

INTERNACIONAL MARKETING STRATEGIES

Total length of the module: 45 hours

Number of sessions: 30

Length of each session: 1,5 h

INTRODUCTION TO THE COURSE

Marketing products and services around the world, transcending national and political boundaries, is a fascinating phenomenon. This course focuses on marketing strategy and management within the context of the international markets. It introduces the complex and constantly evolving realities of international marketing. It evaluates cultural differences and aims to enhance student skills in developing and implementing marketing strategies and decision making in the international contexts. It starts with an overview of the environments faced in international markets (i.e., cultures, economic systems, financial markets, governments and legal systems, etc.) and then addresses in some depth the elements of global marketing strategy (product, price, distribution, promotion, etc.) and its implementation.

REQUIREMENTS

- Fluent in English
- Interest on the international marketing realities

CONTENTS

- 1- International Marketing Strategies
 - a. International Marketing Imperative.
 - b. Content and principles of the marketing plan in the international context
 - c. International Marketing Environments: Economic and cultural
 - d. International Marketing Environments: International political and legal
- 2- Analysis of the International Marketing
 - a. Commercial investigation about purchasing behavior in different markets
 - b. Product and services strategies definitions and contents to the international approaches
 - c. International price strategies and activities analysis
 - d. Distribution channels activities and strategies: international changes and relationship analysis
- 3- Organization and control
 - a. How communicate and make publicity at international levels
 - b. Promotion products and global promotions
 - c. International Marketing organisation and control

GRADING

Mid-term exam (25 %): Mid-term exams refer to the first half of the course and it is a stimuli for the continuous evaluation of the student:

Papers (15 %): Case studies are on the basis of the learning methodology. During course 5 or 6 case studies referring different industry real business situation on the context of the International Marketing, are discussed and student implication is very important to succeed

Presentation in class (10 %): Final presentation of the Project developed in small teams is mandatory and allows student to do a real approach of the International Marketing

Final Exam (50 %): Final exam allow student to show its capabilities developed by the learning process being assessed during the following up of the course. It encompassed all contents of it.

BIBLIOGRAPHY

- Czinkota, M & Ronkainen, I. (2001): *International marketing*. Prentice Hall
Kotler A. *Principles of Marketing* Prentice Hall
Doole I. & Lowe R. *International Marketing Strategy*. Thomson