

## SUBJECT TEACHING GUIDE

### G923 - INTERNATIONAL MARKETING

#### Degree in Business Administration and Management

Academic year 2020-2021

1. IDENTIFYING DATA					
Degree	Degree in Business Administration and Management			Type and Year	Optional. Year 4
Faculty	Faculty of Economics and Business Studies				
Discipline	Subject Area: International Marketing				
Course unit title and code	G923 - INTERNATIONAL MARKETING				
Number of ECTS credits allocated	6	Term	Semester based (2)		
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
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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

- Knowing the specific aspects of the companies' internationalization process and the role of marketing in it.
- Analysing the factors related to the generic and specific environment, as well as the characteristics of the organization, that influence the decision-making in international marketing.
- Learning the main strategic decisions of international marketing and, particularly, the decision of internationalization, the standardization-adaptation of commercial strategies, and the definition of segmentation and positioning.
- Knowing the main alternatives of internationalized companies to enter or operate in foreign markets (indirect exportation, direct exportation, concerted exportation, and manufacturing in foreign markets).
- Learning the specificities of the management of product portfolio in international markets, with special attention to the attributes of the product in each country, as well as to new products' development process.
- Identifying key determinants of the price of products in internationalized companies, as well as pricing strategies in foreign markets.
- Knowing the trends in international distribution channels as well as the fundamental aspects of logistics.
- Identifying the basic conditionants of communication in foreign markets and knowing the specificities of the management of communication media in international contexts.

### 4. OBJECTIVES

- Obtaining a global vision of the marketing management in international markets.
- Knowing the main strategic decisions to be taken by companies operating in international markets.
- Learning the main decisions related to the marketing mix variables in the context of international markets.

### 6. COURSE ORGANIZATION

CONTENTS	
1	<b>GLOBAL VISION OF INTERNATIONAL MARKETING</b> 1. The internationalization of companies 2. The international environment
2	<b>INTERNATIONAL MARKETING STRATEGIES</b> 3. Formulation of the International Marketing Strategies 4. Transnational segmentation and positioning 5. Penetration into foreign markets
3	<b>INTERNATIONAL MARKETING MIX</b> 6. International Marketing mix: Product 7. International Marketing mix: Pricing 8. International Marketing mix: Place / Distribution 9. International Marketing mix: Promotion

### 7. ASSESSMENT METHODS AND CRITERIA

Description	Type	Final Eval.	Reassessn	%
Written exam (2 partial exams)	Written exam	No	Yes	50,00
Practical work	Work	No	Yes	50,00
TOTAL				100,00
Observations				
5 practical works in group (3-5 people) will be held throughout the semester. They will consist on the application of the contents explained in class to the real case of an internationalized company. All groups will present at least 2 to works in class .				
Observations for part-time students				
Students enrolled part-time will be assessed with a written exam that will consist of a unique theoretical and practical exam of one hundred percent of the subject.				

### 8. BIBLIOGRAPHY AND TEACHING MATERIALS

#### BASIC

Materiales docentes de clase (diapositivas power point) accesibles a través del Aula Virtual.  
Hollensen, S. y Arteaga Órtiz, J. (2010): Estrategias de Marketing Internacional, 4ª Edición. Pearson.