INTERNATIONAL MARKETING

SUBJECT DETAILS

Teaching period : 1<sup>st</sup> Semester 2016-2017

Timetable : First class: 15<sup>th</sup> September 2016
Last class: 19<sup>th</sup> January 2017

Every single Thursday during this period, from 1 pm to 3 pm.
Building Arxiduc and classroom A-16

A seminar with expert in the field of international trade, field trips and visits will be organized to different companies or organizations which export abroad / monitor exportation (dates are subjected to confirmation and might not be on Thursday from 1 pm to 3 pm)

Tutorials : Thursdays, 3 pm to 4 pm – same Room – On request.

Language : Course given in English

Number of credits : 6 ECTS

Exam dates : 15<sup>nd</sup> December (written exam: multiple choice questions and two short essays.)

Presentations of the projects:
22<sup>nd</sup> December, 12<sup>th</sup> and 19<sup>th</sup> January.

9<sup>th</sup> February (Remedial exam)

Lecturer : Miguel Trias Vilar
GENERAL AIMS

This subject serves as an initial contact with the main concepts related to international marketing including an initial marketing research, the analysis of diverse source of information will be promoted (textual, statistics...) and individual research will be encouraged looking for new contributions referring to the international market.

At the same time, students will learn the basics in the development of an international marketing as the pillar of any international commercial decision.

DESCRIPTION

This course introduces students to international marketing.

Students will examine and understand the elements involved in an international marketing strategy such as: the marketing information system in international markets, segmentation and transnational positioning, alternative strategy for penetration and development in international markets, and key decisions in formulating international marketing strategy.

Given the steady development and growth of international business around the world, our effort will focus on the significance of an organization, implementation and control of international marketing as a key factor in a business strategy for many enterprises.

Lectures will incorporate both theory and group discussions. Students will explore the real world of international marketing planning by executing a real project, participating in seminars or field trip with speakers related to the subject and visiting several Balearic enterprises or organizations well regarded in the international market.

RECOMMENDED REQUIREMENTS

Essential requirements

Good command of English is highly advisable
**Recommendable**

This subject does not have prerequisites. However, it is advisable that students have at least basic knowledge of marketing in order to facilitate the understanding of the subject.

**LEARNING OUTCOMES AND COMPETENCES**

After completion of this course students will be able to:

- Retrieve and analyze information from different international sources.
- Understand key elements of the subject and their usefulness.
- Apply theory to practice.
- Understand different business cultures and customs of other countries.
- Understand the context of international business.
- Have a positive attitude towards international business.
- Have an entrepreneurial spirit and interest in international business.
- Have the fundamentals about international marketing.

**GENERIC COMPETENCES**

After completion of this course students will be able to:

- Have the capacity to gather, interpret and understand relevant quantitative and qualitative data so as to form opinions on subject relevant to the international market.
- Communicate information, ideas, problems and solutions in any of the topics related to international marketing, directed to both specialist and non-specialist audiences. Likewise, students will have to show a good command of English communication skills both oral public presentation and written tasks as well.
SPECIFIC COMPETENCES

After completion of this course students will be able to:

- Have the fundamentals about international marketing.
- Understand the context of international business.
- Have a positive attitude towards international business.
- Retrieve and analyze information from different international sources.
- Understand key elements of the subject and their usefulness.
- Understand different business cultures and customs of other countries.
- Have an entrepreneurial spirit and interest in international business.
- Apply theory to practice.

SYLLABUS

The course consists of 6 units. Each unit consists of topics, tasks, problems or case-studies related to international marketing.

1.- An overview

The scope and challenge of international marketing.
The dynamic environment of international trade.
Marketing entry and expansion.

2.- The international Marketing Environment

Developing a global vision through marketing research.
Marketing information system in international markets.
Global environmental drivers (cultural, economic, political and legal, environmental and demographic environments).
3.- Assessing global market opportunities

Economic development and the Americas, Europe, Africa, the Middle East and Asia Pacific Region.

Finding global customers, analysing people and international markets, analysis of other factors which compound the micro environment (competitors, suppliers, stakeholders and others).

