

TEACHING PLAN FOR

• NEW TRENDS IN INTERNATIONAL MARKETING

1. Basic Description

Name of the course: New Trends in International Marketing

Academic year: 2017–2018

Term: 1st

Code: 80129

Degree / Course: International Business Programme

Contact hours: 40

Number of ECTS credits: 6

Total number of hours committed: 150

Teaching language: English

Lecturers: Isabel Martínez and Cosentino Ramos & Eliane Guiu Puiggròs

Timetable:

Monday 3.30–5.45 pm

Wednesday 3.30–5.45 pm

Office hours:

Monday and Wednesday 6.00–7.00 pm

2. Course Overview

This course aims to ensure that students understand new trends in the marketing arena and appreciate their relevance to business and the global economy. By linking theory and practice, the course gives students an *international perspective* and hands-on experience developing new marketing trends.

The course has the following main **learning objectives**:

- Equip students with the necessary skills, framework and knowledge in the field of new trends in international marketing and business for them to acquire the knowledge and spirit required to implement new marketing plans.
- Set the context for international marketing and ensure that students understand the role and importance of SMEs in the economic and social development of countries and regions.

- Increase students' knowledge of the characteristics of global marketing as a living science.
- Ensure that students understand the importance of the planning process and learn how to develop, write and present an effective marketing plan.

3. Competences to Be Worked on in the Course

General competences	Specific competences
<p data-bbox="204 613 571 645">Instrumental competences</p> <p data-bbox="108 678 743 741">G.I.1. Ability to search, analyse, assess and summarise information.</p> <p data-bbox="108 741 743 806">G.I.2. Ability to relate concepts and knowledge from different areas.</p> <p data-bbox="217 840 635 871">Generic personal competences</p> <p data-bbox="108 904 743 967">G.P.2. Ability to manage behaviour and emotions.</p> <p data-bbox="108 967 421 999">G.P.4. Critical attitude.</p> <p data-bbox="108 999 481 1030">G.P.5. Ability to empathise.</p> <p data-bbox="108 1030 539 1061">G.P.6. Ability to foresee events.</p> <p data-bbox="204 1095 625 1126">Generic systemic competences</p> <p data-bbox="108 1160 552 1191">G.S.1. Ability to apply creativity.</p> <p data-bbox="108 1191 743 1292">G.S.7. Promotion of and respect towards multicultural values: respect, equality, solidarity, commitment.</p> <p data-bbox="108 1292 743 1355">G.S.8. Promotion of and respect for gender, environmental and safety-at-work issues.</p> <p data-bbox="212 1388 612 1420">Competences for applicability</p> <p data-bbox="108 1453 743 1516">G.A.2. Ability to use quantitative criteria and qualitative insights when taking decisions.</p> <p data-bbox="108 1516 743 1579">G.A.3. Ability to search and exploit new information sources.</p> <p data-bbox="108 1579 743 1641">G.A.4. Ability to understand and apply the network concept.</p>	<p data-bbox="842 613 1193 645">Professional competences</p> <p data-bbox="767 678 1489 772">E.P.1. Ability to understand the decisions taken by economic agents and their interaction in the markets.</p> <p data-bbox="767 772 1489 902">E.P.5. Ability to take strategic managerial decisions while taking into account the economic, cultural, social and political determinants specific to a particular area.</p>

The above competences reflect the basic competences set out in Royal Decree 1393/2007, namely:

- Competence to **comprehend knowledge, on the basis of general secondary education.**
- Competence to **apply knowledge** to day-to-day work in international management or marketing, in particular the 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 specialist and non-specialist audience.
- e. Competence to **develop learning activities** in a relatively autonomous manner.

The competences worked on in the course are divided into two groups: those seen as a development or specification of a basic competence; and those that hone graduates' professional profile with respect to general and specific competences.

Basic competence: understanding of knowledge

General competences G.A.2: Ability to use quantitative criteria and qualitative insights when taking decisions.

Specific competences E.P.1: Ability to understand the decisions taken by economic agents and their interaction in the markets.

Basic competence: application of knowledge

General competences

G.I.2: Ability to relate concepts and knowledge from different areas.

G.S.1: Ability to apply creativity.

Basic competence: gather and interpret data

General competences

G.I.1: Ability to search, analyse, assess and summarise information.

G.P.6: Ability to foresee events.

G.A.3: Ability to search and exploit new information sources.

Basic competence: communicate and transmit information

General competences G.P.5: Ability to empathise.

Basic competence: develop learning activities

General competences G.P.4: Critical attitude.

Competences that hone graduates' professional profile which are not included under basic competences

In general, these competences combine the following key elements for honing students' professional profile 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.P.2: Ability to manage behaviour and emotions.

- G.S.7: Promotion of and respect towards multicultural values: respect, equality, solidarity, commitment.
- G.S.8: Promotion of and respect for gender, environmental and safety at work issues
- G.A.4: Ability to understand and apply the network concept.

II. Specific competences E.P.5: Ability to take strategic managerial decisions while taking into account the economic, cultural, social and political determinants specific to a particular area.

Learning outcomes

Students will be able to develop marketing-mix strategies and define brand extension, communication strategies and distribution alternatives, while always striving to look forwards.

4. Contents

1. Globalisation and International Marketing
2. New Marketing Perspectives
3. Innovation as a Marketing Tool
4. Marketing and Cross-Cultural Management
5. Marketing in Retail and Multichannel Strategies
6. Digital Marketing
7. Neuromarketing
8. CSR as a Marketing Strategy
9. Segmentation/Sociological Trends/CRM
10. Trends in Services (Tourism/Health/Aviation)

5. Assessment

- **60% exams (20% midterm exam and 40% final exam)**
- **10% attendance and participation**
- **10% case studies**
- **20% project**

Assessment elements	Time period	Type of assessment		Assessment agent			Type of activity	Grouping		Weight (%)
		Mandatory	Optional	Lecturer	Self-assessment	Co-assessment		Ind.	Group (#)	
Exams	Assigned dates	X		X	X		Test	x		60%
Attendance	Every day	X		X	X		Participation	x		10%

& participation										
Case studies	Every week	X		X	X		Reading	x		10%
Project	Assigned date	X		X		X	Project		x	20%

Resits

In accordance with ESCI-UPF academic regulations, students whose weighted final grade for the regular term evaluation is below 5.0 but whose grade for the continuous evaluation activities (quizzes, assigned exercises and case studies, midterm exam and group project) is above 4.0 will be required to retake their final exam, which will account for 50% of their total final grade. The rest of their final total grade will be made up of their grades in the other areas of continuous evaluation.

Any students found copying and/or plagiarising work, in whole or in part, will fail the subject. They will receive a final grade of zero and will not be allowed to take the make-up exam. In accordance with the UPF Disciplinary Rules and Regulations for Students, other additional sanctions may apply depending on the seriousness of the offence.

Working competences and assessment of learning outcomes:

	GI1	GI2	GP2	GP4	GP5	GP6	GS1	GS7
Project	x	x	x	x	x	x	x	x
Case studies	x	x	x	x	x	x	x	x
Final exam	x	x	x	x	x	x	x	x

	GS8	GA2	GA3	GA4	EP1	EP5	Learning outcomes
Project	x	x	x	x	x	x	x
Case studies	x	x	x	x	x	x	x
Final exam	x	x	x	x	x	x	x

6. Bibliography and Teaching Resources

- Recommended bibliography:

- o Kim, W.C., and R. Maubourgne. *Blue Ocean Strategy*. Boston: Harvard Business School Publishing Corporation, 2005.
- o Friedman, T.L. *Hot, Flat and Crowded*. New York: Farrar, Straus and Giroux, 2008.
- o Isaacson, W. *Steve Jobs: A Biography*. New York: Simon & Schuster, 2011.
- o Martínez-Barea, J. *El mundo que viene*. Barcelona: Ediciones Gestión 2000, 2014.

7. Methodology

- Face-to-face (in the classroom):
 - Every week there will be 2 hours of work on case studies. Students are expected to attend and participate.
 - Every week we will discuss news about international marketing new strategies.
 - Students will prepare weekly assignments (some individually, some in groups) for discussion during the seminar classes.
- Directed (outside the classroom)
 - Prepare news and lessons
 - Prepare final project

8. Timetable (Tentative)

Week	Activity in the classroom Grouping/type of activity	Activity outside the classroom Grouping/type of activity
Week 1	- Introduction. Syllabus. Case Study 0: Cosentino	
Week 2	- Lesson 1: Globalisation and International Marketing. News of the week - Case Study 1: Nike	- News of the week
Week 3	- Lesson 2: New Marketing Perspective. 6 Ps - Case Study 2: Euro Disney	- News of the week
Week 4	- Lesson 3: Innovation as a Marketing Tool - Case Study 3: Steve Jobs	- News of the week - Blue Oceans
Week 5	- Lesson 4: Marketing and Cross-Cultural Management - Case Study 4: International Negotiator	- News of the week
Week 6	- Lesson 5: marketing in Retail and Multichannel Strategies - Retail Tour	- News of the week
Week 7	- MIDTERM EXAM - Lesson 6: Digital Marketing	
Week 8	- Lesson 7: Neuromarketing	- News of the week

	- Presentations by Groups 1, 2 & 3	
Week 9	- Lesson 8: CSR as a Marketing Strategy - Presentations by Groups 4, 5 & 6	- News of the week
Week 10	- Lesson 9: Segmentation/Sociological Trends/CRM. News of the week - Presentations by Groups 7, 8, 9 & 10	- News of the week
Week 11	- Lesson 10: Trends in Services	- News of the week