

SUBJECT DATA INFORMATION

Subject information	
Name	International Marketing
Code	
Studies	Undergraduate BBA
Course	L C
Semester	1st. / 2nd. semester
ECTS credits	5
Type	Elective
Department	Marketing
Area	Marketing Research and Commercialization
University	Comillas-ICADE
Hours	
Professor	Alfonso P. Fernández del Hoyo / Irene Vilà Trepát / Luis Aguirre de Cárcer
Descriptor	International Marketing Plan (IMP). Global vs. Multidomestic Strategy. Foreign Environmental Analysis and International Research & Selection. Ways of Entry. International Marketing Mix and IMP implementation

Staff information	
Professors:	
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Tutorial hours	1,5 hours / week

Staff information	
Professors:	
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Staff information	
Professors:	
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Tutorial hours	1,5 hours / week

SUBJECT DETAILS

Subject context

Contribution to the career profile of the studies

International Marketing is a subject that deals with the internationalization of a company's commercial activities and thereby, the purpose of this course is to provide students with an understanding of Marketing in an international context. The course aims at the identification and analysis of the differences between both local and international environments and its implications in the Marketing strategy of a company facing international markets.

In a world that is increasingly leaning towards globalization at the same time that market orientation becomes the company's dominant philosophical approach, the knowledge brought by this subject becomes essential for business survival and success. Its contents could be highly valuable for professionals such as Global Product and Brand Managers, Market Managers, International Department Directors, Global Consultants and Managers in general who are engaged in international commercial operations.

Prerequisites

To have taken Introduction to Marketing and Marketing Research previously.

Competencies - Objectives

Generic Competencies of the subject area

Instrumental

CGI1 Capacity of analysis and synthesis
CGI4 Ability to manage information from different and diverse sources
CGI7 Communication in a foreign language

Interpersonal

CGP10 Leadership and teamwork capacity
CGP11 Critical and self-criticism ability
CGP13 Recognition and respect for diversity and multiculturalism

Systemic

CGS14 Capacity for learning and working independently
CGS17 Capacity for the development and the transmission of ideas, projects, reports, solutions and problems.
CGS18 Initiative and entrepreneurship

Specific Competencies of the subject area

Conceptual (to know)

CE34.1 Knowledge and comprehension of the firm in the international context
CE34.2 Knowledge and comprehension of the key elements for the formulation of international strategies

Procedural (how to do)

CE91.1 Capacity of applying international marketing strategies to real business cases
CE91.2 Development of international commercial negotiation strategies

THEME AREA AND CONTENTS

Contents	
Theme 1: The International Marketing: Introduction	
1.1.	The International Marketing.
1.2.	The internationalization process: The company and the foreign markets
Theme 2: Environmental analysis: International (external) and own (internal)	
2.1.	Analysis of the foreign environment
2.2.	Analysis of the company's internal environment
Theme 3: Research and Selection of foreign markets	
3.1.	Concepts and objectives.
3.2.	Phases of the foreign research.
3.3.	Sources of information.
Theme 4: Ways of Entry in foreign markets	
4.1.	Introduction.
4.2.	Exporting
4.3.	Other non-exporting strategies
4.4.	Selections of ways of entry for foreign markets
Theme 5: The International Marketing-Mix: The Product Policy	
5.1.	Attributes of the Product for foreign markets.
5.2.	Standardization vs. Adaptation.
5.3.	Product Policy planning and development.
5.4.	The Product / Market Mix
Theme 6: The International Marketing-Mix: The Price Policy	
6.1.	Price components.
6.2.	Comparison between local and international prices.
6.3.	Price formation.
6.4.	International Transfer Pricing
Theme 7: The International Marketing-Mix: The Communication Policy	
7.1.	Aspects of the International Communications Policy
7.2.	International Communications Techniques.
7.3.	International Communications Policy
Theme 8: The International Marketing-Mix: The Distribution Policy	
8.1.	The Distribution in foreign markets.
8.2.	The Channels of Distribution abroad
8.3.	International Logistics
Theme 9: Implementation and Control of the International Marketing Plan	
9.1.	Types of International Marketing Organizations.
9.2.	Parts of and International Marketing Plan
9.3.	Implementation and control of the International Marketing Plan.

CLASS METHODOLOGY

General Methodological aspects of the subject

The program provides the theoretical framework and tools for its practical implementation based on the subject objectives. Several techniques are combined for the theoretical classes (lectures and interactive classes) practices (news, key readings & case analysis) and tutorial. Teamwork will be strongly recommended for many assignments. The team member composition will remain unchanged during the semester. The homework will be assigned on a weekly basis. It will consist of cases, readings and written assignments to be distributed on the previous week.