4.- The global international marketing strategies

Developing a global vision through marketing research.

International product, pricing, distribution and communications analysis.

Global marketing management: planning and organization.

5.- Corporate Social Responsibility and sustainability

What is the responsibility and sustainability of business?

Strategic focus: sustainable practices.

6.- Implementing global marketing strategies

Negotiating with international customers, partners and regulators.

International marketing plan, monitoring and control, significance of organizational structure in the development of marketing and control.

TEACHING METHODOLOGY

In this section the in-class activities and the distance education work activities and the distance education work activities are describes with the objective to assess the established abilities.
The methodology will foster individual study and an intercultural teamwork as well as student’s nature approach to the learning process their ability to self-motivate and to evaluate their own progress.

**In-work class activities**

<table>
<thead>
<tr>
<th>Modality</th>
<th>Name</th>
<th>Typ.Grp.</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Theory classes</td>
<td>Lecture</td>
<td>Large group</td>
<td>The lecturer will present and explain the main concepts, definitions and theory related to each subject. The active participation of the students in English is expected.</td>
</tr>
<tr>
<td>Seminars and workshops</td>
<td>Discussion of cases or articles</td>
<td>Large group</td>
<td>The study of cases and articles will facilitate the assimilation of the contents of the course. At the same time, they are intended to foster a critical reading of cases and articles, the capacity to distinguish the fundamental, the ability to synthesize and improve oral and written expression in English as well. The case or the articles will be provided in the session or online to enable and develop a discussion moderated and guided by the lecturer. Some type of writing summary or conclusion will be requested from the students. The ability to understand the main ideas of a text related with the</td>
</tr>
</tbody>
</table>
Assessment

Oral presentation and written support of the international marketing plan. Student cannot re-sit this part

Final exam
Student can re-sit this part

Large group
subject will be assessed as well.

The oral presentation with written support are intended to supervise the attended and non-attended activities oriented to develop the stages of an international marketing plan according to the content of the subject. Students will have to show a clear competence of the specific and general skills according with this syllabus.

Multiple choice test and short essays at the end of the semester. With this final exam is searched to assess the acquisition of competences and the assimilation of the contents of the subject.

IMPORTANT NOTICE: The minimal mark you have to get on the final exam to pass the course is 5 out of 10. If the student fails the final exam, there is another chance with a retake examination at the end of the course.
Distance education work activities

<table>
<thead>
<tr>
<th>Modality</th>
<th>Name</th>
<th>Typ.Grp.</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual self-study</td>
<td>Individual study</td>
<td>Individual</td>
<td>This is an important part. Students have to work individually on ensuring they have understood the theory and are able to put it into practice. During the course, the lecturer will give to the students some exercises and their solutions that may facilitate a better understanding of the subject.</td>
</tr>
<tr>
<td>Group self-study</td>
<td>Task-based and homework</td>
<td>Large group</td>
<td>In order to achieve the generic and specific competences (ability to work in teams, ability to argue and propose solutions...), it will be proposed activities that require advance preparation either individually or in group.</td>
</tr>
<tr>
<td>Group or individual self-study</td>
<td>Preparatory work for the international Marketing Plan.</td>
<td>Large group</td>
<td>Develop self-learning ability and teamwork as well. Do the international marketing plan, read articles and cases individually or in group.</td>
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Specific risks and protective measures

