

SUBJECT TEACHING GUIDE

M2082 - Marketing Strategies in International Environments

Master's Degree in Marketing Management (Tourism Businesses)

Academic year 2021-2022

1. IDENTIFYING DATA					
Degree	Master's Degree in Marketing Management (Tourism Businesses)			Type and Year	Compulsory. Year 1
Faculty	Faculty of Economics and Business Studies				
Discipline	Obligatory Subjects				
Course unit title and code	M2082 - 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 aspects related to internationalization and strategic marketing decision-making of the company in foreign markets

4. OBJECTIVES

Knowledge of aspects related to internationalization and strategic marketing decision-making of the company in foreign markets

6. COURSE ORGANIZATION

CONTENTS	
1	Foundations 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
Group work (Applied case of internationalization)	Work	No	Yes	60,00
TOTAL				100,00
Observations				
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 test of one hundred percent of the subject				

8. BIBLIOGRAPHY AND TEACHING MATERIALS

BASIC

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