

COURSE GUIDE: 2017-18

COURSE DETAILS			
Name :	International Marketing		
Code :	70933104	Plan :	Master in International Business Administration & Languages
Academic year :	2017-18	Level :	Master
Course :	1	Type :	Mandatory
Semester :	1		

TIME DISTRIBUTION IN ACCORDANCE WITH REGULATION			
ECTS :	3	In-class hours:	22,5
		Not in-class hours:	52,5
		Total time (in hours):	75
USE OF VIRTUAL PLATFORM:		Teaching support	

LECTURER DETAILS			
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ELEMENTS OF INTEREST FOR COURSE LEARNING
Justification of contents
<p>One of the matters that make the subject for the current debates is referring to the future of the economies in a world which is in an accelerate process of globalization and extreme competition. The ability to market products and services globally brings an important business opportunity when domestic markets become saturated. However, doing business in international markets requires the design of effective marketing strategies that help firms generate competitive advantages in the long term. The aim of this course is to provide students with knowledge and tools that allow them to define and develop international marketing strategies with a special emphasis on product and communication decisions.</p>

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Other courses related
The content of this course is related to "International Market Research" and "Foreign Trade".
Minimum knowledge required to deal with the Course
Not required

COMPETENCIES
General competencies
<i>General objectives of the University of Almería</i>
<ul style="list-style-type: none"> • Knowledge application
<i>Other general objectives</i>
Specific competencies developed
<ul style="list-style-type: none"> • Identify, analyse and solve problems in international marketing from an strategic point of view (CEM11). • Formulate and assess international marketing strategies (CEM12).
LEARNING OBJECTIVES/OUTCOMES
<ul style="list-style-type: none"> • That the students can apply the acquired knowledge and their ability to solve problems in new or unfamiliar environments within broader (or multidisciplinary) contexts related to their field of study. • That the students can identify, analyse and solve problems on international marketing at the strategic and operational level. • That the students can formulate and evaluate marketing strategies in an international context.

CONTENTS	
Module	Basic concepts on international marketing. Segmentation and positioning
Content	-Basic concepts on international marketing. -Segmentation and positioning strategies in an international context. -Mechanisms to identify/choose international markets.
Description of autonomous workload	
- Reading and preparing the proposed case studies and problems prior to the sessions. - Examining and studying the additional material, which is available on Blackboard Learn.	
Module	Creating and managing international marketing programs
Content	- Product decisions - Marketing communication decisions

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Description of autonomous workload	
<ul style="list-style-type: none"> - Reading and preparing the proposed case studies and problems prior to the sessions. - Examining and studying the additional material, which is available on Blackboard Learn. 	
Module	Designing integrated global marketing communication plans
Content	- Integrated marketing communication plan for international markets
Description of autonomous workload	
<ul style="list-style-type: none"> - Reading and preparing the proposed case studies and problems prior to the sessions. - Reading and studying the additional material, which is available on Blackboard Learn. - Designing an integrated marketing communication plan for a specific market and product in groups. 	

METHODOLOGY AND ACTIVITIES
<ul style="list-style-type: none"> - Lectures combined with active participation of students - Debate - Practical cases, problems and project - Information search - Teamwork - Expositions


EVALUATION SYSTEM
Assessment criteria
<p>There are two ways being evaluated:</p> <p>Option A): This option should be the most common among students and is preferred by the instructor. The student should attend to a minimum of 80% of the classes. If one student fails to attend to this minimum, the student should automatically follow the option B. The evaluation of the students under option A will be as follows: 35% of the final mark will be based in a final exam (the instructor will decide the type of exam: multiple choice questions, open questions, etc.). The remaining 65% of the final mark will depend on the evaluation tools used by the instructor during the classes (active participation, case studies, presentations, etc.). (Competences: CB7, CEM11, CEM12)</p> <p>Option B): This option consists in a final exam including multiple choice questions, open questions, exercises and/or a written case study.</p> <p>This option is suitable for students that failed to attend to the minimum of classes or that failed to finish the activities. Students may obtain a top mark of 70 out of 100 if they follow this option. (Competences: CB7, CEM11, CEM12)</p>
Assessment instruments
Reports

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Exam
Others: <ul style="list-style-type: none"> - Attendance - Active participation in class
Monitoring mechanisms
Deliver of activities in class
Delivery of activities through Black Board Learn (virtual classroom)

BIBLIOGRAPHY
Recommended bibliography
<p>BASIC:</p> <ul style="list-style-type: none"> • Corporate communication: a guide to theory and practice (Joep Cornelissen) • Global marketing (Warren Keegan and Mark Green) • Global marketing management (Warren Keegan) • International marketing (Terpstra, Vern (Vern Terpstra) <p>COMPLEMENTARY:</p> <ul style="list-style-type: none"> • A short course in international marketing approaching and penetrating the global marketplace (Jeffrey Edmund Curry) • Communicating globally: an integrated marketing approach (Don E. Schultz and Philip J. Kitchen) • International marketing research Opportunities and challenges in the 21st century (Alex Rialp, Josep Rialp)
Bibliography existing in the library of the University of Almeria
http://almirez.ual.es/search/e?SEARCH=MARKETING INTERNACIONAL

WEB ADRESSES

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