



PERSONA CIENCIA EMPRESA

UNIVERSITAT RAMON LLULL

Code: 80510**Name of the subject:** Cross-Cultural Marketing and Integrated Marketing Communications**GENERAL CHARACTERISTICS**

Number of credits ECTS:	3.5
Language/s	Catalan Spanish English
Type	Normal
Professor/s	

DESCRIPTION**BRIEF DESCRIPTION AND JUSTIFICATION**

Promotional strategy will give business professionals an understanding of the role played by promotion in business today. Promotional strategy introduces you to the fundamental principles and theories of integrated marketing communications (IMC). It covers various promotional aspects of the marketing mix such as principles of communication; models of how advertising and sales promotions work; basic steps of developing communication strategies; planning and implementing promotional campaigns and media selection and scheduling.

An integral part of the course applies and examines theoretical topics related to IMC. You will not only obtain knowledge on the major components of the IMC such as advertising, sales promotion, public relations, direct marketing and personal selling but also you will learn how to develop and evaluate additive promotional strategies. You will be assessed on your understanding of the communication and promotional theories as well as your application of the theories and knowledge to practical tasks.

Although this is a business course, many elements of the class will draw heavily upon the disciplines of sociology, psychology, and anthropology. Thus, this course will have a primary objective of fostering an interdisciplinary understanding and appreciation of ethnicity within the context of IMC

COMPETENCIES

As a consequence of the assimilation of the subject's learning contents, the student will be able to:

- Identify, analyze and propose strategies to overcome entry barriers faced by companies in a global context (CE6).
- Understand the principles of leadership, and apply them in a global context (CE8).
- Develop an entrepreneurial spirit (CT3).
- Apply a global vision in management(CT4).
- Apply the new learnings in professional situations (CT6).

PREREQUISITES

- Requirements legally established to access postgraduate programs.
- English proficiency (TOEFL 7.0 or equivalent).

CONTENTS

1. Global Marketing Task
 - Utilize social-studies skills in marketing, sales, and service to obtain understanding of customers and the economic environment in which they function.
 - Country Attractiveness: Export Expansion
2. Global Marketing Strategy:
 - Evaluate financial systems to enhance their impact on business
 - Gather, synthesize, evaluate, and disseminate marketing information to make business and marketing decisions.
3. Global Branding
 - Effective and Creative Ad Messages
 - Traditional Advertising Media
 - Online and Mobile Advertising, from the app to the customer.
 - Social Media, SEO activities
4. Promotions: Utilize promotional knowledge and skill for communication information to achieve a desired marketing outcome: Trade and consumer Promotion
 - Planning and Analysis
 - Measuring Effectiveness

METHODOLOGY

TRAINING ACTIVITIES:

Training activities	ECTS Credits	Competencies
Lectures presenting concepts and procedures	1,00	CE6, CE8, CT3, CT4, CT6
Practical sessions (exercises, case resolution)	1,00	CE6, CE8, CT3, CT4, CT6
Assignments by Students	0,50	CE6, CE8, CT3, CT4, CT6
Seminars or tutorials	0,50	CE6, CE8, CT3, CT4, CT6
Personal study activities	0,50	CE6, CE8, CT3, CT4, CT6
Assessment sessions	-	
Internship in Company	-	
TOTAL	3,50	

EXPLANATION OF TEACHING METHODOLOGY

The methodology applied to this course is based on:

- Lectures by the instructor
- Cases provided by the instructor.
- Reports and Presentations in class.

EVALUATION

METHODS OF EVALUATION

Evaluation Methods	Weight	Competencies
Final exam	-	
Partial exams	30%	CE6, CE8, CT3, CT4, CT6
Following up activities	-	
Homework and presentations	30%	CE6, CE8, CT3, CT4, CT6
Experimental work or fieldwork	-	
Projects	30%	CE6, CE8, CT3, CT4, CT6
Evaluation of the company or institution	-	
Participation	10%	CE6, CE8, CT3, CT4, CT6

LEARNING OUTCOMES

In studying cross cultural IMC, the main learning objectives are:

1. Demonstrate the principle of using promotion and communication to motivate product purchase by integrating the features and benefits of the product to the needs and wants and lifestyles of customers.
2. Demonstrate the principles of integrating all elements of the promotion mix with each other, in order to maximize their combined effectiveness.
3. To develop the ability and demonstrate the addictiveness of applying creative thinking to the development of any and all elements of the promotion mix.
4. To develop critical and creative marketing abilities within a culture-specific or multi-cultural context.

EVALUATION

- Discussion and presentation of cases.
- One midterm exam.
- Quizzes and assignments.
- An assignment on Cross Cultural Marketing.
- A final project.

EVALUATION OF COMPETENCIES

Develop an entrepreneurial spirit: the competence will be assessed from team assignments.

Apply a global vision in management: the competence will be assessed from the leadership case

Apply the new learnings in professional situations: the competence will be assessed from the quizzes and midterm exam.

BIBLIOGRAPHY

Bibliography

The course is based on Articles and Business Cases. Materials will be updated on a yearly basis and

provided to the students by the instructor.

DOCUMENT RECORD

PREVIOUS CHANGES

LAST REVISION

September the 1st 2017. Dr. Carlos Malet on behalf of Dr. Antony Patino.

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