



Asignatura: International Marketing  
Código: 16759  
Centro: Facultad de Ciencias Económicas y Empresariales  
Titulación: Administración de Empresas  
Nivel: Grado  
Tipo: Optativo  
Nº de Créditos: 6

## 1. ASIGNATURA / COURSE TITLE

International Marketing

### 1.1. Código / Course number

16759

### 1.2. Materia/ Content area

Marketing

### 1.3. Tipo / Course type

Optional

### 1.4. Nivel / Course level

Undergraduate

### 1.5. Curso / Year

Fourth year

### 1.6. Semestre / Semester

Second semester

### 1.7. Número de créditos / Credit allotment

6 ECTS credits (1 credit=25 hours)

### 1.8. Requisitos previos / Prerequisites

Basic knowledge of marketing



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### 1.9. Requisitos mínimos de asistencia a las sesiones presenciales/ **Minimun attendance requirement**

Ninguno / None

### 1.10. Datos del equipo docente / **Faculty data**

El equipo docente está integrado por profesores del siguiente departamento/  
**The faculty is composed of professors from the following department:**

Departamento de Financiación e Investigación Comercial: UDI Marketing  
Módulo XVI

Facultad de Ciencias Económicas y Empresariales

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Web:

[http://www.uam.es/ss/Satellite/Economicas/es/1234888300831/subhomeDepartamento/Financiacion\\_e\\_Investigacion\\_Comercial:\\_UDI\\_de\\_Marketing.htm](http://www.uam.es/ss/Satellite/Economicas/es/1234888300831/subhomeDepartamento/Financiacion_e_Investigacion_Comercial:_UDI_de_Marketing.htm)

Los profesores concretos encargados de la docencia de cada asignatura aparecen en los horarios de cada curso académico, disponibles en la siguiente página web/ **The concrete professors in charge of teaching each subject can be seen in each academic course Schedule, which is available at the following web page:**

[http://www.uam.es/ss/Satellite/Economicas/es/1242650730114/contenidoFinal/Horarios\\_y\\_aulas.htm?idenlace=1242661251796](http://www.uam.es/ss/Satellite/Economicas/es/1242650730114/contenidoFinal/Horarios_y_aulas.htm?idenlace=1242661251796)

Los coordinadores de cada asignatura pueden consultarse en la misma página web/ **Each subject coordinator can be seen also at the same web page.**

### 1.11. Datos del equipo docente / **Faculty data**

**Course coordinator/Instructor:**



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TBD (To Be Defined)

## 1.12. Objetivos del curso / Course objectives

The general objective of this course is to provide students with basic knowledge of international marketing in terms of theories and practices. The specific objectives are as follows:

- 1) To provide the student with an overview of the unique aspects of marketing in the international business environment and provide the framework upon which multinational marketing management can be based. The student should come out of this course with a good understanding of economic, financial, political, legal, and cultural forces that may impact international marketers' decision making.
- 2) To closely follow and assess the impact of current events on the global economy. Toward this end, the students will be exposed to: a) changes in the global economy and the ways in which firms are affected; b) the current trend towards regional trading blocs and their impact on the global economy; and c) the impact of government policies on global competition and marketing strategy.

### Competencies and capabilities:

A) General competencies included in the Verifica statement

CG01: Possessing necessary ability for correct oral and written communication of the acquired knowledge

CG02: Understanding the importance of the values which the democracy, piece, and citizens' equal rights are based.

CG03: Synthesis and analysis capability

CG04: Organizing and planning capability

CG05: Appreciation of the diversity of multiculturalism

CG06: Information management capability

CG07: Capability associated with collecting and interpreting relevant data for making judgments

CG08: Knowledge of the second language

CG09: Decision making capability

CG10: Working capacity in an international context

CG11: Capability associated with criticism and self-criticism and work in group

CG12: Interprofessional capability

CG 13: Communication capability with experts in other areas



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### **Specific competencies included in the Verifica statement:**

