

## COURSE INFORMATION SHEET

<b>Course Information</b>	
<b>Course Title</b>	<b>Global Marketing</b>
<b>Degree</b>	<b>MIM</b>
<b>Academic Year</b>	<b>2018-2019</b>
<b>Semester</b>	<b>2nd</b>
<b>ECTS Credits</b>	<b>6</b>
<b>Type</b>	<b>Compulsory</b>
<b>Department</b>	<b>ICADE Business School</b>
<b>Area</b>	<b>Marketing</b>

<b>Lecturers Information</b>	
<b>Lecturer</b>	
<b>Name</b>	<b>Irene Vilà Trepà</b>
<b>Department</b>	<b>Marketing</b>
<b>Area</b>	<b>ICADE Business School</b>
<b>Office</b>	
<b>e-mail</b>	<b>ivila@icade.comillas.edu</b>
<b>Phone</b>	
<b>Tutorial Hours</b>	<b>To be arranged in class or upon e-mail request</b>

## DETAILED INFORMATION ABOUT THE COURSE

<b>Context of the course</b>	
<b>Contribution to the professional profile of the degree</b>	
<p>The course Global Marketing presents several contents essential for professional development of those students that are interested in international environments. It is for this reason that this course contains the key aspects for the marketing plan fulfilment in a global environment, from the objectives development and their strategies, till the action plan that entails the four Ps of the marketing mix: product, price, place and promotion.</p> <p>The goal is to learn the distinctive features in marketing implementation and management in a global scenario versus a more generic marketing approach. That is why the course presents the coordination among marketing plans in different markets, that will be fitting different levels of commitment and will involve specific investment, greater or lesser degree of contact with customers, which turns into a strategic concern.</p>	

## Objectives

The objective of the course is to provide the students with the concepts and tools required to prepare an excellent marketing plan.

## **THEMATIC UNITS AND CONTENT**

### Content

#### PART I

1. Introduction to global marketing
2. The international marketing plan
3. Marketing information systems in international markets
4. Global strategies: segmentation, targeting and positioning

#### PART II

5. Products and brands at international level
6. Global pricing strategies
7. The commercial distribution system
8. International communication

### Skills

#### Generic skills of degree programme

CG 01. Cognitive ability for analysis and synthesis, applied to business global situations and management of international organizational issues

CG 02. Information and data analysis and management as key factors in decision making and identification, formulation and resolution of managerial problems

CG 03. Problem resolution and decision making at strategic, tactic and operational level in the enterprise organization, taking into account the functional and business areas, as well as the different geographical markets

CG 06. Ethical commitment to implement global and organizational moral values in the case of ethical dilemmas and corporate social responsibility issues, with particular awareness to international diversity.

CG 07. Time management with the objective to improve personal and team effectiveness in the business environment

#### Skills specific to the sub-field of knowledge

CE 09. The capacity to define global marketing strategies consistent with business strategies and goals, taking into account multicultural environments and global consumers.

## **TEACHING APPROACH AND STRATEGIES**

General learning and teaching approach of the course	
<b>Class-based activities</b>	<b>Skills</b>
Lectures	CG01, CG02, CG04
Oral presentations	CG03, CG04, CG07, CG08, CG09
Group work learning	CG04, CG05, CG06, CG08
<b>Out of class activities</b>	<b>Skills</b>
Individual research	CG07, CG09
Case studies and assignments	CG03, CG04, CG08
Academic tutoring	CG07, CG09

## **ASSESSMENTS AND ASSESSMENT CRITERIA**

Assessment activities	WEIGHT
Individual exam	50%
Individual assessment	15%
Participation	5%
Self-assessment	5%
Oral presentation	10%

For those that fail the course, a final exam will be the final grade for the course.

SUMMARY OF STUDENT WORKLOAD *			
CONTACT HOURS			
Lectures	Activity based classes	Directed activities	Assesment
28	30		2
OUT OF THE CLASSROOM			
Individual study	Individual work	Group work	Study
20	20	20	30
ECTS CREDITS:			3

## **RESOURCES**

### **Bibliography**

#### **Books**

##### **BASIC BIBLIOGRAPHY**

**CATEORA, P. R.; GILLY, M. C.; GRAHAM, J. L.** (2013): *International Marketing*, McGrawhill, 16<sup>th</sup> edition.

**KEEGAN, W. J.; GREEN, M. S.** (2009): *Global Marketing*. Prentice-Hall.

**KOTLER, P., ARMSTRONG, G., HARRIS, L. and PIERCY, N.** (2013): *Principles of Marketing*. 6th European Edition. Pearson.

##### **RECOMMENDED BIBLIOGRAPHY**

**JOBBER, D. and FAHY, J.** (2006): *Foundations Of Marketing*. McGraw-Hill.

**DIBB, S. Y PRIDE, F.** (2000): *Marketing: Concepts And Strategies (4th Ed.)* Houghton Mifflin.