

**TECHNICAL SHEET OF THE SUBJECT**

Data of the subject	
Subject name	International Marketing
Subject code	E000008506
Involved programs	Grado en Administración y Dirección de Empresas (E-2) [Fourth year]
Level	Intercambio
Quarter	Semestral
Credits	6,0 ECTS
Type	Business in Spain
Department	Departamento de Marketing
Coordinator	Alfonso P. Fernández del Hoyo
Schedule	Refer to the corresponding class group and semester
Office hours	Upon Email request
Course overview	International Marketing Plan (IMP). Global vs. Multidomestic Strategy. Foreign Environmental Analysis and Int'l Research & Selection. Ways of Entry. International Marketing Mix and IMP implementation

Teacher Information	
Teacher	
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SPECIFIC DATA OF THE SUBJECT

Contextualization of the subject
Contribution to the professional profile of the degree
International Marketing covers the commercial strategies to be developed by a company in its internationalization process. The interest in International Marketing lies in its nature, causing a strong demand for professionals with this profile. The environment in which companies operate is becoming more globalized day by day, national markets are shrinking at the same time that local and foreign competition is increasing, and, all this, when there is no internal economic crisis that imposes the exit abroad. In this context, commercial internationalization is a necessity. The course provides the necessary knowledge to internationalize a company and to do it successfully in foreign markets. The course includes the basics of international marketing (foreign research, modes of entry, adaptation vs. standardization) and strategies to achieve the objectives of marketing abroad (Mix and International Marketing Plan).
Prerequisites
To have taken Introduction to Marketing and Marketing Research previously



Competencies - Objectives

Competences

GENERIC COMPETENCIES OF THE SUBJECT AREA

CG01 Capacity of analysis and synthesis

CG02 Problem-solving and decision making

CG03 Organizational and planning skills

CG04 Ability to manage information from different and diverse sources

CG07 Communication in a foreign language

CG09 Interpersonal skills: listening, arguing and debating

CG10 Leadership and teamwork capacity

CG11 Critical and self-criticism ability

CG13 Recognition and respect for diversity and multiculturalism

CG17 Capacity for the development and transmission of ideas, projects, reports, solutions & problems

CG18 Initiative and entrepreneurship

SPECIFIC

CEOPT04 Knowledge of the fundamental and differential elements of International Marketing and ability to apply international marketing strategies to real business cases

CEOPT05 Development of international commercial and negotiation skills

THEMATIC BLOCKS AND CONTENTS

Contents - Thematic Blocks

Theme 1: The International Marketing: Introduction

1. Introduction to the International/Global Marketing in the firm
2. The internationalization process: Initiation of the Internationalization and its theories
3. Development of the firm's international competitiveness (internal analysis)

Theme 2: Environmental analysis: The political and economic environment)

1. The political/legal environment



2. The economic environment
3. The European economic and monetary union and the euro

Theme 3: Environmental analysis: The sociocultural environment

1. Layers of culture
2. High and low context cultures
3. Elements of culture
4. Hofstede's dimensions
5. Managing cultural differences
6. Converge or divergence of the world's cultures
7. Culture and ethics

Theme 4: International Marketing Research & Market Selection Process

1. Introduction. The changing role of the international researcher
2. Types of international marketing research
3. Developing an International Marketing Information System (MIS)
4. The International Market Selection Process
5. Building a model for international market selection
6. Market expansion strategies and Global product/market portfolio

Theme 5: Modes of Entry in foreign markets

1. Introduction
2. Approaches to the choice of entry mode
3. Exporting modes
4. Intermediate entry modes
5. Hierarchical modes

Theme 6: The International Marketing-Mix: The Product Policy

1. Introduction to International Product Decisions: Dimensions and PLC
2. New Products for the international market and Product positioning.
3. Brand equity and branding decisions

Theme 7: The International Marketing-Mix: The Price Policy

1. Introduction: International vs. domestic pricing strategies
2. Factors influencing international pricing decisions
3. International pricing strategies
4. Implications of the internet for pricing across borders
5. Terms of sale and delivery
6. Terms of payment and export financing

Theme 8: The International Marketing-Mix: The Distribution Policy

1. Introduction to the structure of the channel
2. Multiple channel strategy
3. Managing and controlling distribution channels. Channel power



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4. **Implications of the internet. Online retail, E-commerce, Smartphone marketing**
5. **Grey marketing**

Theme 9: The International Marketing-Mix: The Communication Policy

1. **Introduction to the communication process.**
2. **Communications tools International advertising strategies in practice**
3. **Implications of the internet for communication decisions.**
4. **Social media marketing**
5. **Developing viral marketing campai**

Theme 10: Implementing and coordinating of the International/Global Marketing Plan

1. **Introduction to organization of global marketing activities.**
2. **Coordinating and controlling the global marketing plan**
3. **The process of developing the global/international marketing pla**

TEACHING METHODOLOGY

General methodological aspects of the subject

The program is developed through a suitable teaching methodology to achieve its goals and based on a wide range of techniques divided into different types of theoretical classes (lectures, interactive, conferences) and practical classes (commentary of news, discussion of "key issues" and case analysis) as well as tutorials (personalized and team) and the use of appropriate teaching material for each of the techniques mentioned above.

