

## 1. BASIC INFORMATION

<b>Course</b>	International marketing
<b>Degree program</b>	Marketing Degree
<b>School</b>	Social Sciences and Communication
<b>Year</b>	
<b>ECTS</b>	6 ECTS
<b>Credit type</b>	Obligatory
<b>Language(s)</b>	English
<b>Delivery mode</b>	Campus based
<b>Semester</b>	Second
<b>Academic year</b>	2022/2023
<b>Coordinating professor</b>	Laura Juarez
<b>Professor</b>	Laura Juarez

## 2. PRESENTATION

The International Marketing subject is part of the Marketing degree and provides the skills and knowledge necessary to manage the international environment as an element that broadens the knowledge related to it, thus learning to interact in a globalized world.

## 3. COMPETENCIES AND LEARNING OUTCOMES

### Core competencies:

- CB1. That students have demonstrated to possess and understand knowledge in an area of study that is based on general secondary education, and it is usually found at a level that, although it is supported by advanced textbooks, also includes some aspects that imply knowledge coming from the vanguard of their field of study.
- CB2. That students know how to apply their knowledge to their work or vocation in a professional manner and possess the skills that are usually demonstrated through preparation and defense of arguments and resolution of problems within their area of study.
- CB3. That students have the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include a reflection on relevant issues of social, scientific or ethical nature.

### Cross-curricular competencies:

- CT4: Capacity for analysis and synthesis: being able to break down complex situations into their component parts; also evaluate other alternatives and perspectives to find

optimal solutions. Synthesis seeks to reduce complexity in order to better understand it and/or solve problems.

- CT8: Information management: Ability to search, select, analyze and integrate information from various sources.
- CT12: Critical reasoning: Ability to analyze an idea, phenomenon or situation from different perspectives and assume before him/her a personal and personal approach, built from rigor and argued objectivity, and not from intuition.

**Specific competencies:**

- CE01: Ability to understand the function of marketing and its contribution to achieving the strategic objectives of the company, and its location within the basic functions of the company.
- CE02: Ability to understand how marketing actions should be designed based on the optimal use of the marketing mix.
- CE03: Faculty to analyze and synthesize the results of reports and market studies and take them as a basis for decision-making applied to marketing.
- CE04: Ability to identify and assess consumer needs, to be able to design procedures, create products and solutions with which to channel demand towards brand offerings.
- CE05: Ability to understand the role of marketing within the company's strategic planning process (Mission – Vision – Values – Strategies – Action Plan – Marketing Plan).
- CE12: Ability to analyze the return on each investment in marketing, always looking for the profitability of the department.
- CE13: Ability to analyze the economic and market data obtained, with criteria to decide what information is relevant and how it can be used, obtaining correct conclusions.
- CE14: Faculty of integrating in the design of the different marketing solutions, (whether these are products, pieces of communication, etc.) respect for essential values such as a culture of peace, democratic values, equality between men and women, equal opportunities and universal accessibility for people with disabilities.
- CE19: Ability to autonomously assess and select the data to provide the information, perfectly distinguishing the sources of the company and the environment.
- CE22: Be rigorous in justifying marketing proposals, based on objective data and avoiding subjectivity and bias.
- CE23: Ability to monitor the technological environment and its impact on the marketing sector.

**Learning outcomes:**

- RA1: Will have the basic knowledge to understand the role of the price variable within the marketing mix. Learn to integrate tactical and strategic price decisions within the global marketing strategy, as well as understand the relationship between price and the different financial aspects of the company, fundamentally costs and profit.
- RA2: Will know how price affects consumer decision-making, understanding the psycho-sociological impact on the individual, both at a personal level and in their social interactions.
- RA3: Will be able to analyze the price from the competitive point of view, identifying the consequences of each price decision in relations with competitors.

The following table shows the relationship between the competencies developed during the course and the learning outcomes pursued:

Competencies	Learning outcomes
CB1, CB2, CB3, CT04, CT08, CT012, CE01, CE02, CE03, CE04,	RA1: Will have the basic knowledge to understand the role of the price variable within the marketing mix. Learn to integrate tactical and strategic price decisions within the global marketing strategy, as well as understand

CE05, CE12, CE13, CE14, CE19, CE22, CE23	the relationship between price and the different financial aspects of the company, fundamentally costs and profit.
CB1, CB2, CB3, CT04, CT08, CT012, CE01, CE02, CE03, CE04, CE05, CE12, CE13, CE14, CE19, CE22, CE23	RA2: Will know how price affects consumer decision-making, understanding the psycho-sociological impact on the individual, both at a personal level and in their social interactions
CB1, CB2, CB3, CT04, CT08, CT012, CE01, CE02, CE03, CE04, CE05, CE12, CE13, CE14, CE19, CE22, CE23	RA3: Will be able to analyze the price from the competitive point of view, identifying the consequences of each price decision in relations with competitors.

