

INTERNATIONAL MARKETING
Advanced Level

Taught in Spanish

HOURS: 45 contact hours

COURSE DESCRIPTION:

The objective of this program is to introduce and enable the student to understand the complex issues involved in commercial operations in international markets. In order to reach this aim, the course will study thoroughly the different dimensions of the international marketing program. Students will be issued with the relevant material for each unit.

COURSE OUTLINE:

UNIT 1 – BRAND IMAGE IN COUNTRIES

The made in Spain effect

El Corte Inglés & Zara and their marketing strategies

UNIT 2 – MARKETING ACROSS CULTURES

Different cultures & different markets

UNIT 3 – MARKETING MIX & THE LAWS OF MARKETING

Marketing mix and the laws of Marketing according to J. Trout

Freixenet & entering the German market

UNIT 4 – THE INTERNATIONAL PRODUCT

International product strategy: from little or no modification to moderate or high modification

UNIT 5 – STRATEGY OF INTERNATIONAL COMMUNICATION

Elements of international communication. Advertising

UNIT 6 – INTERNATIONAL PRICE FIXING

International pricing strategy

UNIT 7 – STRATEGIES OF INTERNATIONAL DISTRIBUTION

The nature of international distribution. Function and structure of international distribution channels Different distribution systems and how to choose the best

UNIT 8 – INTERNATIONAL BUSINESS

8.1. Multinacional strategy. Strategic orientations, formulation and implementation

8.2. Globalization of the firm (different stages when entering international markets)

8.3. International segmentation and positioning

8.4. The marketing plan

GRADING: 30% midterm examination
40% final examination
30% marketing plan oral presentation (individual and around 20 minutes long), homework and class attitude.

ABSENCES: Class attendance is mandatory. Students would be allowed 2 unjustified hours of absence. Tardiness is considered ½ absence.

REFERENCE BOOKS:

Throughout the course continuous references will be made to the following books, however there is not such a textbook. Relevant literature will be issued at the beginning of each unit.

AAVV, (2003), *Publicidad que funciona*, ESIC, Madrid

García Cruz, (2000) Rosario, *Marketing Internacional*, ESIC, Madrid

Rugman, Alan M., (2003), *International Business*, FT Prentice Hall, Harlow

Soret, Ignacio, (2002), *Historias fabulosas del Marketing*, ESIC, Madrid

Subhash, Jain, (2001), *Internacional Marketing Cases*, South-Western, Ohio

Trout, Jack, (1993), *Las 22 Leyes Inmutables del Marketing*, McGraw Hill