INTERNATIONAL MARKETING

Credits: 6 ECTS CREDITS

Course: FOURTH YEAR

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OBJECTIVES

The purpose of the course is to examine the specific issues involved in developing an international marketing strategy and in conducting marketing operations on a global environment. Attention will be focused on problems such as identifying and evaluating opportunities in international markets, developing and adapting marketing tactics in relation to specific national market needs and constraints, and coordinating strategies in global markets. A strategic planning approach will be adopted.

The course is designed to give students an understanding of:

• how to assess opportunities based on a consideration of both country macro and market related factors.
• how to evaluate and address local regional and global competitors.
• strategic options for entering global markets.
• how to balance global and local considerations when developing the marketing mix.
• how to develop an integrated strategic plan for international markets.

PROGRAMME

1. Introduction
2. Global Marketing: Fundamentals
3. Global Environment: Political, Legal, Culture
4. Going Global (I): Marketing Research
EDUCATIONAL ACTIVITIES

We will achieve the course objectives through discussion of assigned readings and application of concepts to case studies. In addition, an International Marketing Plan simulation, as Country Manager, will be assigned for presentation in class. The simulation will entail selecting a new international market for entry, establishing a brand presence in that market, and expanding into additional foreign markets.

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<thead>
<tr>
<th>ACTIVIDADES FORMATIVAS</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A. Lectures of international marketing concepts</td>
<td>30 %</td>
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<tr>
<td>B. Discussion of assigned readings</td>
<td>10 %</td>
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<tr>
<td>C. Discussion of assigned case studies</td>
<td>40 %</td>
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<tr>
<td>D. International marketing plan simulation</td>
<td>20 %</td>
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EVALUATION SYSTEM

Course requirements consist of both team and individual assignments. In addition, all students are expected to participate actively in class discussions:

<table>
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<tr>
<th>Grading Coefficients Applied</th>
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<tbody>
<tr>
<td>1. Case Write-ups (8)</td>
<td>40 %</td>
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<tr>
<td>2. International Marketing Plan</td>
<td>40 %</td>
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<tr>
<td>3. Participation in Class</td>
<td>20 %</td>
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<tr>
<td>TOTAL</td>
<td>100 %</td>
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Important Notes:

(1) **International Marketing Plan Simulation:**
Each student and/or group will act as a marketing team for a certain company, selected among a list that will be provided. The team will make decisions regarding market entry, type and mode of entry, product management, segmentation and positioning, pricing, distribution, and advertising and promotion. A detailed guideline document will be provided. The Plan will be issued prior to the presentation in class.
(2) Case Study Analysis Write-ups:
Case studies are an excellent way to learn concepts and to apply knowledge gained through the text and other course material. For each assigned long case study you will be required to write a 4-5 page case analysis (typed, double-spaced, and proofread) worth 5 points. Be sure to address any questions raised in the case itself or, as well as, and if not already included, the following:

- Central issue/decision of the case
- Significant environmental/uncontrollable factors faced
- Key marketing mix components/strategic marketing aspects
- Possible courses of action, including pros/cons of each
- Decision/recommendations for the case
- Connections between case issues and course concepts
- Any questions the case raised for you

(3) Participation in Class:
Participation is a very important part of this course experience. You will need to come to class with assigned readings done and cases analyzed in order to participate fully in class discussions.

BIBLIOGRAPHY

BASIC

COMPLIMENTARY: