

UNIVERSIDAD PABLO DE OLAVIDE
Centro de Estudios para Extranjeros

BUS 325E -- INTERNATIONAL MARKETING

PIPEX 8 (CASES) & 9 BOOK

This course is taught in English.

3 semester credits (45 contact hours)

INSTRUCTOR: Alfonso Osuna. MSA (IB) MEB(e-COMMERCE)
Email: aosuna@upo.es

COURSE OBJECTIVES: The main objectives of the course are to enable you to understand in some depth:

1. The complexity of global marketing environment in which multinational enterprises operate.
2. The theoretical framework in the international framework
3. The international dimensions of marketing
4. The importance of international marketing

Some of the subjects to be covered in this course include:

1. **The International Environment:** Economic, Cultural, and Political environments
2. **International Marketing Management:** Global Strategies, Marketing Intelligence, Product Policy, Distribution Policy, Promotional Policy, Pricing Policy
3. **Coordination of Marketing Activities:** Planning, Information Technology, The Future of International Marketing

The means to attain these objectives include a thorough study of class notes, case analysis, and in-class small group discussions. The textbook will be used as a guideline. Reading assignments will be given every day. **DO NOT** attempt to pass quizzes and examinations by just reading the textbook. Material for quizzes and examinations will be from lectures, cases, and group discussions.

Grading System:

Midterm Examination 25%
Final Examination 25%
Homework 10%
Quizzes 15%
Presentation (and paper*) 15%
Attendance & Participation 10%

Note: All assignments, quizzes, and examinations will be announced in class.

• **PRESENTATION:** Following the International Marketing Plan handout given in class, students (Groups of 2) will have to pick any country in the world (Except the US) and they will have to introduce a product and/or service in it. After doing so they will have to present this project in class for about 30 minutes.

* A **paper** will only be necessary if required by your university or college. It will be 7-12 pages and will cover this project. Once again following the International Marketing Plan Outline.

Class Attendance is mandatory: students will be allowed to have 2 unjustified absences. 5% will be deducted from your final grade from any unjustified absence beyond 2.

COURSE OUTLINE:

UNIT I: INTRODUCTION TO INTERNATIONAL MARKETING (3-10)

- Concept of FDI
- Why is Global Trade growing?
- Benefits of entering foreign markets
- International Marketing vs. Global Marketing
- International Marketing Activities

UNIT II: THE ECONOMIC ENVIRONMENT I: THE WORLD ECONOMY (39-56)

- Composition of Global Trade
- The concept of Comparative Advantage
- Stages in world economies
- How to find healthy economies
- Commercial Policy
- Exchange Rates
- Long-term vs. Short-term influences in a currency
- Balance of Payments
- International Monetary System

UNIT III: THE ECONOMIC ENVIRONMENT II: THE DOMESTIC ECONOMY (79-100)

- Measuring the size of a market
 - Population
 - Income
 - Gross Domestic Product
- The Physical Endowment
 - Natural Resources
 - Climate

- Topography
- Infrastructure

UNIT IV: THE CULTURAL ENVIRONMENT (111-143)

- The concept of Culture
- How may some elements of culture affect International Managers abroad?
- Values and Attitudes
- Critical Value differences: USA vs. Spain
- Language
- Religion
- Education
- Aesthetics
- International Etiquette and Protocol: A short introduction

UNIT V: THE POLITICAL AND LEGAL ENVIRONMENT (151-180)

- The concept of Political Risk
- Macro vs. Micro Political Risk
- Relationship between Political and Economic Risk
- Conflicts between MNC and Host Governments
- Strategies used to avoid Political Risk
- Strategies to manage Expropriations/Confiscation
- Institutions of International Law

UNIT VI: INTERNATIONAL MARKETING PLANNING

- Global Planning: Developing an International marketing Strategy
- International Internal Resource Audits
- International Environmental Analysis
- Developing International Marketing Objectives
- Developing International Marketing Strategies

UNIT VII: INTERNATIONAL MARKETING RESEARCH (273-318)

- The needs of International Research
- International vs. Domestic Research
- Determining Research Objectives
- Researching Foreign Markets' Potentials
- Primary vs. Secondary Research

UNIT VIII: INTERNATIONAL PRODUCT DEVELOPMENT (141-378)

- Product Standardization vs. Product Adaptation
- International Brand Names
- International Product Labeling
- International Product Packaging
- International After Sales Services
- International Warranties

UNIT IX: INTERNATIONAL PROMOTION (609-678)

- Marketing Communication Process
- International Promotional Programs
- International Advertising
- Selecting International Advertising Agencies
- Personal Selling
- Public Relations
- Sales Promotions

UNIT X: INTERNATIONAL PLACEMENT (561-599)

- Problems in International Logistics
- International Logistics Function
- International Shipping Modes
- International Shipping Documentation

UNIT XI: INTERNATIONAL PRODUCT PRICING (713-779)

- How to price internationally
- Compare export prices and domestic prices
- Price escalation
- Price quotations
- Export pricing
- Transfer pricing
- Dumping

Text Books

Curry, Jeffreery, A Short Course in International Marketing, World Trade Press. Professional Books for International Trade. 1999

Phillip Cateora, John Graham, International Marketing, Madrid: Irwin Professional 2000 USA. (photocopies in English, available in Spanish at the library)

Terpstra, Vern, and Ravi Rarathy. International Marketing. 8th Edition, 2000.

PIPEX 12 & 13