

## 27651 - International Marketing

### Syllabus Information

**Academic Year:** 2020/21

**Subject:** 27651 - International Marketing

**Faculty / School:** 109 - Facultad de Economía y Empresa

**Degree:** 450 - Degree in Marketing and Market Research

**ECTS:** 5.0

**Year:** 4

**Semester:** Second semester

**Subject Type:** Optional

**Module:** ---

### 1.General information

#### 1.1.Aims of the course

#### 1.2.Context and importance of this course in the degree

#### 1.3.Recommendations to take this course

### 2.Learning goals

#### 2.1.Competences

#### 2.2.Learning goals

#### 2.3.Importance of learning goals

### 3.Assessment (1st and 2nd call)

#### 3.1.Assessment tasks (description of tasks, marking system and assessment criteria)

### 4.Methodology, learning tasks, syllabus and resources

#### 4.1.Methodological overview

The learning process that has been designed for this subject is based on the following:

The combination of participatory lectures, practical classes, and performing work, exercises / cases and test related to the agenda of the subject.

The teaching methodology is planned for face-to-face classes. However, if necessary for health reasons, teaching could be delivered on line

#### 4.2.Learning tasks

The program that the student is offered to help you achieve the expected results includes the following activities ...

Participatory Lectures: provide the necessary theoretical knowledge, accompanied by practical examples to facilitate the understanding and application of the concepts studied. These sessions will address the following contents:

The concept of International Marketing

The study of the influence of different international environments, therefore, political, economic, cultural, technological, ecological and legal

Deciding which markets can be accessed and how to do it through the implementation of an international strategy

The right combination of international marketing mix

Control procedures on activities

Practical classes where exercises, business cases and test related to each topic will be developed.

Tutulary activities and / or seminars: You can monitor the work done by the students, answer questions about the theoretical and practical contents of the subject and / or perform specific practices applied to the theoretical content.

Self study: includes activities study of theoretical and practical resolution of practical activities content.

Evaluation activities.

The assessment will be prepared to be carried out as face-to-face examination, but if health circumstances do not allow it, they will be carried out by doing it entirely online or in a blended way. In the case of online exams, it is important to highlight that, the student may be recorded, and he or she can exercise his or her rights by the procedure indicated in.

[https://protecciondatos.unizar.es/sites/protecciondatos.unizar.es/files/users/lopd/gdocencia\\_reducida.pdf](https://protecciondatos.unizar.es/sites/protecciondatos.unizar.es/files/users/lopd/gdocencia_reducida.pdf)

The necessary software will be used to check the possibility of plagiarism. The detection of plagiarism or copying in an activity will imply that the activity or exam will be marked 0/10.

### **4.3.Syllabus**

#### **CHAPTER 1.- INTERNATIONAL MARKETING**

- 1.1.-Evolution of the concept of marketing
- 1.2.-Factors of internationalization
- 1.3.-Initiation of the internationalization of the company
- 1.4.-Internationalization process
- 1.5.-Theories on internationalization

#### **CHAPTER 2. THE INTERNATIONAL ENVIRONMENT**

- 2.1.-International competitive environment of the company
- 2.2.-Economic environment
- 2.3.-Political and legal environment
- 2.4.-Socio-cultural environment

#### **CHAPTER 3.-STRATEGIC PLANNING IN INTERNATIONAL MARKETING**

- 3.1.- Information systems in international markets
- 3.2.- The process of selecting international markets
- 3.3.-Strategies of expansion in the international markets
- 3.4.-Forms of entry into international markets
- 3.5.-Formulation of strategies in international marketing

#### **CHAPTER 4. THE INTERNATIONAL MARKETING MIX**

- 4.1.-The international product
  - 4.1.1.-Attributes of the international product
  - 4.1.2.-Decisions on international marks
  - 4.1.3.- Development of new international products
  - 4.1.4.-Strategy, positioning and relation of the communication mix of the international product
- 4.2.-Fixing the international price
  - 4.2.1.-Factors influencing international pricing
  - 4.2.2-International pricing strategies
  - 4.2.3-Transfer prices

- 4.2.4.- Means of payment and shipping terms
- 4.2.5.-Financing of exports
- 4.3.-International distribution strategies
  - 4.3.1.-External determinants of distribution channels
  - 4.3.2-Internal determinants of distribution channels
  - 4.3.3-International Distribution Strategies
  - 4.3.4.-Distribution Channels: Trends
- 4.4.-International communication
  - 4.4.1.-Functions of international communication
  - 4.4.2-Decisions on international communication
  - 4.4.3-International communication tools
  - 4.4.4-International communication strategies
  - 4.4.5.- Available communication techniques

## CHAPTER 5. CONTROL AND IMPLEMENTATION OF INTERNATIONAL MARKETING

- 5.1.-Organization of international marketing activities
- 5.2.-Control of the international marketing program
- 5.3.-International Marketing Plan

### PRACTICES

PRACTICE 1-Sources of information

PRACTICE 2-Cultural model

PRACTICE 3-Development of International Marketing Plan

### **4.4.Course planning and calendar**

Information concerning the timetable, classroom, office hours, assessment dates and other details regarding this course will be provided by the teachers at the beginning of the course and available in the website of the course in Moodle and the website of the Facultad de Economía y Empresa.

### **4.5.Bibliography and recommended resources**