

80229 - New Trends in International Marketing

TEACHING PLAN

1. Basic description

Name of the course: New Trends in International Marketing

Academic year: 2022–2023

Term: 2nd

Code: 80229

Degree / Course: International Business Programme

Number of ECTS credits: 6

Total number of hours committed: 150

Teaching language: English

Lecturers: Marta Ortega

Timetable: [Sigma schedule](#)

Office hours: Monday 7.15-8.15 pm

2. Presentation of the course

This course aims to ensure that students understand new trends in the marketing arena and appreciate their relevance to business and the global economy. By linking theory and practice, the course gives students an *international perspective* and hands-on experience developing new marketing trends.

The course has the following main **learning objectives**:

- Equip students with the necessary skills, framework and knowledge in the field of new trends in international marketing and business for them to acquire the knowledge and spirit required to implement new marketing plans.
- Set the context for international marketing and ensure that students understand the role and importance of SMEs in the economic and social development of countries and regions.
- Increase students' knowledge of the characteristics of global marketing as a living science.
- Ensure that students understand the importance of the planning process and learn how to develop, write and present an effective marketing plan.

3. Competences to be worked in the course

General competences	Specific competences

Instrumental competences	Professional competences
<p>G.I.1. Ability to search, analyse, assess and summarise information.</p>	<p>E.P.1. Ability to understand the decisions taken by economic agents and their interaction in the markets.</p>
<p>G.I.2. Ability to relate concepts and knowledge from different areas.</p>	<p>E.P.5. Ability to take strategic managerial decisions while taking into account the economic, cultural, social and political determinants specific to a particular area.</p>
<p>Generic personal competences</p>	
<p>G.P.2. Ability to manage behaviour and emotions.</p>	
<p>G.P.4. Critical attitude.</p>	
<p>G.P.5. Ability to empathise.</p>	
<p>G.P.6. Ability to foresee events.</p>	
<p>Generic systemic competences</p>	
<p>G.S.1. Ability to apply creativity.</p>	
<p>G.S.7. Promotion of and respect towards multicultural values: respect, equality, solidarity, commitment.</p>	
<p>G.S.8. Promotion of and respect for gender, environmental and safety-at-work issues.</p>	
<p>Competences for applicability</p>	
<p>G.A.2. Ability to use quantitative criteria and qualitative insights when taking decisions.</p>	

G.A.3. Ability to search and exploit new information sources.	
G.A.4. Ability to understand and apply the network concept.	

The above competences reflect the basic competences set out in Royal Decree 1393/2007, namely:

- a. Competence to **comprehend knowledge, on the basis of general secondary education**.
- b. Competence to **apply knowledge** to day-to-day work in international management or marketing, in particular the ability to develop and defend arguments and to solve problems.
- c. Competence to **gather and interpret relevant data**, enabling the development of critical judgements on the economic and social reality.
- d. Competence to **communicate and transmit information** (ideas, problems, solutions) to a specialist and non-specialist audience.
- e. Competence to **develop learning activities** in a relatively autonomous manner.

The competences worked on in the course are divided into two groups: those seen as a development or specification of a basic competence; and those that hone graduates' professional profile with respect to general and specific competences.

Basic competence: **understanding of knowledge**

General competences G.A.2: Ability to use quantitative criteria and qualitative insights when taking decisions.

Specific competences E.P.1: Ability to understand the decisions taken by economic agents and their interaction in the markets.

Basic competence: **application of knowledge**

General competences

G.I.2: Ability to relate concepts and knowledge from different areas.

G.S.1: Ability to apply creativity.

Basic competence: **gather and interpret data**

General competences

G.I.1: Ability to search, analyse, assess and summarise information.

G.P.6: Ability to foresee events.

G.A.3: Ability to search and exploit new information sources.

Basic competence: **communicate and transmit information**

General competences G.P.5: Ability to empathise.

Basic competence: **develop learning activities**.

General competences G.P.4: Critical attitude.

Competences that hone graduates' professional profile which are not included under basic competences.

In general, these competences combine the following key elements for honing students' professional profile in the area of international business and marketing:

- Provide students with the capacity to adapt to dynamic teams and environments.

- Provide students with the capacity to create their own integral vision of the operation of a business or international marketing project.
- Provide students with the capacity to take complex decisions and carry out negotiation processes.

I. General competences

- G.P.2: Ability to manage behaviour and emotions.
- G.S.7: Promotion of and respect towards multicultural values: respect, equality, solidarity, commitment.
- G.S.8: Promotion of and respect for gender, environmental and safety at work issues
- G.A.4: Ability to understand and apply the network concept.

II. Specific competences E.P.5: Ability to take strategic managerial decisions while taking into account the economic, cultural, social and political determinants specific to a particular area.

Learning outcomes

Students will be able to develop marketing-mix strategies and define brand extension, communication strategies and distribution alternatives, while always striving to look forwards.

The competences, the learning outcomes, the assessment elements and the quality of the learning process included in this Teaching Plan will not be affected if during the academic trimester the teaching model has to switch either to an hybrid model (combination of face-to-face and on-line sessions) or to a complete on-line model.

4. Contents

1. Introduction to International Marketing
2. The 4th Industrial Revolution
3. Innovation as a Marketing Tool
4. International Marketing Plan
5. New Trends in Digital Marketing
6. Content Marketing
7. Social Media Marketing
8. Neuromarketing
9. Outbound Marketing and Advertising Channels
10. Gamification
11. Megatrends affecting consumer Behaviour
12. Consumer Behaviour
13. Diversity Marketing
14. Retail Marketing

5. Assessment

- 60% exams (20% midterm exam and 40% final exam)
- 20% Final Team Project
- 20% News presentation, use cases and participation

Assessment	Time period	Type of assessment	Assessment agent	Type of activity	Grouping	Weight (%)
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Final exam	x	x	x	x	x	x	x	x
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	GS8	GA2	GA3	GA4	EP1	EP5	Learning outcomes
Project	x	x	x	x	x	x	x
Case studies	x	x	x	x	x	x	x
Final exam	x	x	x	x	x	x	x

6. Bibliography and teaching resources

Recommended bibliography:

- o Kim, W.C., and R. Maubourgne. *Blue Ocean Strategy*. Boston: Harvard Business School Publishing Corporation, 2005.
- o Friedman, T.L. *Hot, Flat and Crowded*. New York: Farrar, Straus and Giroux, 2008.
- o Isaacson, W. *Steve Jobs: A Biography*. New York: Simon & Schuster, 2011.
- o Martínez-Barea, J. *El mundo que viene*. Barcelona: Ediciones Gestión 2000, 2014.

7. Methodology

- Face-to-face (during the lessons): every week there will be 4 hours of lessons. The content of the lessons will be divided into theoretical lectures, use cases, presentations, debates, and workshops.
- Directed (after the lessons)
 - o At the beginning of the course, every student will have to prepare a presentation of news related to International Marketing Trends. In every session, two students will be picked randomly to present the news in front of the class.
 - o Teamwork on the final project.

8. Scheduled activities

This information corresponds to the previous course. It will be update in Moodle before classes start.

Week 1	10-01-22 (Monday)	12-01-22 (Wednesday)
	0. Presentation of the course and Syllabus 1. Introduction to International Marketing	<i>Presentation of International Marketing Trends news</i> 2. The 4th Industrial Revolution 3. Innovation as a Marketing Tool
Week 2	17-01-22 (Monday)	19-01-22 (Wednesday)

	<i>Presentation of International Marketing Trends news</i> 4. International Marketing Plan Guidelines for the final team project	<i>Presentation of International Marketing Trends news</i> 5. New trends in Digital Marketing 6. Content Marketing
Week 3	24-01-22 (Monday)	26-01-22 (Wednesday)
	<i>Presentation of International Marketing Trends news</i> <u>7. Social Media Marketing</u>	<i>Presentation of International Marketing Trends news</i> Debate: pros and cons of Social Media as a Marketing Tool
Week 4	31-01-22 (Monday)	02-02-22 (Wednesday)
	<i>Presentation of International Marketing Trends news</i> 8. Outbound Marketing and Advertising Channels	<i>Presentation of International Marketing Trends news</i> 9. Neuromarketing
Week 5	07-02-22 (Monday)	09-02-22 (Wednesday)
	MIDTERM EXAM Presentations of Neuromarketing by the students	<i>Presentation of International Marketing Trends news</i> MIDTERM EXAM
Week 6	14-02-22 (Monday)	16-02-22 (Wednesday)
	<i>Presentation of International Marketing Trends news</i> 10. Gamification	<i>Presentation of International Marketing Trends news</i> 11. Megatrends affecting consumer behavior
Week 7	21-02-22 (Monday)	23-02-22 (Wednesday)
	<i>Presentation of International Marketing Trends news</i> 12. Consumer Behavior	<i>Presentation of International Marketing Trends news</i> Use Case in class

Week 8	28-02-22 (Monday)	02-03-22 (Wednesday)
	<i>Presentation of International Marketing Trends news</i> <u>13. Diversity Marketing</u>	<i>Presentation of International Marketing Trends news</i> <u>14. Retail Marketing</u>
Week 9	07-03-22 (Monday)	09-03-22 (Wednesday)
	Work on the presentations of the final project supervised by the lecturer	FINAL PROJECT PRESENTATIONS
Week 10	14-03-22 (Monday)	16-03-22 (Wednesday)
	FINAL PROJECT PRESENTATIONS	FINAL PROJECT PRESENTATIONS