

27651 - International Marketing

Syllabus Information

Academic Year: 2019/20

Subject: 27651 - International Marketing

Faculty / School: 109 - Facultad de Economía y Empresa

Degree: 450 - Degree in Marketing and Market Research

ECTS: 5.0

Year: 4

Semester: Second semester

Subject Type: Optional

Module: ---

1.General information

1.1.Aims of the course

1.2.Context and importance of this course in the degree

1.3.Recommendations to take this course

2.Learning goals

2.1.Competences

2.2.Learning goals

2.3.Importance of learning goals

3.Assessment (1st and 2nd call)

3.1.Assessment tasks (description of tasks, marking system and assessment criteria)

4.Methodology, learning tasks, syllabus and resources

4.1.Methodological overview

The methodology followed in this course is oriented towards the achievement of the learning objectives. A wide range of teaching and learning tasks are implemented, such as lectures, practice sessions, autonomous work, study and assessment tasks related with the agenda of the subject.

Students are expected to participate actively in class throughout the semester.

Further information regarding the course will be provided on the first day of class.

4.2.Learning tasks

The course includes the following learning tasks:

- Lectures. They 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
- Practice sessions. Exercises, business cases and test related to each topic will be developed.
- Tutorials and/or seminars. The teacher monitors the work done by the students, answer questions about the theoretical and practical contents of the course and / or do specific tasks applied to the theoretical contents.
- Autonomous work and study. It includes the study of theoretical and practical contents, problem-solving, etc.
- Evaluation tasks.

4.3.Syllabus

The course will address the following topics:

- TOPIC 1. INTERNATIONAL MARKETING
 - 1.1. Evolution of the concept of marketing
 - 1.2. Factors of internationalization
 - 1.3. Initiation of the internationalization of the company
 - 1.4. Internationalization process
 - 1.5. Theories on internationalization
- TOPIC 2. THE INTERNATIONAL ENVIRONMENT
 - 2.1. International competitive environment of the company
 - 2.2. Economic environment
 - 2.3. Political and legal environment
 - 2.4. Socio-cultural environment
- TOPIC 3. STRATEGIC PLANNING IN INTERNATIONAL MARKETING
 - 3.1. Information systems in international markets
 - 3.2. The process of selecting international markets
 - 3.3. Strategies of expansion in the international markets
 - 3.4. Forms of entry into international markets
 - 3.5. Formulation of strategies in international marketing
- TOPIC 4. THE INTERNATIONAL MARKETING MIX
 - 4.1. The international product
 - 4.1.1. Attributes of the international product
 - 4.1.2. Decisions on international marks
 - 4.1.3. Development of new international products
 - 4.1.4. Strategy, positioning and relation of the communication mix of the international product
 - 4.2. Fixing the international price
 - 4.2.1. Factors influencing international pricing
 - 4.2.2. International pricing strategies
 - 4.2.3. Transfer prices
 - 4.2.4. Means of payment and shipping terms
 - 4.2.5. Financing of exports
 - 4.3. International distribution strategies
 - 4.3.1. External determinants of distribution channels
 - 4.3.2-Internal determinants of distribution channels
 - 4.3.3-International Distribution Strategies
 - 4.3.4. Distribution Channels: Trends
 - 4.4. International communication
 - 4.4.1. Functions of international communication
 - 4.4.2. Decisions on international communication
 - 4.4.3. International communication tools
 - 4.4.4. International communication strategies
 - 4.4.5. Available communication techniques
- TOPIC 5. CONTROL AND IMPLEMENTATION OF INTERNATIONAL MARKETING
 - 5.1. Organization of international marketing activities
 - 5.2. Control of the international marketing program
 - 5.3. International Marketing Plan

Practice sessions

- ACTIVITY 1. Sources of information
- ACTIVITY 2. Cultural model
- ACTIVITY 3. Development of a Marketing Plan

4.4.Course planning and calendar

Further information concerning the timetable, classroom, office hours, assessment dates and other details regarding this course, will be provided on the first day of class or please refer to the Faculty of Economics and Business website (<https://econz.unizar.es/>)

4.5.Bibliography and recommended resources