The learning activities of this course do not entail specific health or safety risks for the students and therefore no special protective measures are needed.
<table>
<thead>
<tr>
<th>Modality</th>
<th>Name</th>
<th>Hours</th>
<th>ECTS</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Attended activities</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Theory classes</td>
<td>Lecture / Theory</td>
<td>20</td>
<td>1</td>
<td>17</td>
</tr>
<tr>
<td>Practical classes</td>
<td>Professional skills practice</td>
<td>13</td>
<td>0,6</td>
<td>7.7</td>
</tr>
<tr>
<td>Assessment</td>
<td>Oral presentation</td>
<td>10</td>
<td>0,8</td>
<td>4</td>
</tr>
<tr>
<td>Non-attended activities</td>
<td></td>
<td>105</td>
<td>70</td>
<td></td>
</tr>
<tr>
<td>Individual self-study</td>
<td>Practical reinforcement learning tasks.</td>
<td>25</td>
<td>0,6</td>
<td>15</td>
</tr>
<tr>
<td>Group or individual self-study</td>
<td>Task-bases homework</td>
<td>40</td>
<td>0,8</td>
<td>25</td>
</tr>
<tr>
<td>Group self-study</td>
<td>Preparatory work for practice sessions</td>
<td>40</td>
<td>1,6</td>
<td>30</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td>150</td>
<td>6</td>
<td>100</td>
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At the beginning of the course, the subject schedule will be available to students through the UIB digital platform. This schedule will at least include the dates for the continuous assessment exams and assignment deadlines.
ASSESSMENT

The course will be assessed as follows:-

➢ **Class participation (readings and exercises).**  

It is of prime importance that students participate actively in the class, not only demonstrating that they have read the assigned material, but also that they have worked and understood the contents. A compilation of various readings and materials from journals, academic studies and texts as well (handouts in class or online).

Students will be required to write summaries of the readings made in the classroom or online, as well as the answers given to questions on readings and materials handed out by the lecturer in the session or online. Students should express their ideas in a clear and structured manner, paying attention to grammar and syntax, and to the presentation and organization of their commentary. At the beginning of each class, students’ commentary will serve to identify those aspects of readings and materials that have not been fully understood. Once these questions have been answered, students’ written ideas will be discussed to bring out the most significant aspects. These tasks will be evaluated as part of the participation grade.

25%

➢ **Seminar with expert in the field of international trade and field trips report and optionally**

The aim of the seminar is to gain at first-hand a professional’s perspective of international trade and marketing. Students will attend and participate directly in the lecture of experts in the field in English.

Students will be asked to write a report, in English, between 3 and 5 pages focusing on the content the seminar.

Besides, field trips and visits will be organized to different companies/organizations which export abroad / monitor exportation. Working in groups (a minimum of two student), students will be asked to write a report, in English, between 3 to 5 pages report focusing on their viewpoint as spectators, analyzing the most remarkable facts, and a personal statement of improvements to be applied, according to the knowledge gained during the visits.

25%
Optionally, it will be offered to the students the possibility to participate in an International Congress on Teaching Cases Related to Public and Nonprofit Marketing. The purpose of the event is to bring together teachers and students in a discussion forum revealing concerns regarding the topics related to responsible and/or sustainable character of activities carried out by entrepreneurs, businesses, nonprofit and public organizations outside their home country.

- **Group internalization marketing project and presentation in English**

  Students will work in a group on a case related to the subject. Each student will be required to do some hours of field work outside of class. Groups of students will be allocated by the lecturer and teamwork is basic to successful completion of this assignment. Each group will be assigned an actual enterprise and try to collaborate in the area of international trade and marketing.

  The completion of this assignment includes:
  - Several hours to work up the information.
  - Class presentation in group (15-20 minutes) of the real case. It is a must that students reflect the knowledge gained throughout the course.

- **Final exam**

  Exam will include multiple choice questions and two short essays.

  The minimal mark you have to get on the final exam to pass the course is 5 out of 10. If the student fails the final exam, there is a retake.
COURSE HANDOUTS

As the subject is in English, students will be given on-line course handouts with a summary of the key facts, opinions and references for each unit.

BIBLIOGRAPHY OR READINGS

Basic bibliography


Complementary bibliography


Other resources

- Course handouts: as the subject is in English, students will be given course handouts with a summary of the key facts, opinions and references for each unit.

- WTO Statistics Portal
  - www.wto.org/english/rse/statist.e.htm

- European Union International Trade in Goods Data.

- European Union Exports and Imports.
· www.epp eurostat ec.europa eu/portal/page/portal/nationalaccounts/data/database.

· Benefits of International Trade.
  · www.egwald.ca/international/economics/index.php.

· Should trade be considered a human right?
  · www.cop-la.net/en/node/523

· Instituto español de comercio exterior.
  · www.icex.es.