- CE8: Discover and apply the decision making processes for professional contexts in strategic business policy
- CE9: Distinguish surrounding economic, international, national, regional, and sectorial contexts and interpret their impact on the firm
- CE10: Design and manage business projects
- CE16: Posses and understand basic knowledge on the market structure and business functions
- CE18: Possess and understand the needs for ethical business behavior
- CE19: Possess and understand the knowledge on consumer behavior, strategic and tactical marketing, product policy, price, retailing, and promotion.
- CE22: Collect, analyze, interpret, and present the data based on marketing research for the market in which the firm is interested in operating.
- CE23: Know how to formulate, evaluate, and choose business strategies

## **1.13. Contenidos del programa / [Course contents](#)**

This course is designed to develop an understanding of the problems and opportunities present in the international business environment and the challenges involved in the development and implementation of the international marketing strategy. The course will evaluate global issues and concepts that confront today's international marketers at all levels of international involvement, with a particular emphasis on issues related to the cross-cultural issues of global marketplace.

### **PROGRAM:**

#### **Session 1: Introduction to international marketing**

- 1.1. Growing importance of international marketing.
- 1.2. Opportunities and challenges in international marketing.
- 1.3. Brief overview of international trade environment.

#### **Session 2: Cultural Dynamics in Assessing Global Markets**

- 2.1. Marketing blunders.
- 2.2. Theories of cultural dimensions.
- 2.3. High versus low context theory.
- 2.4. Culture and consumer behavior



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### **Session 3: Global Market Entry Modes**

- 3.1. Target market selection.
- 3.2. Choosing the mode of entry.
- 3.3. Timing of entry.

### **Session 4: Global Segmentation and Positioning**

- 4.1. Reasons for international market segmentation.
- 4.2. Bases for international market segmentation.
- 4.4. Global, local and foreign consumer culture positioning.

### **Session 5: International Marketing Research**

- 5.1. International marketing research and its process.
- 5.2. Qualitative research techniques.
- 5.3. Quantitative research techniques.

### **Session 6: Global Branding**

- 6.1. Global versus local branding.
- 6.2. Country of origin effects.
- 6.3. Management of multinational product lines.

### **Session 7: Global Advertising and Promotion I**

- 7.1. Cultural barriers.
- 7.2. Communication and cultural values.
- 7.3. Media infrastructure and limitations.
- 7.4. Standardization versus localization debate.

### **Session 8: Global Advertising and Promotion II**

- 8.1. Globally integrated marketing communications.
- 8.2. Sales promotions.
- 8.3. Direct marketing.
- 8.4. Global public relations.

### **Session 9: International Marketing and Internet**

- 9.1. Global Internet commerce.
- 9.2. Internet and global communication strategies.



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### 9.3. Global branding and Internet.

## 1.14. Referencias de consulta / Course bibliography

Recommended	Kotabe, Masaaki, and Kristiaan Helsen (2004). Global Marketing Management, 3rd edition, New York: John Wiley & Sons.  Keegan, Warren (2015) Global Marketing, 8 <sup>th</sup> edition, New York, Pearson Education Ltd
Reading (provisional and partial)	Alashban, Aref A., Linda A. Hayes, George M. Zinkahn, and Anne L. Balazs (2002), "International Brand-Name Standardization/ Adaptation: Antecedents and Consequences," Journal of International Marketing. 3(10), 22-29.
	Douglas, Susan P. and Craig, C. Samuel (2006), "On Improving the Conceptual Foundations of International Marketing Research," Journal of International Marketing. 1(14), 1-22.
	Okazaki, Shintaro, Barbara Mueller, and Charles R. Taylor (2010), "Global Consumer Culture Positioning: Testing Perceptions of Soft-Sell and Hard-Sell Advertising Appeals Between U.S. and Japanese Consumers," Journal of International Marketing, 18(2), 20-34.
	Schuilng, Isabelle, and Jean-Noël Kapferer (2004), "Real Differences Between Local and International Brands: Strategic Implications for International Marketers," Journal of International Marketing, 4(12), 97-11.
	de Mooij, Marieke, and Geert Hofstede (2010), "The Hofstede model: Applications to global branding and advertising strategy and research," International Journal of Advertising, 29(1), 85-110.

