

## SUBJECT TEACHING GUIDE

M227 - Marketing Strategies in International Environments

Master's Degree in Marketing Management (Tourism Businesses)

Academic year 2019-2020

1. IDENTIFYING DATA					
Degree	Master's Degree in Marketing Management (Tourism Businesses)			Type and Year	Optional. Year 1
Faculty	Faculty of Economics and Business Studies				
Discipline	Professional Orientation Subjects				
Course unit title and code	M227 - Marketing Strategies in International Environments				
Number of ECTS credits allocated	2,5	Term	Semester based (1)		
Web					
Language of instruction	Spanish	English Friendly	Yes	Mode of delivery	Face-to-face

Department	DPTO. ADMINISTRACION DE EMPRESAS				
Name of lecturer	ANGEL HERRERO CRESPO				
E-mail	angel.herrero@unican.es				
Office	Edificio de las Facultades de Derecho y Ciencias Económicas y Empresariales. Planta: + 2. DESPACHO PROFESORES ASOCIADOS Y FORMACION (C230)				
Other lecturers					

### 3.1 LEARNING OUTCOMES

- Knowledge of the aspects related to the internationalization of companies, and their decision-making capacity on the field of strategic marketing in foreign markets.

### 4. OBJECTIVES

Knowledge of the aspects related to the internationalization of companies, and their decision-making capacity on the field of strategic marketing in foreign markets.

## 6. COURSE ORGANIZATION

CONTENTS	
1	Fundamentals of International Marketing strategies
2	Analysis of the international environment
3	Transnational segmentation and positioning

## 7. ASSESSMENT METHODS AND CRITERIA

Description	Type	Final Eval.	Reassessn	%
Individual exam (test)	Written exam	No	Yes	40,00
Team work (Internationalization applied case study)	Work	No	Yes	60,00
TOTAL				100,00
Observations				
Observations for part-time students				
Students enrolled part-time will be evaluated through a written exam, consisting in a single theoretical and practical test for 100% of the qualification.				

## 8. BIBLIOGRAPHY AND TEACHING MATERIALS

BASIC
Hollensen, S. y Arteaga Órtiz, J. (2010): Estrategias de Marketing Internacional, 4ª Edición. Pearson.