



PERSONA CIENCIA EMPRESA  
UNIVERSITAT RAMON LLULL

## Master in International Marketing in a Digital Environment

### International Marketing Strategy

<b>Credits:</b>	6 ECTS
<b>Lecturer:</b>	Giampaolo Viglia, PhD
<b>Campus:</b>	IQS School of Management (Barcelona)

#### Brief description

The business world has been facing over the last decades considerable development challenges as a result of a changing global economy, new emerging markets and globalization. Companies are called upon to act and to identify new markets, find solutions to emerging competition, match their products and services to consumers in different countries, and finally grow in an environment of global, yet local attitudes.

After a solid refresh of the key marketing concepts, attendants will gain exposure to the company challenge of setting up international production or sales operations and study related concepts such as:

- Global competitive marketing strategies
- Marketing and the global legal environment
- Culture, management styles and business systems in emerging markets
- How countries compete for globalization
- Consumer behavior across cultures
- Market entry and exit strategies
- Standardization issues in international marketing
- Global branding and international advertising
- Pricing for international markets
- Negotiating with international customers, partners and regulators

#### Competencies

**Anticipation to Change (CT1):** Students would have the ability to anticipate situations and discover new trends and business opportunities in the market.



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**Ethic, Social and Environmental response (CT3):** Upon completion of the master, students will identify and face any ethical or social responsibility dilemma in the global Market by applying personal ethic and organizational values.

**Strategic thinking (CE2):** At the end of the course students will be able to know which strategic marketing adjustments are necessary in order to effectively enter international markets and how market entry strategies should be conceived and managed. More concretely students will know: how to identify high potential markets, how to study international markets and how to compete in international markets.

**Brand Management (CE3):** Apply the principles to build and manage international brands.

**Product creation (CE4):** Identify process and operations to create products to be launched to the international markets.

### Course content

- 1) Global marketing, market segmentation and positioning strategies.
- 2) Managing the product over time: Strategic planning in marketing
- 3) Product, product line and brand decisions
- 4) Pricing decisions
- 5) Distribution decisions and marketing communications
- 6) Studying the environment
- 7) Local and global communication
- 8) Revenue management and pricing in international markets
- 9) Cultural factors
- 10) Maximize sales in International Markets

### Methodology

Training activities	ECTS	Competencies
Theoretical master classes	1,0	CT2, CT3, CE2, CE3, CE4
Practical master classes	1,2	CT2, CE3, CE7, CE8
Student's time allocated to writing and preparing assignments and presentations	2,4	CT2, CE3, CE7, CE8
Tutorial and seminars	0,2	CT2, CE3, CE7, CE8
Personal study	1,2	CT2, CE3, CE7, CE8
<b>Total ECTS</b>	<b>6</b>	



### Explanation of teaching activities

The course integrates traditional lectures with in-class practical application of concepts, hence including:

- Lectures
- Discussion of case studies
- Guest-speakers presentations

Students will have to spend time preparing for the sessions, writing coursework and studying for the midterm and final exam.

### Course evaluation

Assessment system	Weight (%)	Competencies
Final exam	20	CT2, CT3, CE2, CE3, CE4
Midterm exams	15	CT2, CT3, CE2, CE3, CE4
Monitoring class activities (cases, discussions, exercises)	20	CT2, CT3, CE2, CE3, CE4
Course works and presentations	35	CT2, CT3, CE2, CE3, CE4
Projects		
Participation	10	CT2, CT3, CE2, CE3, CE4
<b>Total weight</b>	<b>100%</b>	

### Learning Outcomes

- 1) Understand global market strategies.
- 2) Implementing market selection criteria and mode of entry strategies.
- 3) Implementing decisions in heterogeneous markets.
- 4) Appropriateness of different marketing communication and distribution strategies in different markets.
- 5) Decide which strategy to take in different environments; planning an adequate communication
- 6) Understand different pricing strategies and how different consumers react to these new strategies.
- 7) Exploration of value pricing, fairness, price discrimination, brand equity, new product development, communications, and marketing strategy in a global setting.
- 8) Understand the factors that may lead companies to engage and retain customers depending on their country of origin.
- 9) Implementing decision in practice, discussion on how to maximize revenues when dealing with different specific market



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## **Evaluation**

The evaluation of the course will comprise the qualifications obtained in a partial exam (15%), the follow-up activities (20%), the teamwork and presentations (35%) and a final exam (20%), and class participation (10%).

Course candidates will be assessed on a continuous basis, with a strong focus on class participation. Class participation will be judged on quantity and quality of interventions in class. Students will be provided numerous occasions of oral participation during each session.

## **REFERENCES:**

Cateora, P. R., Gilly, M. C., & Graham, J. L. (2013). *International Marketing*. Boston: McGraw-Hill Irwin.

Doole, I., & Lowe, R. (2012). *International Marketing Strategy*. London: Cengage Learning.

Hollensen, S. (2013). *Global Marketing*. 8th edition. Essex: Prentice Hall.