## 2. Métodos Docentes / Teaching methodology

- (1) **Lecture:** In general, each class will include a combination of lectures and discussions focusing on theory and research on diversity issues. Students will be expected to read all assigned work prior to the day in which the topic will be covered and to come to class prepared to participate in all activities.
- (2) **Reflection Paper:** In this assignment, the students will be asked to form 3-4 member study groups to write a reflection paper on one of the session topics (see "Course contents" above). Each group will be responsible for



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submitting a proposal which needs to be approved by the instructor. The length of the final paper must be at least 15 double-spaced pages, excluding references, tables and graphics.

- (3) **Group Presentation:** The instructor will provide for each topic on a regularly basis a business case—a theoretical issue or a current event of a specific firm- in order to prepare a business presentation. Groups will be required to present to the class a 10-15 minute oral presentation on their responses for discussion questions put by instructor. All assigned groups are expected to collect necessary information and submit business presentations. A “Q&A” period could be open during this session.
- (4) **Topic Exam:** There will be a comprehensive examination for each topic. The examination will consist of multiple-choice questions that will be based on general knowledge of theories and the viability of the application of those theories for international marketing from diverse cultural/business background. However, students from non-English speaking countries will be allowed to bring one dictionary.
- (5) **Class Discussion/Participation:** The instructor could provide a topic—a theoretical issue or a current event of a specific firm—for the class discussion in group. In addition, the instructor may occasionally request short essays or reports on the session topics.

### 3. Tiempo de trabajo del estudiante / Student workload

EDUCATIONAL ACTIVITIES	Expected work hours	ECTS
Lecture attendance and Group Business Case Presentations	28.5	1.14
Reflection paper research and elaboration	23.5	0.94
Oral presentation of reflection paper	18.5	0.74
Topic exams	23.5	0.94
Final exam	28.5	1.14
Other activities (library research, database utilization, etc.)	15	0.6
Office hour visits	12.5	0.5
Total student work hours	150.0	6.00



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#### 4. Métodos de evaluación y porcentaje en la calificación final / Evaluation procedures and weight of components in the final grade

The final grade, based on a 10 points scale, is obtained by computing the following partial scores:

- Reflection paper: 20 %
- Group Business Case Presentations: 20 %
- Topic Exams: 20 %
- Final & Extraordinary exam: 40 %

Extraordinary call will evaluate all competences gathered in this teaching guide.

**Final and Extraordinary Exam:** There will be a comprehensive final examination at the end of the semester. The examination will consist of multiple-choice questions that will be based on general knowledge of theories and the viability of the application of those theories for international marketing from diverse cultural/business background. This examination will be closed book and notes. However, students from non-English speaking countries will be allowed to bring one dictionary.

**Grading Concerns:** If students disagree with a grade, they can submit their concerns to the Instructor in a written note within 72 hours of having received the grade. Specifically indicate why they disagree with the grade and why their work deserves more credit. The instructor will respond within 72 hours.

**Academic Integrity:** Students of the Universidad Autónoma de Madrid must conduct themselves in accordance with the highest standards of academic honesty and integrity. Failure to maintain academic integrity will not be tolerated. Plagiarism and cheating are serious offences that carry with them the minimum penalty of a “suspension” in the course, with dismissal also possibilities.

#### 5. Cronograma\* / Tentative Course Calendar

Theories and practices	Weeks
Session 1: Introduction to international marketing	1st week
Session 2: Cultural Dynamics in Assessing Global Markets	2nd week





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Session 3: Global Market Entry Mode	3rd- 4th week
Session 4: Global Segmentation and Positioning	5th- 6th week
Session 5: International Marketing Research	7th-8th week
Session 6: Global Branding	9th-10th week
Session 7: Global Advertising and Promotion I	11th -12th week
Session 8: Global Advertising and Promotion II	13th week
Session 9: International Marketing and Internet	14th week
*** Oral presentation of the reflection paper.	15th week
*** Final submission of the reflection paper.	

This timetable is indicative and can be subject to change