

SUBJECT: INTERNATIONAL MARKETING

LEVEL: Taught in English – Open to all language levels

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