

## 27651 - International Marketing

### Información del Plan Docente

<b>Academic Year</b>	2016/17
<b>Academic center</b>	109 - Facultad de Economía y Empresa
<b>Degree</b>	450 - Degree in Marketing and Market Research
<b>ECTS</b>	5.0
<b>Course</b>	4
<b>Period</b>	Second semester
<b>Subject Type</b>	Optional
<b>Module</b>	---

### **1.Basic info**

#### **1.1.Recommendations to take this course**

#### **1.2.Activities and key dates for the course**

### **2.Initiation**

#### **2.1.Learning outcomes that define the subject**

#### **2.2.Introduction**

### **3.Context and competences**

#### **3.1.Goals**

#### **3.2.Context and meaning of the subject in the degree**

#### **3.3.Competences**

#### **3.4.Importance of learning outcomes**

### **4.Evaluation**

### **5.Activities and resources**

#### **5.1.General methodological presentation**

The learning process that has been designed for this subject is based on the following:

The combination of participatory lectures, practical classes, and performing work, exercises / cases and test related to the agenda of the subject.

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### 5.2. Learning activities

The program that the student is offered to help you achieve the expected results includes the following activities ...

Participatory Lectures: provide the necessary theoretical knowledge, accompanied by practical examples to facilitate the understanding and application of the concepts studied. These sessions will address the following contents:

The concept of International Marketing

The study of the influence of different international environments, therefore, political, economic, cultural, technological, ecological and legal

Deciding which markets can be accessed and how to do it through the implementation of an international strategy

The right combination of international marketing mix

Control procedures on activities

Practical classes where exercises, business cases and test related to each topic will be developed.

Tutelar activities and / or seminars: You can monitor the work done by the students, answer questions about the theoretical and practical contents of the subject and / or perform specific practices applied to the theoretical content.

Self study: includes activities study of theoretical and practical resolution of practical activities content.

Evaluation activities.

### 5.3. Program

#### CHAPTER 1. THE INTERNATIONAL MARKETING

1. Evolution of the marketing concept
2. Factors internationalization
3. Initiation of internationalization of the company
4. Internationalization process
5. Theories on internationalization

#### CHAPTER 2. THE INTERNATIONAL ENVIRONMENT

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1. Competitive international environment
2. Economic environment
3. Political and Legal environment
4. Sociocultural environment

### **CHAPTER 3. STRATEGIC PLANNING IN INTERNATIONAL MARKETING**

1. Information Systems in international markets
2. The selection process of international markets
3. Expansion strategies in international markets
4. entry modes decisions
5. Development of international marketing strategies

### **CHAPTER 4. THE INTERNATIONAL MARKETING MIX**

1. International product
2. Fixing the international price
3. International distribution policy
4. International promotion

### **CHAPTER 5. CONTROL AND IMPLEMENTATION OF INTERNATIONAL MARKETING**

1. Organization of international marketing activities
2. Control of international marketing program
3. International Marketing Plan

**5.4.Planning and scheduling****5.5.Bibliography and recomended resources**