

## 27651 - International Marketing

### Syllabus Information

**Academic year:** 2024/25

**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

The main goal of this subject is for the student to learn the main functions of International Marketing, and to be able to analyze, evaluate and propose decisions related to this aspect. Specifically, this subject aims to familiarize the student with the tasks performed by the director of the international department within the company, or with the related figures that deal with the management of products that are marketed in foreign markets.

These approaches and goals are aligned with the Sustainable Development Goals (SDGs) of the 2030 Agenda of United Nations (<https://www.un.org/sustainabledevelopment/es/>), specifically, the activities planned in the subject will contribute to the achievement of goals 4: Quality education and 8: Decent Work and Economic Growth, and more specifically, goal 4.4: By 2030, the number of young people and adults who have the necessary skills, particularly technical and professional skills, to access employment, decent work and entrepreneurship will increase significantly.

### 2. Learning results

- Explain the concept of International Marketing and its importance in the process of internationalization of companies.
- Differentiate the influence exerted by sociocultural, ecological, economic and political-legal environments on international marketing strategy.
- Know the different international marketing strategies and apply this knowledge in the decision to enter foreign markets.
- Differentiate and apply the main components of an international marketing program as they relate to product, pricing, distribution and communication decisions.
- Describe the different systems of organization, implementation and control of international marketing activities.
- Select and apply relevant information sources in international marketing decisions.
- Be able to communicate orally and/or in writing knowledge, ideas and results of the activities performed.
- Be able to perform the tasks corresponding to International Marketing with professional ethics and respect for all participants.
- Correct use of terminology related to International Marketing

### 3. Syllabus

Chapter 1. International Marketing

Chapter 2. The International Environment

Chapter 3. Strategic Planning in International Marketing

Chapter 4. International Marketing Mix

Chapter 5. International Marketing Control and Implementation

### 4. Academic activities

*Master classes:* 24 participatory hours where theoretical knowledge and practical examples will be provided to facilitate the understanding and application of the concepts.

*Practical classes:* 26 hours in which exercises, problem solving and presentation of problems and business cases will be developed, related to each topic, discussion of news and readings, as well as presentations and defenses of activities, which can be done individually and/or in groups.

*Personal Study:* 73 hours

*Tests Assessment:* 2h

The teaching methodology and its evaluation is planned to be based on face-to-face classes . However, if circumstances so require, they may be carried out online.

## 5. Assessment system

In the **first call** the student can pass the subject through a system of continuous and global evaluation.

In the **second call**, the student can only pass the subject through a global evaluation system **Continuous assessment**.

Classroom multiple-choice questions: Resolution of individual or group questions in theory classes. Valuation: 15% of the final grade.

Preparation and presentation of papers: Preparation, development and presentation of individual or group work related to the subject. Valuation: 55% of the final grade.

Written test: on the theoretical-practical contents of the program of the subject and carried out individually.

Valuation: 30% of the final grade. (In this test, the student will have to reach a minimum of 4 points out of 10 to be able to mediate with the rest of the grades of the continuous evaluation)

### **Global Assessment**

Written test: development questions and/or multiple-choice questions on the theoretical and practical contents of the program of the subject, and individually and scored out of 10 points.

Evaluation criteria: correct resolution of the questions, adequacy of the answers to the theoretical and practical contents, precision and clarity of exposition in the answers; precision in the use of terminology, correct written expression and correct spelling.

The minimum grade to pass the subject is 5 out of 10.

## 6. Sustainable Development Goals

4 - Quality Education

8 - Decent Work and Economic Growth