



FICHA TÉCNICA DE LA ASIGNATURA

Datos de la asignatura	
Nombre completo	International Marketing
Código	E000008506
Nivel	Intercambio
Cuatrimestre	Anual
Créditos	6,0 ECTS
Carácter	Business in Spain
Departamento / Área	Departamento de Marketing
Responsable	Alfonso P. Fernández del Hoyo
Horario	Según semestre y grupo (consultar)
Horario de tutorías	A determinar

Datos del profesorado	
Profesor	
Nombre	Alfonso Pedro Fernández del Hoyo
Departamento / Área	Departamento de Marketing
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Profesor	
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DATOS ESPECÍFICOS DE LA ASIGNATURA

Contextualización de la asignatura

Competencias - Objetivos

BLOQUES TEMÁTICOS Y CONTENIDOS

METODOLOGÍA DOCENTE

Aspectos metodológicos generales de la asignatura

EVALUACIÓN Y CRITERIOS DE CALIFICACIÓN

BIBLIOGRAFÍA Y RECURSOS



MARKETING INTERNACIONAL / INTERNATIONAL MARKETING (E2/E2BIL – E3 – E4 – E6 – Business in Spain)

SUBJECT DATA INFORMATION

Subject information	
Name	Marketing Internacional (en Inglés)
Code	
Studies	Undergraduate BBA (ADE)
Course	4º GE-2 (09) GE 2BIL / 4ºGE-4 (09) / 4ºGE-6 / Business in Spain
Semester	1st. and 2nd semester
ECTS credits	6
Type	Elective
Departament	Marketing
Area	Marketing Research and Commercialization
University	Comillas-ICADE
Hours	
Professor	Alfonso P. Fernández del Hoyo
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	
Professor & Coordinator:	
Name	Alfonso P. Fernández del Hoyo
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Área	Marketing Research and Commercialization
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Tutorial hours	2 hours / week
Staff information	
Professors:	
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Staff information	
Professor:	
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Staff information

Professor:

Name	Clemente Sánchez Hernández
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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

- 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

Interpersonal

- 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

Systemic

- CG14 Capacity for learning and working independently
- CG17 Capacity for the development and transmission of ideas, projects, reports, solutions & problems.
- CG18 Initiative and entrepreneurship

Specific Competencies of the subject area

Conceptual (to know)

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

Procedural (how to do)

CEOPT05 Development of international commercial and negotiation skills



THEME AREA AND CONTENTS

Contents	
Theme 1: The International Marketing: Introduction	
1.1.	Introduction to the International/Global Marketing in the firm
1.2.	The internationalization process: Initiation of the Internationalization and its theories
1.3.	Development of the firm's international competitiveness (internal analysis)
Theme 2: Environmental analysis: The political and economic environment)	
2.1.	The political/legal environment
2.2.	The economic environment
2.3.	The European economic and monetary union and the euro
Theme 3: Environmental analysis: The sociocultural environment	
3.1.	Layers of culture
3.2.	High and low context cultures
3.3.	Elements of culture
3.4.	Hofstede's dimensions
3.5.	Managing cultural differences
3.6.	Converge or divergence of the world's cultures
3.7.	Culture and ethics
Theme 4: International Marketing Research & Market Selection Process	
4.1.	Introduction. The changing role of the international researcher.
4.2.	Types of international marketing research.
4.3.	Developing an International Marketing Information System (MIS)
4.4.	The International Market Selection Process.
4.5.	Building a model for international market selection.
4.6.	Market expansion strategies and Global product/market portfolio
Theme 5: Modes of Entry in foreign markets	
5.1.	Introduction
5.2.	Approaches to the choice of entry mode
5.3.	Exporting modes
5.4.	Intermediate entry modes
5.5.	Hierarchical modes
Theme 6: The International Marketing-Mix: The Product Policy	
6.1.	Introduction to International Product Decisions: Dimensions and PLC
6.2.	New Products for the international market and Product positioning.
6.3.	Brand equity and branding decisions
Theme 7: The International Marketing-Mix: The Price Policy	
7.1.	Introduction: International vs. domestic pricing strategies.
7.2.	Factors influencing international pricing decisions.
7.3.	International pricing strategies.
7.4.	Implications of the internet for pricing across borders
7.5.	Terms of sale and delivery.
7.6.	Terms of payment and export financing.
Theme 8: The International Marketing-Mix: The Distribution Policy	
8.1.	Introduction to the structure of the channel.
8.2.	Multiple channel strategy.
8.3.	Managing and controlling distribution channels. Channel power
8.4.	Implications of the internet. Online retail, E-commerce, Smartphone marketing
8.5.	Grey marketing



Theme 9: The International Marketing-Mix: The Communication Policy	
9.1.	Introduction to the communication process.
9.2.	Communications tools
9.3.	International advertising strategies in practice
9.4.	Implications of the internet for communication decisions.
9.5.	Social media marketing. Developing viral marketing campaign
Theme 10: Implementing and coordinating of the International/Global Marketing Plan	
10.1.	Introduction to organization of global marketing activities.
10.2.	Coordinating and controlling the global marketing plan
10.3.	The process of developing the global/international marketing plan.

