IB 350 INTERNATIONAL MARKETING
IES Abroad Barcelona

DESCRIPTION: International marketing is important as the world becomes increasingly globalized. In an international context, marketing managers plan and conduct transactions across borders to create exchanges that satisfy the objectives of individuals and organizations. The fact that a transaction takes place “across national borders” highlights the difference between domestic and international marketing.

The course considers the basic concepts of international marketing, the various activities necessary for international marketing planning, the beginning of international marketing activities to be conducted by a domestic firm, and relevant issues on strategy and marketing management relevant to expanded global operations (3 credits).

The course uses:
• Several case studies of firms involved in implementing international marketing strategies.
• Current articles from business newspapers and magazines to be discussed on a daily basis to motivate class participation. The selected articles illustrate the different concepts and tactics studied during the course and provide interesting and practical examples of European, Asian and American firms implementing international marketing strategies.

CREDITS: 3 credits

CONTACT HOURS: 45 hours

LANGUAGE OF INSTRUCTION: English

PREREQUISITES: None

METHOD OF PRESENTATION:
• Lecture
• Class discussion
• Case studies
• Individual and group exercises
• Videos
• Course-related trip

REQUIRED WORK AND FORM OF ASSESSMENT:
• Short article presentation (10%)
• Class participation (20%)
• Group case analysis (20%)
• Midterm exam (25%)
• Final exam (25%)

LEARNING OUTCOMES:
By the end of the course students will be able to:
• Analyze the environmental variables that influence international marketing;
• Describe the strategies and tactics that can lead to successful international marketing given those environmental conditions;
• Discuss the more typical management decisions and problems faced, highlighting those peculiar to the international arena;
• Understand how managers perform the functional tasks that constitute international marketing such as marketing intelligence and “mix” adaptations;
Analyze a real-world case study involving complicated international marketing issues and provide recommendations in both written form and in the form of a group presentation.

ATTENDANCE POLICY:
Attendance is mandatory for all IES Abroad classes, including course-related trips. Any exams, tests, presentations, or other work missed due to student absences can only be rescheduled in cases of documented medical or family emergencies. If a student misses more than three classes in any course 3 percentage points will be deducted from the final grade for every additional absence. Seven absences in any course will result in a failing grade.

CONTENT:

<table>
<thead>
<tr>
<th>Session</th>
<th>Content</th>
<th>Required Reading</th>
</tr>
</thead>
<tbody>
<tr>
<td>Session 1</td>
<td>Course Overview. Basics of International Marketing.</td>
<td></td>
</tr>
</tbody>
</table>
| Session 2 | Cultural Environment: Culture, Elements of Culture | ● Hofstede’s Dimensions of Culture (class hand-out on Moodle).  
● “Hofstede’s 5 Dimensions of Culture.” Available at http://www.geert-hostede.com  
### Session 4  
**The Legal And Political Environment; Ethics in International Marketing**


### Session 5  
**The Economic Environment**


### Session 6  
**The Economic Environment**

- “Multinational brewers look to tap Africa’s $13bn beer market,” Financial Times, April 18, 2017. Available online: https://www.ft.com/content/8ded3a9e-193b-11e7-9c35-0dd2cb31823a
<table>
<thead>
<tr>
<th>Session</th>
<th>Topic</th>
<th>References</th>
</tr>
</thead>
</table>
- Market Potential Index 2017. globalEDGE/Michigan State University. May 19, 2017. Available online: https://globaledge.msu.edu/mpi#dimensions  
- Sources for International Marketing Research, KnowThis.com. Available online: https://www.knowthis.com/other-marketing-issues-weblinks/global-marketing  
### Session 11  The International Marketing Plan


### Session 12  Product Adaptation and Brand management

<table>
<thead>
<tr>
<th>Session 13</th>
<th>Brand Personality and International Brand Management</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Session 14</th>
<th>Brand Management (Contd.)</th>
</tr>
</thead>
</table>

<p>| Session 15 | Midterm exam |</p>
<table>
<thead>
<tr>
<th>Session 16</th>
<th>Communication &amp; Promotional Strategies</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Session 17</th>
<th>Communication &amp; Promotional Strategies (Contd.)</th>
</tr>
</thead>
</table>
### Session 18

**Group Presentation: Kraft Canada**

- **Case Study:** Kraft Foods Canada: Targeting the Millennials (2016). (Ivey Publishing).

### Session 19

**Group Presentation: Planters Nuts**


### Session 20

**Pricing Strategies**

<table>
<thead>
<tr>
<th>Session 21</th>
<th>Group Presentation: L’Oreal Paris Distribution Strategies</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Session 22</th>
<th>Course-related trip to Bacardi Headquarters</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>We will visit with the CEO, head of marketing, and/or other members of the executive team at Bacardi Spain to better understand how marketing management issues get played out in their business.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Session 23</th>
<th>22 Group Presentation: WestJet</th>
</tr>
</thead>
</table>

| Session 24 | TBA/Review |

Final Exam

REQUIRED READINGS:
This course uses case studies as a teaching tool, which will be supplied in pdf format on the IES Abroad course Moodle page. These case studies are purchased from The Case Center, and require payment of a per-student copyright fee. Your instructor will tell you how to access the case studies, and when to use them. All students taking the course will be charged the per-student fee for the case studies, whether they access them or not, and will be billed directly to their home address. You will receive an email after the end of the add/drop period with an explanation of these costs, which will be similar to textbook costs for a standard business course.


● “Hofstede’s 5 Dimensions of Culture.” Available at http://www.geert-hofstede.com


● Hofstede’s Dimensions of Culture (class hand-out on Moodle)


● Market Potential Index 2017. globalEDGE/Michigan State University. May 19, 2017. Available online: https://globaledge.msu.edu/mpi#dimensions


● Sources for International Marketing Research, KnowThis.com. Available online: https://www.knowthis.com/other-marketing-issues-weblinks/global-marketing


RECOMMENDED READINGS:
- Chris Fill, Marketing Communications, Contexts, Strategies and Applications. ISBN 0 273 65500 0.