

BCEA Course Descriptions

BUSP 390 International Marketing (English)

Location: BCEA

Credits: 3

Schedule: TBD

Instructor: Eduardo Navarrete Sánchez

Prerequisite: none

Course Description

Course content is grounded in theory and integrated with real-life business experiences. We will begin with an overview of business globalization trends and their impact on global marketing, followed by how cultural differences in Europe influence marketing strategies. Later we will focus on specific global marketing concepts such as market research, product offering, pricing, advertising, promotion, and market entry strategies. Students will work in small teams to analyze actual business cases, prepare answers to case discussion questions, and make presentations to the rest of the class. Learning Objectives: • Gain a practical understanding of global marketing concepts as they apply in European markets • Build international marketing skills through group exercises and the case method • Learn tools and techniques for developing marketing strategies for the European markets Method of Instruction The course is highly interactive and active student pre-class preparation and in-class participation are expected and graded. A brief lecture and presentation by the instructor will be followed by discussion questions, exercises, and case analyses. Students will be able to build and/or practice teamwork, research, and presentation skills through their participation in case studies.

Text

Armstrong / Kotler. (2005) Marketing: an introduction. , 7th International edition/E Pearson.
Prentice Hall Kotler, Philip, (2003) Excerpts from: Marketing Management, 11th/E, Prentice Hall;
Terspstra, Vern & Sarathy, Ravi International Marketing 8th/E Dryden