Use of Artificial Intelligence (AI) in the course

This course allows the use of AI tools, both **non-generative** (translators, international market analysis dashboards, campaign and brand image tracking across different markets) and **generative** (chatbots or assistants to simulate market entry plans or draft strategies). Responsible and critical use is encouraged to analyze practical cases, understand cultural and competitive adaptation, and design global proposals.

The course is set at **Permission Level 3 with special conditions**, according to the institutional scale. For non-generative AI, students must indicate which tools were used, in which parts of the work, and the keywords if applicable. For generative AI, they must specify the tools, prompts, and the sections of the work involved. Unrestricted or uncontrolled use is not permitted; students must critically evaluate any AI-generated content to ensure academic integrity and their own learning development.

In-class Methodology: Activities

- 1- Lectures / CEOPT04
- 2- Interactive classes / CEOPT04, GEOPT05
- 3- Key reading discussions / CG01, CG07, CEOPT04, CEOPT05
- 4- News exposition and commentary / CG01, CG04, CG07, CG10



5- Case presentation (Team) / CG13, CG18, CEOPT04, CEOPT05

6- Conduct of tests and trials/ CG14, CG17

Non-Presential Methodology: Activities

1- Advanced preparation of materials / CG3, CEOPT04

2- News search and preparation / CG1, CG17, CG18, CEOPT04

3- Teamwork analysis (IMP Case) / CG02, CG03, CG10, CG11, CG13, CG17

4- Tutorial meetings / CG14

5- Individual study / CG14, CG17

SUMMARY STUDENT WORKING HOURS

CLASSROOM		
Theoretical Classes (includes lectures)	Practices	Academic driven activities
33.00	16.50	10.50
OUT-OF-CLASSROOM		
Teamwork	Tutorials	Individual and/or group study and organized reading
22.50	4.50	69.00
ECTS CREDITS: 6,0 (156,00hours)		

EVALUATION AND CRITERIA

Activities subject to evaluation	Criteria	Weight
Theoretical exam	Knowledge	50
Class Participation in the news presentation, interactive classes, key reading discussions, and other team case presentations	According to the template scorecard (in terms of frequency and content)	20



		30
Practice: Case development and Presentation in class (team presentation)	According to the template scorecard (in terms of content as well as quality of the presentation)	

Ratings

If the student does not pass the course in the ordinary exam, because:

a) He/she has not passed the theoretical part (exam), but has a sufficient overall performance in the practical part (Class Participation and Group Case Presentation), he/she will have to repeat the exam in the extraordinary call. In this case, the percentages and grades obtained in the part passed will be maintained.

b) He/she has not passed the practical part (Individual Participation in Class and Group Case Presentation), he/she will have to carry out a special practice plan and attend a special tutorial. b) Has not passed the practical part (Individual Class Participation and Group Case Presentation), he/she will have to carry out a special practice plan and attend a tutorial until the date of the exam in the extraordinary exam. The grade in each of the approved parts would be saved and the final grade of the extraordinary call would be calculated according to the percentages established for each of them.

c) He/she has neither passed the theoretical nor the practical part, the student will have to take the exam in the extraordinary call and carry out the special internship plan.

In all these cases, the grade that will appear in the records of the ordinary exam will always be the grade obtained in the part not passed.

For repeating students, 100% of their grade will be the final Theoretical Exam unless they request a "practical program" at the beginning of the course, in which case 50% will count and the remaining 50% will correspond to the exam.

Note: for ICADE OUT students the 100% of the grade will be Theoretical Exam.

Reminder: In the course International Marketing, the use of AI to create entire assignments or significant parts, without citing the source or tool, or without explicit permission in the task description, will be considered plagiarism and regulated under the University's General Regulations.

Note: The improper use of ChatGPT or any other generative artificial intelligence (GAI) will be considered a serious offense, as established in the University's General Regulations, Article 168.2.e, defined as: "actions aimed at falsifying or defrauding the systems used to evaluate academic performance." The consequences include "temporary expulsion for up to three months or the prohibition from sitting exams in the next session following the imposition of the sanction, in one or more courses in which the student is enrolled, [...] in addition to receiving a failing grade (0) in the respective course, [...] [and] being prohibited from taking the exam for that course in the next session." In this regard, the use of ChatGPT or any other GAI will be considered improper (and therefore prohibited) within the final project and case studies of the course, as such use would seriously compromise the ability of these evaluation systems to assess the student's acquisition of the competences of the subject.

