

## COURSE SYLLABUS 2018-19

Basic information on the course			
Course:	International Marketing		
Course code:	70933104	Plan:	Master in International Business Administration & Languages
Academic Year:	2018-19	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			
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OTHER IMPORTANT INFORMATION
Content justification
<p>One of the issues of current debates is referred to the future of the economies in a world which is in an rapid and dynamic process of globalization and extreme competition. The ability to market products and services abroad provides firms with business opportunities when domestic markets become saturated. To develop this ability it is necessary to design effective marketing strategies that facilitate firms to generate competitive advantages in the long term. The aim of this course is to provide students with knowledge and tools that allow them to design and develop international marketing strategies with a special emphasis on product and communication decisions.</p>

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Courses related in Study Plan
The content of this course is related to "International Market Research" and "Foreign Trade".
Pre-required knowledge
Not required

<b>COMPETENCES</b>
General competences
<i>Key competences University of Almeria</i>
<ul style="list-style-type: none"> <li>• Knowledge application (CB7)</li> </ul>
<i>Basic competences</i>
Specific competences
<ul style="list-style-type: none"> <li>• Identify, analyse and solve problems in international marketing from an strategic point of view (CEM11).</li> <li>• Formulate and assess international marketing strategies (CEM12).</li> </ul>
<b>LEARNING OUTCOMES</b>
<ul style="list-style-type: none"> <li>• 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.</li> <li>• That the students can identify, analyse and solve problems on international marketing at the strategic and operational level.</li> <li>• That the students can formulate and evaluate marketing strategies in an international context.</li> </ul>

<b>COMPETENCY ASSESSMENT</b>
<b>Criteria and assessment tools</b>
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.

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-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

#### Course materials available in UAL's library

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

#### WEBSITE

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