminars, Face-to-face tutorials

Outside the classroom: Group work, Individual work (reports, exercises...),

Independent study

Week	Activity in the classroom Grouping/type of activity	Time	Activity outside the classroom Grouping/type of activity	Time
Week 1 Session 1 Tuesday Jan 7 th	Topic 1	2 h	Groups organization. Deciding International market to work on, in groups, and preparing presentation	5 h
Week 2 Session 2 Tuesday Jan 14 th Seminar 2 Thursday Jan 16 th	Topic 2 Groups presentation of International Marketing Project	2 h 55 min	Case preparation (STARBUCK'S)(individual+groups) Confirmation of International Marketing Plan (IMP) to develop	5 h 2 h
Week 3 Session 3 Tuesday Jan 21 st Seminar 3 Thursday Jan 23 rd	Topic 3 Case Discussion (STARBUCK'S)	2 h 55 min	Working on environment assessment in allocated market (IMP)	5 h
Week 4 Session 4 Tuesday Jan 28 th Seminar 4 Thursday Jan 30 th	Topic 4 Groups presentation (IMP): International Environment Assessment	2 h 55 min	Case preparation (HENKEL)(individual+groups)	5 h
Week 5 Session 5 Tuesday Feb 4 th Seminar 5 Thursday Feb 6 th	Topic 5 Case Discussion (HENKEL)	2 h 55 min	Working on Branding, Product and Price Strategies (IMP)	6 h
Week 6 Session 6 Tuesday Feb 11 th Seminar 6 Thursday Feb 13 th	Topic 6 Groups presentation (IMP): Branding, Product, Price Strategies	2 h 55 min	Case preparation (COVIDES)(individual+groups)	5 h
Week 7 Session 7 Tuesday Feb 18 th Seminar 7 Thursday Feb 20 th	Topic 7 Case Discussion (COVIDES)	2 h 55 min	Case preparation (WAL-MART) (Individual+groups) Working on Sales and Distribution Strategies (IMP)	5 h 2 h
Week 8 Session 8 Tuesday Feb 25 th Seminar 8 Thursday Feb 27 th	Topic 8 Case discussion (WAL-MART)	2 h 55 min	Working on Sales and Distribution Strategies (IMP)	6 h

Week 9 Session 9 Tuesday March 4 th	Topic 9	2 h	Working on Promotional Strategies (IMP) and Executive Summary	6 h
6 th Seminar 9 Thursday March	International Marketing Plan presentation: Sales and Distribution Strategies	55min		
Week10 Session10 Tuesday March11th	Topic 10	2 h	Finalizing document IMP	3 h
8 th Seminar 10 Thursday March13th	International Marketing Plan presentation: Promotional Strategies and Executive Summary	55 min	Preparing final exam	8 h
Week final exams				