

Course title	<i>International marketing</i>
Credits	4
University	UCM
Language of the course	English/Spanish
Learning outcomes	<p>LO5. Students should be able to express themselves in at least one European language besides their mother tongue and English so that they can engage in European multilingual realities.</p> <p>LO6. have developed a large set of transversal skills which students need to master in their future domestic and international work environments, so that they are equipped to use organizational, inter- cultural communication, language and information skills, when confronted with the challenges of daily professional practice. Being immersed in a multi-disciplinary, multi-multilingual and multi-cultural study environment at different universities allows all students to sharpen their skills to combine intra-European mobility with their study-related workload in a structured and effective manner on a daily basis; to understand and communicate issues from and across different cultural, European and international perspectives; to process knowledge and information in a timely, accurate, and efficient way and to seek solutions with student peers across cultural and linguistic boundaries throughout their studies.</p> <p>LO7. have acquired analytical skills to conduct research under supervision, as well as present and report, clearly and comprehensively, both orally and in written form knowledge concerning questions of European Studies so that overall, students are able to formulate research questions, understand academic literature, collect and analyse data, critically reflect on research findings and weave this into the scientific-academic presentation of their own research results.</p>
Course objectives	<p>The objectives of the course are to develop knowledge through reflection, so that the student learns to:</p> <ul style="list-style-type: none"> ● Assess the relevance of International Marketing ● Understand the concept of an international company. ● Decide if a company should Internationalize and when you need the tools of International Marketing ● Organize a Marketing department capable of operating internationally ● Value the impact of the Digital World on the International company
Content	<p>The Program's aim is to train students to acquire knowledge about what International Marketing means and use of the main International Marketing tools. During the course real situations of companies that have applied International Marketing Techniques will be analyzed.</p> <p>This subject groups the contents of five subjects: Fundamentals of Marketing, Commercial Research, Consumer Behavior, Marketing Plan and International Marketing.</p> <p>Course structure is as follows:</p> <p><u>1. The internationalization of the company</u></p> <p>1.1. The keys to globalization</p> <p>1.2. International competitiveness</p> <p>1.3. Reasons for the internationalization of the company</p> <p><u>2. The international environment</u></p> <p>2.1. External analysis: market, customers, competitors, suppliers.</p> <p>2.2. Internal analysis: strengths and weaknesses of the company</p> <p>2.3. Need to adapt to changes in the international environment</p> <p>2.4. Disposition of resources and capacities for international expansion</p> <p><u>3. Selection of foreign markets</u></p> <p>3.1. Cultural and geographical distance</p> <p>3.2. Concentration vs. diversification</p>

	<p><u>4. Penetration in foreign markets</u></p> <p>4.1. Entry alternatives depending on the degree of investment</p> <p>4.2. Alternatives depending on the risks</p> <p>4.3. Alternatives depending on the level of integration in the market</p> <p>4.4. Alternatives depending on the level of control over the distribution</p> <p><u>5. Product adaptation</u></p> <p>5.1. Standardization vs. adaptation</p> <p>5.2. Adaptations in the product</p> <p>5.3. Adaptations in the service</p> <p><u>6. Establishment of prices in foreign markets</u></p> <p>6.1. Market appraisal</p> <p>6.2. Use of penetration prices</p> <p>6.3. Use of elitization prices</p> <p><u>7. Distribution in foreign markets</u></p> <p>7.1. Main methods of distribution</p> <p>7.2. Configuration of distribution channels</p> <p>7.3. Policies with intermediaries</p> <p><u>8. International advertising and promotion</u></p> <p>8.1. Identification of key elements: cultural, social and legislative</p> <p>8.2. Design of advertising and promotional strategies</p> <p><u>9. The international marketing plan</u></p> <p>9.1. Diagnosis of the situation</p> <p>9.2. Goal setting</p> <p>9.3. Choice of strategies</p> <p>9.4. Definition of action plans on marketing tools</p> <p>9.5 Programming and preparation of the budget</p> <p>9.6. Control and monitoring of the plan</p>
Work format(s)	Teaching will consist of a combination of formats i.e. : lectures, hands-on workshops, responsive teaching classes, case reports Students are expected to be present, demonstrate active participation during contact hours and prepare courses in case of responsive teaching sessions.
Manner of assessment	50% Final exam; 30% team work presentations; 15% resolution of cases and/or exercises; 5% active participation.

Literature (required/ recommended)	<p>Handouts, reader, medialinks, video materials, case reports.</p> <p>Hollesen, S. (2016). Global marketing: a decision-oriented approach. Pearson (7th Edition).</p> <p>Kotabe, M. y Helsen, K. (2016). Global Marketing Management. Wiley (7th Edition).</p> <p>Bradley, F. (1995): International Marketing Management. Prentice- Hall, Londres.</p> <p>Brun, P. (2014) Marketing international. Editorial Ellipses Marketing. ISBN-13: 978-2729889937.</p> <p>Cherunilam, F. (2010). International marketing (2nd ed.). Himalaya Pub. House. https://ucm.on.worldcat.org/oclc/700691256</p> <p>Czinkota, M.R y Ronkainen, I. (2012). International Marketing (10a. Ed.). Cengage Learning. ISBN-10: 113362751X-ISBN13: 978- 1133627517</p> <p>García-Mendoza, A. y Jerez J.L. (2010) Marketing internacional para la expansión de la empresa. ESIC Editorial. ISBN-13: 978-8473566728.</p> <p>Garding, S and Bruns, A. (2015) Complaint Management and Channel Choice: An Analysis of Customer Perceptions. Springer Briefs in Business.</p> <p>Gilligan, C., & Hird, M. (2013). International marketing (rle International Business): strategy and management. Taylor and Francis. https://ucm.on.worldcat.org/oclc/823719076</p> <p>Jean, R.-J. B., Chiou, J.-S., & Zou, S. (2013). International marketing in rapidly changing environments (Ser. Advances in international marketing, v. 24). Emerald. https://ucm.on.worldcat.org/oclc/866642936</p>
---------------------------------------	--