WORK PLAN AND SCHEDULE

Activities	Date of realization	Delivery date
Individual work (Reading preparation)	Week 2	Idem



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Individual work (Reading preparation)	Week 3	Idem
Individual work (chapter preparation)	Week 2	Idem
Individual work (chapter preparation)	Week 4	Idem
Individual work (chapter preparation)	Week 5	Idem
Individual work (chapter preparation)	Week 6	Idem
Individual work (chapter preparation)	Week 7	Idem
Individual work (chapter preparation)	Week 8	Idem
Individual work (chapter preparation)	Week 9	Idem
Individual work (chapter preparation)	Week 10	Idem
Individual work (chapter preparation)	Week 11	Idem
Individual work (chapter preparation)	Week 12	Idem
Individual work (chapter preparation)	Week 13	Idem
Individual work (chapter preparation)	Week 14	Idem
Individual work (chapter preparation)	Week 15	Idem
Teamwork case analysis	Week 4	Week 6
Teamwork case analysis	Week 5	Week 7
Teamwork case analysis	Week 6	Week 8
Teamwork case analysis	Week 7	Week 9
Teamwork case analysis	Week 8	Week 10
Teamwork case analysis	Week 9	Week 11



Teamwork case analysis	Week 10	Week 12
Teamwork case analysis	Week 11	Week 13
Teamwork case analysis	Week 12	Week 14

BIBLIOGRAPHY AND RESOURCES

Basic Bibliography

Books

- CATEORA, P. R., GILLY, M.C., and GRAHAM, J. L. (2009). *Marketing Internacional*, 14th ed. McGraw-Hill Interamericana, México,
- CATEORA P. R., GILLY, M. C., GRAHAM, J. L. and Money, B. (2016), *International Marketing*, 17th edition, McGraw-Hill/Irwin, NY, NY. Create version: FDEZ. DEL HOYO, A., VILÀ TREPAT, I., AGUIRRE DE CÁRCER, L. (2014), *International Marketing*, McGraw-Hill/Interamericana de España, S.L., Madrid.
- CATEORALN,P. R., GRAHAM, J. L., & GILLY, M. C. (2020). *International marketing* (18th ed.). McGraw-Hill Education.
- CERVIÑO, J., ARTEAGA, J., FDEZ.DEL HOYO,A. (2020), "Essentials of International Marketing", Ed. ICEX, Madrid
- CINKOTA M. R., & RONKAINEN, I. A. (2022). *International marketing* (11th ed.). Cengage Learning.Hollensen, S. (2020). *Global marketing* (8th ed.). Pearson.
- KEEGAN, W. J., & GREEM, M. C. (2020). *Global marketing* (10th ed.). Pearson.
- HOLLESEN, S. & BOGDANOVIC, A. (2025). *Global marketing* (9th ed.). Pearson Education Limited.
- HOLLESEN, S. (2019). *Global Marketing. A market-responsive approach*. 8th Ed. Pearson Education Limited, U.K

Book chapters

- CERVIÑO, J., ARTEAGA, J., FDEZ.DELHOYO, A. (2018), "Capítulo 3: Marketing Internacional" in *Manual de Internacionalización de Arteag español e inglés*

Articles

Several related and important articles will be provided in the subject part of the University web page, such as the following:

- Aage, T., & Belk, R. (2020). Digital globalization and the shifting boundaries of global luxury branding. *Journal of International Management*, 26(3), Article 100767.
- Hall, E. T. (1959), "The Silent Language in Overseas Business", HBR, pp. 87-96.
- Katsikeas, C. S., Leonidou, L. C., & Zeriti, A. (2019). Revisiting international marketing strategy in a digital age. *Journal of International Marketing*, 27(4), 3–15. [1]
- Knight, G. A. and Kim, D. (2009), "International business competence and the contemporary firm", *Journal of International Business Studies*, pp. 255-273.
- Kumar, V., & Mirchandani, R. (2012). Increasing the ROI of social media marketing. *MIT Sloan Management Review*, 53(1), 55–61.
- Levitt, T. (1983), "The Globalization of the Markets", *HBR*, May-June 1983, pp. 92-102.
- Sato, Y. (2004), "Some Reasons Why Foreign Retailers Have Difficulties in Succeeding in the JapaneseMarket", *International Retailing Plans and Strategies in Asia*, pp. 21-44.

Web Pages

The following are of special interest for the subject INFOTRADE: www.globalnegotiator.com



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- INFOTRADE: www.globalnegotiator.com
- ICEX: www.icex.es

Teacher's notes

Available at the subject web page on Moodle.

Other Material

Available at the subject web page on Moodle. As an example:

- Fernández del Hoyo, A. (2026), *Europe 1995 & Beyond*, Universidad Pontificia Comillas, Madrid, inédito.

Complementary Bibliography

Books

CERVIÑO, J. (2006), *Marketing Internacional. Nuevas perspectivas para un mercado globalizado*, Ed. Pirámide, Madrid.

FERNÁNDEZ. DEL HOYO, A. P. (2009), *Innovación y Gestión de Nuevos Productos. Una visión estratégica y práctica*, Ed. Pirámide, Madrid.,

JEANNET, J. P., HENNESSEY, H. D. (2005), *Global Marketing Strategies*, 6ª Ed. HoughtonMifflin Company, Boston. RYES, A., and TROUT, J. (2003). *Positioning, The Battle for your Mind*. Mc Hil