

SUBJECT TEACHING GUIDE

G923 - International Marketing

DOUBLE DEGREE IN ADMINISTRATION AND BUSINESS MANAGEMENT AND ECONOMICS

Degree in Business Administration and Management
Academic year 2021-2022

| 1. IDENTIFYING DATA | | | | | |
|----------------------------------|---|------------------|--------------------|------------------|--------------------------------------|
| Degree | DOUBLE DEGREE IN ADMINISTRATION AND BUSINESS MANAGEMENT AND ECONOMICS | | | Type and Year | Optional. Year 5 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 |
| 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

- 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 | GLOBAL VISION OF INTERNATIONAL MARKETING 1. The internationalization of companies 2. The international environment |
| 2 | INTERNATIONAL MARKETING STRATEGIES 3. Formulation of the International Marketing Strategies 4. Transnational segmentation and positioning 5. Penetration into foreign markets |
| 3 | INTERNATIONAL MARKETING MIX 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.