

COURSE SYLLABUS 2019-20

Basic information on the course			
Course:	International Marketing		
Course code:	70933104	Plan:	Master in International Business Administration & Languages
Academic Year:	2019-20	Undergraduate/Graduate:	Master
Degree Year:	1	Type:	Mandatory
Duration:	1 semester		

TIME DISTRIBUTION ACCORDING TO REGULATIONS	
Credits:	3 ECTS
Total time:	75
USE OF LEARNING PLATFORM:	Teaching support

TEACHERS			
Name	David Jiménez Castillo		
Department	Economics and Business		
Building	Business and Economics Faculty (Building B)		
Office	2.10		
Telephone	950015103	E-mail (institutional)	david.jimenez@ual.es
Website			
Name	Antonia M. Estrella Ramón		
Department	Economics and Business		
Building	Business and Economics Faculty (Building B)		
Office	0.112		
Telephone	950214171	E-mail (institutional)	a.estrella@ual.es
Website			

OTHER IMPORTANT INFORMATION
Content justification
<p>Currently, almost every organization, large or small, is affected in some way by global competition. Before an organization makes the decision to go abroad launching its products and/or services in a new market, it must research its potential markets (environment, customers segments, competitors, etc.). International marketing is critical for a company to seek out opportunities, overcome threats and develop an adequate mix of objectives, strategies and actions to increase the likelihood to be successful in the new market. Accordingly, doing business in international markets requires the design of effective marketing strategies that help companies generate competitive advantages in the long term. The aim of</p>

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.

Courses related in Study Plan

The content of this course is related to "International Market Research" and "Foreign Trade".

Pre-required knowledge

Not required

COMPETENCES

General competences

Key competences University of Almeria

- Knowledge application (CB7)

Basic competences

Specific competences

- Identify, analyse and solve problems in international marketing from an strategic point of view (CEM11).
- Formulate and assess international marketing strategies (CEM12).

LEARNING OUTCOMES

- 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.

COMPETENCY ASSESSMENT

Criteria and assessment tools

There are two ways being evaluated:

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 (Competences: CB7, CEM11, CEM12):

-Exam: 35% of the final mark will be based in a final exam (type of exam: multiple choice questions).

-Participation: 15% of the final mark.

-Case studies: 10% of the final mark.

-Project: 40% of final mark.

Option B): This option consists in a final exam (type of exam: multiple choice questions). 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)

The assessment instruments are:

- Reports
- Exam
- Project development and presentation
- Others: Attendance / Active participation in class

Follow-Up Mechanisms

- Delivery of activities in class
- Delivery of activities through Black Board Learn (virtual classroom)

COURSE MATERIALS

Recommended course materials

- Corporate communication: a guide to theory and practice (Joep Cornelissen)
- Global marketing (Warren Keegan and Mark Green)
- Global marketing management (Warren Keegan)
- International marketing (Vern Terpstra)

Complementary

- 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)

Other materials

- Professor's presentations / slides

Couse materials available in UAL's library

<http://almirez.ual.es/search/e?SEARCH=MARKETING INTERNACIONAL>

WEBSITE

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