

BASIC DETAILS:

Subject:	INTERNACIONALIZACIÓN I. MARKETING INTERNACIONAL		
Id.:	32273		
Programme:	GRADUADO EN ADMINISTRACIÓN Y DIRECCIÓN DE EMPRESAS (CA)		
Module:	INTERNACIONALIZACIÓN		
Subject type:	OPTATIVA		
Year:	3	Teaching period:	Primer Cuatrimestre
Credits:	6	Total hours:	150
Classroom activities:	72	Individual study:	78
Main teaching language:	Inglés	Secondary teaching language:	Castellano
Lecturer:	BRADLEY , MICHAEL FRANCIS (T)	Email:	fbradley@usj.es

PRESENTATION:

The course aims to introduce students to an international perspective on the marketer tasks.

Beginning with a general vision of how changes the face of international business and the importance of the self-reference criterion (SRC) in international marketing. In addition, we will see issues reflecting the political and economic trade policies that affect how international business is conducted.

The Subject also provide a set of conceptual and analytical tools that would prepare students to successfully apply the four Ps to international markets.

Finally, Global marketing may also take the form of a diversification strategy in which a company creates new products or services and introduces them into new geographical markets. In summary, as Keegan explain, a fundamental task in global marketing is learning to recognize the extent to which marketing plans can extend worldwide, as well as the extent to which they must adapt.

PROFESSIONAL COMPETENCES ACQUIRED IN THE SUBJECT:

General programme competences	G01	Ability to analyse and summarise information from several sources.
	G02	Creative and efficient resolution of problems that arise in day-to-day, in order to ensure the highest levels of quality of professional work.
	G05	Ability to work effectively in interdisciplinary teams, integrating and participating in scientific and professional teamwork, contributing ideas and respecting and valuing the diversity of views of other team members.
	G07	Ability to work in an international context and innovate and adopt new approaches used in other national contexts.
	G08	Oral and written communication in Spanish.
	G10	Ability to apply the acquired knowledge, adapting it to the needs and special features of each situation and person.
	G11	Ability to come up with new ideas (creativity).
	G16	Ability to assimilate concepts of a social and humanistic nature into a comprehensive university education to enable the development of ethical values such as solidarity, multiculturalism, equality, commitment, respect, diversity, integrity, etc.
Specific programme competences	E02	Know and understand the local, national and international socio-economic context in which the companies operate and be able to interpret its impact on them.
	E04	Ability to identify related variables and understand their impact on business organisations.
	E13	Know the decision making processes in terms of policy and business strategy.
	E15	Propose, plan and lead business innovation projects that ensure the competitiveness of the company.
Learning outcomes	R01	Design and evaluate the optimal marketing-mix strategies in international environments.
	R02	Know the main information systems and ways of penetrating international markets.
	R03	Analyse and understand the environment that a company faces in its internationalisation process

PRE-REQUISITES:

Basic knowledge of marketing strategies and market analysis.

SUBJECT PROGRAMME:

Subject contents:

1 - An Overview
1.1 - The Scope and Challenge of International Marketing
1.2 - The Dynamic Environment of International Trade
2 - The Cultural Environment of Global Markets
2.1 - History and Geography: The Foundations of Culture
2.2 - Cultural Dynamics in Assessing Global Markets
2.3 - Culture, Management Style, and Business Systems
2.4 - The Political Environment: A Critical Concern
2.5 - The International Legal Environment: Playing by the Rules
3 - Assessing Global Market Opportunities
3.1 - Developing a Global Vision through Marketing Research
3.2 - Economic Development and the Americas
3.3 - Europe, Africa, and the Middle East
3.4 - The Asia Pacific Region
4 - Developing Global Marketing Strategies
4.1 - Global Marketing Management: Planning and Organization
4.2 - Products and Services for Consumers
4.3 - International Marketing Channels
4.4 - Integrated Marketing Communications and International Advertising
4.5 - Pricing for International Markets
5 - Implementing Global Marketing Strategies
5.1 - Negotiating with International Customers, Partners, and Regulators

Subject planning could be modified due unforeseen circumstances (group performance, availability of resources, changes to academic calendar etc.) and should not, therefore, be considered to be definitive.

TEACHING AND LEARNING METHODOLOGIES AND ACTIVITIES:

Teaching and learning methodologies and activities applied:

Teaching and learning methodologies and activities applied:

1. Teamwork

These cases are based on real-life situations, based upon data and research. They require students working in groups to isolate and think through the key issues involved against both theory and the larger comparative environment. The scope is to identify appropriate strategies for the resolution of the 'case', weight the pros and cons of the remedial options/ strategies and recommend and present a rationale with the results of the analysis..

Presentation Economic Areas

The workshop aims to develop a presentation by groups using the material delivered or any other that the group decides. Could be followed the order of ppt delivered or choose another that fits better, as well as use the ppt itself or change it. The goal is to make a statement of how affects the fact of being working in a geographical area or in another to the marketer. Final analysis must be presented in class.

In-class activities

During the course there will be several activities to be developed in class. Some will be articles to comment, or a case or a reading. Most of them will be developed within the class and others will require a written work.

2. Exams

There will be a final exam at the end of the semester.

3. Tutorials

Students are encouraged to meet individually the lecturer in order to review the course contents and exercises.

Student work load:

Teaching mode	Teaching methods	Estimated hours
Classroom activities	Master classes	24
	Other theory activities	10
	Practical exercises	10
	Practical work, exercises, problem-solving etc.	10
	Coursework presentations	12
	Other practical activities	2
	Assessment activities	4
Individual study	Tutorials	5
	Individual study	18
	Individual coursework preparation	10
	Group coursework preparation	14
	Project work	16
	Research work	5
	Compulsory reading	5
	Other individual study activities	5
Total hours:		150

ASSESSMENT SCHEME:

Calculation of final mark:

Group coursework:	60	%
Final exam:	40	%
TOTAL	100	%

*Las observaciones específicas sobre el sistema de evaluación serán comunicadas por escrito a los alumnos al inicio de la materia.

BIBLIOGRAPHY AND DOCUMENTATION:

Basic bibliography:

CATEORA, Philip R; GILLY, Mary C; GRAHAM, John L; International Marketing, 16th. ed., New York, McGraw-Hill Irwin, 2013.
BRADLEY, Frank; International Marketing, Ed. Pearson, 2005
KEEGAN, Warren J., Global Marketing Management, Pearson Prentice Hall, 2013

Recommended bibliography:

KOTLER, Philip; KELLER, Kevin, Marketing Management, 14th ed., New Jersey, Prentice Hall, 2011.
JAIN, Subhash C.; International Marketing Management, Ed. Thomson South-Western, 2001
ALBAUM, Gerald et al.; International Marketing and Export Management, Ed. Addison-Wesley, 1989
CRAIG, C. Samuel, DOUGLAS, Susan P.; International Marketing Research, Ed. Wiley, 2009.

Recommended websites:

Cultural Information by Country	http://www.GlobalNegotiationResources.com
International Marketing Data and Statistics	http://www.euromonitor.com