CLASS METHODOLOGY

General Methodological aspects of the subject	
<p>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 is 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.</p>	
Classroom Methodology Activities	Competencies
<ol style="list-style-type: none"> Lectures Interactive classes Key readings discussions News exposition and commentary Case presentation (Team practice) Conduct of tests and trials 	<p>CEOPT04 CEOPT04, GEOPT05 CG01, CG07, CEOPT04, CEOPT05 CG01, CG04, CG07, CG10, CG11 CG18 CG13, CG18, CEOPT04, CEOPT05 CG14, CG17</p>
Out of classroom Methodology: Activities	Competencies
<ol style="list-style-type: none"> Advanced preparation of materials News search and preparation Teamwork analysis (IMP Case) Tutorial meetings Individual study 	<p>GE03; CEOPT04 CG01, CG 17, CG18, CEOPT04 CG02, CG03, CG10, CG11, CG13, CG17 CG14 CG14,CG17</p>



CLASSROOM ACTIVITIES							OUT OF CLASSROOM ACTIVITIES				
WS	h/w	Interactive Classes (theory)	Practice (cases)	News	Lectures	Readings	Teamwork analysis (case)	Individual work: Advanced preparation.	Tutorial	Individual study	h/w
1	4	1,5		0,5	2				1		1
2	4	2		0,5		1,5		3,5		1,5	5
3	4	2		0,5		1,5		3	0,5	1,5	5
4	4	2	1,5	0,5			2,5	3		1,5	7
5	4	2	1,5	0,5			2,5	3,5	0,5	1,5	8
6	4	2	1,5	0,5			2,5	3,5		1,5	7,5
7	4	2	1,5	0,5			2,5	3,5	0,5	1,5	8
8	4	2	1,5	0,5			2,5	3,5		1,5	7,5
9	4	2	1,5	0,5			2,5	3,5	0,5	1,5	8
10	4	2	1,5	0,5			2,5	3,5		1,5	7,5
11	4	2	1,5	0,5			2,5	3,5	0,5	1,5	8
12	4	2	1,5	0,5			2,5	3,5		1,5	7,5
13	4	2	1,5	0,5				3,5	0,5	1,5	5,5
14	4	2	1,5	0,5				5			5
15	4	1		0,5	2,5			5	0,5		5,5
T	60	28,5	16,5	7,5	4,5	3	22,5	51	4,5	18	96

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, teamwork 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 pass 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
33	16,5	10,5	
OUT OF CLASSROOM			
Individual work on theoretical content	Individual work on practical content	Teamwork	Personal study
51	4,5	22,5	18
CREDITS ECTS 6:			156



BIBLIOGRAPHY AND OTHER RESOURCES

Main Bibliography

Books

- HOLLENSEN, S. (2019), *Global Marketing. A market-responsive approach*. 8th Ed. Pearson Education Limited, U.K.
- CERVIÑO, J., ARTEAGA, J., FDEZ.DEL HOYO, A. (2020), “Essentials of International Marketing”, Ed. ICEX, Madrid ”
- 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*, EU McGraw-Hill/Interamericana de España, S.L., Madrid.
- LLAMAZARES O. (2016) *Marketing Internacional*, Ed. Global Marketing Strategies, Madrid.

Book chapters

- CERVIÑO, J., ARTEAGA, J., FDEZ.DEL HOYO, A. (2018), “Capítulo 3: Marketing Internacional” in *Manual de Internacionalización de Arteaga, J. (coord.)*, Ed. ICEX, Madrid. (2 versiones español e inglés)

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

Teacher'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. (2018), *Europe 1995-2018*, Universidad Pontificia Comillas, Madrid, inédito.

Supplementary bibliography

Books

- CERVIÑO, J. (2006), *Marketing Internacional. Nuevas perspectivas para un mercado globalizado*, Ed. Pirámide, Madrid.
- CATEORA, P. R., GILLY, M.C. and GRAHAM, J. L. (2009), *Marketing Internacional*, 14ª Edición, Ed. McGraw-Hill Interamericana, México, 2006,
- 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