

COURSE INFORMATION SHEET

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

Lecturers Information	
Lecturer	
Name	Irene Vilà Trepà
Department	Marketing
Area	ICADE Business School
Office	
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Phone	
Tutorial Hours	To be arranged in class or upon e-mail request

DETAILED INFORMATION ABOUT THE COURSE

Context of the course
Contribution to the professional profile of the degree
<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	
Class-based activities	Skills
Lectures	CG01, CG02, CG04
Oral presentations	CG03, CG04, CG07, CG08, CG09
Group work learning	CG04, CG05, CG06, CG08
Out of class activities	Skills
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, 16th 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.