## 4. CONTENT

The subject is organized into six learning units, which, in turn, are divided into topics (depending on the units):

- Topic 1. Introduction to international marketing
- Topic 2. Analysis of the international marketing environment
- Topic 3. Market research and sources of information for international marketing
- Topic 4. Segmentation and positioning in international markets
- Topic 5. Decisions about the mix
- Topic 6. The operation in foreign trade

## 5. TEACHING-LEARNING METHODOLOGIES

The types of teaching-learning methodologies used are indicated below:

- Master class.
- Case method.
- Cooperative learning.
- Problem-based learning.
- Project-based learning.

## 6. LEARNING ACTIVITIES

Listed below are the types of learning activities and the number of hours the student will spend on each one:

### Campus-based mode:

Learning activity	Number of hours
Lectures	30h
Autonomous work	40h

Oral presentations	10h
Practical application classes	30h
Develop written reports	25h
Test of knowledge	5h
Academic Tutoring	10h
<b>TOTAL</b>	<b>150h</b>

**Online mode:**

Learning activity	Number of hours
Virtual seminars	10
Content study and complementary document	20
Individual activities	30
Group activities	20
Virtual Academic tutoring	20
Test	5
Autonomous work	45
<b>TOTAL</b>	<b>150h</b>

## 7. ASSESSMENT

Listed below are the assessment systems used and the weight each one carries towards the final course grade:

**Campus-based mode:**

Assessment system	Weight
Test	50%
Group and individual activities	50%

**Online mode:**

Assessment system	Weight
Test	50%
Group and individual activities	50%

When you access the course on the *Campus Virtual*, you'll find a description of the assessment activities you have to complete, as well as the delivery deadline and assessment procedure for each one.

### 7.1. First exam period

To pass the course in the first exam period, you must obtain a final course grade of at least 5 out of 10 (weighted average).

In any case, you will need to obtain a grade of at 4.0 in the final exam in order for it to count towards the final grade along with all the grades corresponding to the other activities.

### 7.2. Second exam period

To pass the course in the second exam period, you must obtain a final grade of at least 5 out of 10 (weighted average).

In any case, you will need to obtain a grade of at 4.0 in the final exam in order for it to count towards the final grade along with all the grades corresponding to the other activities.

The student must deliver the activities not successfully completed in the first exam period after having received the corresponding corrections from the professor, or those that were not delivered in the first place.

## 8. SCHEDULE

This table shows the delivery deadline for each assessable activity in the course:

Assessable activities	Deadline
Activity 1. Identification of the basic elements of international marketing	Week 4-5
Activity 2. Analysis of the environment	Week 6-7
Activity 3. International market research using primary and secondary information sources	Week 8-10
Activity 4. Target audience analysis	Week 11-13
Activity 5. Decision making in the marketing mix according to company	Week 14-15
Activity 6. Presentations Integrative group project	Week 16-17
Activity 7. Final test	Week 18-19

This schedule may be subject to changes for logistical reasons relating to the activities. The student will be notified of any change as and when appropriate.

## 9. BIBLIOGRAFY

The main reference work for this subject is:

- Martínez Valverde José Fulgencio. (2017). International marketing. Auditorium.

The recommended Bibliography is:

- Cateora, P.R. (2016). International marketing. New York: McGraw-Hill Education.
- Keegan, W., & Green, M. (2004). Globalmarketing. PearsonEducation.
- Keegan, W.J., & Brill, E.A. (2014). Global marketing management.
- Kumar, V. (2015). Global marketing research. Los Angeles: Sage.
- Mooij, M.K. (2010). Global marketing and advertising: Understanding cultural paradoxes. Los Angeles: SAGE.

## 10. DIVERSITY MANAGEMENT UNIT

Students with specific learning support needs:

Curricular adaptations and adjustments for students with specific learning support needs, in order to guarantee equal opportunities, will be overseen by the Diversity Management Unit (UAD: Unidad de Atención a la Diversidad).

It is compulsory for this Unit to issue a curricular adaptation/adjustment report, and therefore students with specific learning support needs should contact the Unit at [unidad.diversidad@universidadeuropea.es](mailto:unidad.diversidad@universidadeuropea.es) at the beginning of each semester.

## 11. ONLINE SURVEYS

Your opinion matters!

The Universidad Europea encourages you to participate in several surveys which help identify the strengths and areas we need to improve regarding professors, degree programs and the teaching-learning process.

The surveys will be made available in the “surveys” section in virtual campus or via e-mail.

Your assessment is necessary for us to improve.

Thank you very much for your participation.

