

1. BASIC DETAILS

Subject	International marketing
Qualification	Global Degree in International Business
School/Faculty	Social Sciences and Communication School
Year	2nd
ECTS	6
Type	Mandatory
Language(s)	English
Modality	Campus based
Semester	1st
Academic year	2024-2025
Coordinating professor	Laura Juárez
Professor	Beatriz de Bustos Nogales

2. PRESENTATION

The subject of International Marketing is a part of the International Business degree and provides the necessary skills and knowledge to manage the international area as an element that extends the knowledge related to it.

The aim is to place the student in a learning scenario on an international environment that allows the integral application of all the marketing knowledge and to engage in the professional reality

3. COMPETENCIES AND LEARNING OUTCOMES

Basic competencies:

- BC2: Students must apply their knowledge to their work and vocation in a professional way and must demonstrate their skills in sustaining arguments and solving problems within their field of study.
- BC4: Students must be able to convey information, together with ideas, problems and solutions to a specialized or non-specialized audience.
- BC5: Students must have developed the necessary learning skills so as to undertake subsequent studies with autonomy.

Cross-cutting competencies:

- CC1: Creativity. Create new ideas and concepts from known ideas and concepts, reaching conclusions or solving problems, challenges and situations in an original way.
- CC3: Capacity to adapt to new situations: Being able to assess and understand different situations, adapting our approach to a situation insofar as is necessary or appropriate.
- CC5: Capacity to apply knowledge: Being able to use knowledge acquired in academic contexts

- in situations that resemble as closely as possible the reality of the chosen future profession.
- CC8: Information management: The ability to find, select, analyze and integrate information from different source.
- CC10: Initiative and entrepreneurial spirit: The ability to decisively undertake difficult or risky actions. The ability to anticipate problems, suggest improvements and persevere in carrying them through, with a preference for initiating activities and completing them.
- CC17: Teamwork: The ability to actively participate and cooperate with other people, areas and/or organizations to achieve common goals.

Specific competencies:

- SS 1. Capacity for evaluation and critical analysis of phenomena and agents that affect the social and political environment in different international scenarios.
- SS4: Ability to identify and analyze the economic aspects of globalization linked to the internationalization of companies, foreign trade, and the global economy.
- SS7: Ability to use the management tools available in the area of marketing and commercial management, in the context of international business.
- SS15: Ability to perform market analysis prior to making decisions on international expansion and business growth.
- SS16: Ability to select the best strategic planning, marketing and commercial alternatives, which are then implemented in the markets and companies in which the business activity takes place, in a context of globalized and interdependent environments.
- SS23: Ethical behavior in business respecting human rights and the impact of productive activities on the environment both in the country of origin and in the different markets in which it operates.

Learning outcomes:

- LO1. Understanding the characteristics and methodology of International Marketing.
- LO2. Analysis of the cultural, social, political, legal and economic peculiarities that the company will find in its internationalization.
- LO3. Study of the market research process to determine the most suitable markets.
- LO4: Study of the possible strategies of penetration in new markets and the design of the different marketing strategies in the different countries.
- LO5. Ability to develop an International Marketing Plan.
- LO6. Development of understanding attitudes and analysis of the peculiarities of foreign markets

The table below shows the relationship between the competencies developed in the subject and the learning outcomes pursued:

Competencias	Resultados de aprendizaje
BS2,BS4. BS5 CS1, CS3, CS5, CS8,CS10, CS17 SS1, SS4, SS7, SS15, SS16, SS23	LO1
BS2,BS4. BS5 CS1, CS3, CS5, CS8,CS10, CS17 SS1, SS4, SS7, SS15, SS16, SS23	LO2
BS2,BS4. BS5 CS1, CS3, CS5, CS8,CS10, CS17 SS1, SS4, SS7, SS15, SS16, SS23	LO3

BS2,BS4. BS5 CS1, CS3, CS5, CS8,CS10, CS17 SS1, SS4, SS7, SS15, SS16, SS23	LO4
BS2,BS4. BS5 CS1, CS3, CS5, CS8,CS10, CS17 SS1, SS4, SS7, SS15, SS16, SS23	LO5
BS2,BS4. BS5 CS1, CS3, CS5, CS8,CS10, CS17 SS1, SS4, SS7, SS15, SS16, SS23	LO6

4. CONTENTS

- Introduction to International Marketing and Business Internationalization
- International Marketing Plan. Marketing Project focused in an international company
- Analysis and Diagnosis of the international company
- Research and selection of foreign markets. International branding
- Forms of foreign markets. International cultural management
- International Marketing Strategies (I): segmentation and positioning
- International Marketing Strategies (II): Marketing Mix (product, price, distribution and communication)
- Online marketing for the internationalization of the company

5. TEACHING-LEARNING METHODOLOGIES

The types of teaching-learning methodologies to be applied are as follows:

- Project-based Learning
- Master classes
- Case studies
- Cooperative learning

6. EDUCATIONAL ACTIVITIES

Each of the educational activities to be carried out together with the number of hours students will dedicate to it is described below:

Campus-based modality:

Educational activity	Number of hours
Master classes	18h
Case studies	30h
Oral exposition	15h
Autonomous work	50h
Debates and colloquia	10h
Formative assessment	5h
Tutorship sessions	10h
Asynchronous Master classes	12h
TOTAL	150

7. ASSESSMENT

The assessment systems, as well as their weight in the total grade of the subject, are listed below:

Campus-based:

Assessment system	Weighting
Knowledge Exam	30%
Case studies and problem solving	20%
Oral presentations	10%
Design of intervention strategies and plans	30%
Students performance	10%

When you access the subject in the Virtual Campus, you will be able to consult in detail the assessed assignments that you must perform, as well as the submission dates and the assessment procedures for each of them.

7.1. First exam sitting

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 5 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 sitting

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 5 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

To pass the course in the first exam period you the weighted average grade of all the activities listed in the table (or, where appropriate, those indicated by the teacher) must be equal to or greater than 5 out of 10; and you must obtain in the exams a grade equal to or greater than 5 out of 10.

Assessed assignments	Date
Activity 1	Week 1-5
Activity 2	Week 6-10
Activity 3	Week 11-15
Activity 4	Week 17
Exam	Week 16

This schedule may be modified for logistical reasons related to the assignments. Any modification will be notified to the student in a timely manner.

9. BIBLIOGRAPHY

Here is the recommended bibliography:

- ☐ Cateora, P. R. (2016). International marketing. New York: Mc-Graw-Hill Education.
- ☐ Keegan, W., & Green, M. (2004). Global marketing. Pearson Education.
- ☐ 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. EDUCATIONAL GUIDANCE, DIVERSITY AND INCLUSION UNIT

From the Educational Guidance and Diversity Unit we offer support to our students throughout their university life to help them reach their academic achievements. Other main actions are the students inclusions with specific educational needs, universal accessibility on the different campuses of the university and equal opportunities.

From this unit we offer to our students:

1. Accompaniment and follow-up by means of counselling and personalized plans for students who need to improve their academic performance.
2. In terms of attention to diversity, non-significant curricular adjustments are made in terms of methodology and assessment for those students with specific educational needs, pursuing an equal opportunities for all students.
3. We offer students different extracurricular resources to develop different competences that will encourage their personal and professional development.
4. Vocational guidance through the provision of tools and counselling to students with vocational doubts or who believe they have made a mistake in their choice of degree.

Students in need of educational support can write to us at:

orientacioneducativa@universidadeuropea.es

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.