Classroom Methodology Activities	Competencies
<ol style="list-style-type: none"> 1. Lectures 2. Interactive classes 3. Key readings discussions 4. News exposition and commentary 5. Case presentation (Team practice) 	CE34.1 CE34.2 CE91.1 CE34.1 CE34.2 CE91.1 CE91.2 CGI1, CGI7 CGI1, CGI4, CGI7, CGI18 CGP11 CGP10, CGP13
Out of classroom Methodology: Activities	Competencies
<ol style="list-style-type: none"> 1. Advanced preparation of materials 2. News search and preparation 3. Teamwork analysis (IMP Case) 4. Tutorial meetings 5. Individual study 	CE34.1 CE34.2 CE91.1 CGI1, CGS 17, CGS18, CE34.1 CGP10 CGP11, CGP13 CGS14 CGS14 CGS17 CGS18

CLASSROOM ACTIVITIES							OUT OF CLASSROOM ACTIVITIES				
WS	h/s	Interactive Classes (theory)	Practice (cases)	News	Lectures	Readings	Teamwork analysis (case)	Individual work: Advanced preparat.	Tutorial	Individual study	h/s
1	3,5	1		0,5	2				0,5		0,5
2	3,5	2		0,5		1		3		1	4
3	3,5	2		0,5		1		3	0,5	1	4,5
4	3,5	2	1	0,5			2	3		1	6
5	3,5	2	1	0,5			2	3	0,5	1	6,5
6	3,5	2	1	0,5			2	3		1	6
7	3,5	2	1	0,5			2	3	0,5	1	6,5
8	3,5	2	1	0,5			2	3		1	6
9	3,5	2	1	0,5			2	3	0,5	1	6,5
10	3,5	2	1	0,5			2	3		1	6
11	3,5	2	1	0,5			2	3	0,5	1	6,5
12	3,5	2	1	0,5			2	3		1	6
13	3,5	2	1	0,5				3	0,5	1	4,5
14	3,5	2	1	0,5				5			5
15	3,5	1		0,5	2			5	0,5		5,5
T	52,5	28	11	7,5	4	2	18	46	4	12	80

W= Weeks (15)

h/w= hours per week

GRADING

Activities subject to evaluation (it is required to pass the theoretical exam to count the rest)	CRITERIA	WEIGHT
Theoretical Exam	Knowledge	50%
Class Participation in the news presentation, interactive classes, key reading discussions and other teams case presentations	According to template (in terms of frequency and content)	20%
Practice: Case development and Presentation in class (team presentation)	According to template (in terms of content as well as quality of the presentation)	30%

The grading system is in terms of continuous evaluation having as a base the individual class participation, team work and theoretical exam

The final grade is comprised of Class Participation (based on news and key readings expositions) with a 20%, the Case Development with 30% and the Theoretical Exam with a 50%.

To pass the subject is required to obtain at least a grading of 5 either in the Case as well as in the Theoretical Exam.

In the extraordinary exam, the student must do a Theoretical written exam and/or a practical Case development if he did not passed any of the two.

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

SUMMARY OF WORK SCHEDULE AND CRONOGRAMME

Classroom and non-classroom activities	Date of assignment	Date of delivery
Individual work (Reading preparation)	Week 2	Idem
Individual work (Reading preparation)	Week 3	Idem
Individual work (Chapter preparation)	Week 2	Idem
Individual work (Chapter preparation)	Week 3	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 analysis	Week 4	Week 6
Teamwork analysis	Week 5	Week 7
Teamwork analysis	Week 6	Week 8
Teamwork analysis	Week 7	Week 9
Teamwork analysis	Week 8	Week 10
Teamwork analysis	Week 9	Week 11
Teamwork analysis	Week 10	Week 12
Teamwork analysis	Week 11	Week 13
Teamwork analysis	Week 12	Week 14

SUMMARY OF STUDENT WORKHOURS			
CLASSROOM			
Theoretical Classes (includes lectures)	Practices	Academic driven activities	Evaluation
32	11	9,5	
OUT OF CLASSROOM			
Individual work on theoretical content	Individual work on practical content	Teamwork	Personal study
46	4	18	12
CREDITS ECTS 5:			132,5

BIBLIOGRAPHY AND OTHER RESOURCES

Main Bibliography
Books
<ul style="list-style-type: none"> CATEORA P. R., GILLY, M. C. and GRAHAM, J. L. (2013), <i>International Marketing</i>, 16th edition, McGraw-Hill/Irwin, NY, NY. Create version: FDEZ. DEL HOYO, A., VILÀ TREPAT, I., AGUIRRE DE CÁRCER, L. (2014), <i>International Marketing</i>, EU McGraw-Hill/Interamericana de España, S.L., Madrid. LLAMAZARES O. (2016) <i>Marketing Internacional</i>, Ed. Global Marketing Strategies, Madrid
Book chapters
There will be provided in the subject part of the University web page several related book chapter

Articles

There will be provided in the subject part of the University web page several related and important articles such as:

- Hall, E. T. (1959), "The Silent Language in Overseas Business", *HBR*, pp. 87-96.
- Knight, G. A. and Kim, D. (2009), "International business competence and the contemporary firm", *Journal of International Business Studies*, pp. 255-273.
- 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 Japanese Market", *International Retailing Plans and Strategies in Asia*, pp. 21-44.

Web pages

Among the main web pages for the course are:

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

Theacher's notes

Available at the subject web page. As an example:

- Llamazares, O. (2010), *Marketing Internacional (Readings based on author's book)*

Other materials

Available at the subject web page:

- Fernández del Hoyo, A. (2012), *Europe 1995-2015*, Universidad Pontificia Comillas, Madrid, inédito.

Supplementary bibliography

Books

- CERVIÑO, J. (2006), *Marketing Internacional. Nuevas perspectivas para un mercado globalizado*, Ed. Pirámide, Madrid.
- FDEZ. DEL HOYO, A. (2009), *Innovación y Gestión de Nuevos Productos*, Ed. Pirámide, Madrid.
- RYES, A., and TROUT, J. (2003). *Positioning, the Battle for your Mind*. McGraw-Hill