

# Syllabus

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- **Course:** International Marketing
  - **Credits:** 6 ECTS
  - **Program:** Business Administration & Management
  - **Module:** Elective course
  - **Subject:** Marketing and sales
  - **Code:** 802914
  - **Subject coordinator:** Paulo Sartorato
  - **Academic Year:** 2023- 2024
  - **Session:** October
  - **Semester:** First (fourth course, fall semester)
  - **Campus:** Barcelona
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## 01 Faculty

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### 01.1 Subject coordinator

**Paulo Sartorato**

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## 02 Presentation

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### 02.1 Description

International Marketing is a fundamental activity in all companies seeking business activities outside their country borders. It focuses on exchange and it encompasses the analysis of a company's relationships with the different agents in the international and/or global environment that interact with it.

Good marketing is not accidental, but is the result of careful planning and execution, using state-of-the-art tools and techniques. It becomes both science and art as marketing specialists strive to find new creative solutions to the generally complex and profound challenges of the XXI century marketing environment (Kotler, 2014).

### 02.2 Relevant professional applications

Today, most big companies, regardless of their origin and activity sector, are competing in a global, turbulent and unstable environment, where market research and product research are essential for survival. This course emphasizes on the various methods from which a company can select the most appropriate form to establish its presence in the foreign market while evaluating the associated risks that come with it.

Special attention will be given to:

- The multiple environmental influencers, i.e. Political-legal, Social, cultural, technological, etc. and the extent to which each may impact upon the international marketing decision making process.
- The international market entry strategy
- The international marketing communication decisions
- The strategic relationship development in international markets
- The adaptation of different key aspects of marketing mix in different markets
- The implementation of a standardized approach versus the adaptation approach.

## 03 Competencies

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### 03.1 Competencies

#### Specific Competencies

[SC-1] Knowing the basic elements and concepts regarding Commercial Management and Marketing.

[SC-2] Learning how to compile, assess, and analyze the available data on environment, markets, consumers, and competitors, as well as preparing reports on their current situation.

[SC-3] Knowing how to search and analyze relevant information, and acquiring abilities to deduce arguments that facilitate the decision-making process.

[SC-4] Introducing a creative thinking within the predictive functions.

[SC-5] Knowing how to structurally synthesize and present conclusions in research papers.

[SC-6] Detecting international business opportunities.

## General Competencies

GC-01 – Communicate in an oral and written way with other people about the results of learning, thinking and decision making; participate in debates on various subjects related to this course material.

GC-02 – To be able to work as a member of an interdisciplinary team, either as a member, or performing leadership and development tasks for the purpose of contributing to the development of projects with pragmatism and a sense of responsibility, assuming commitments considering available resources.

GC-03 – To manage the acquisition, structuring, analysis and visualization of data and information in the field of the specialty and to critically evaluate the results of this management.

## Transversal Competencies

TC-01 – Undertake and lead businesses and induce business initiatives.

TC-02 – Integrate in any functional area of the company and / or organization and perform with professionalism any assigned management work.

TC-03 – Prepare advisory reports on specific situations of companies and markets.

TC-04 –Design and lead projects of global management or within functional areas of the company.

TC-05 – Identify, analyze and manage the sources of information relevant to the company and its contents.

TC-06 – While analyzing problems, professional criteria is essential and should be based on the application of advanced techniques and tools.

## 04 Program

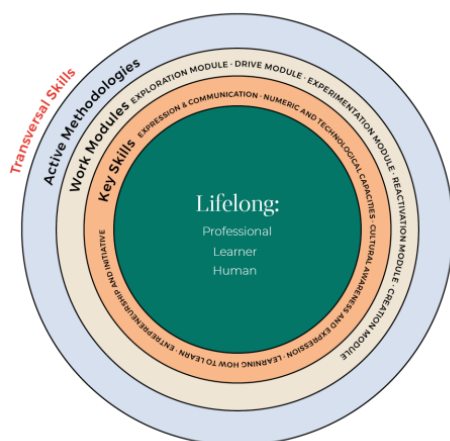
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1. Globalization
  - Definition
  - Origin
  - International VS Global market
  - EPRG Model
  - Challenges for today's global businesses
2. Digitalization
  - The world in digits
  - 2019 data analysis on digitalization
  - Global overview
  - Regional overview
3. Political and legal environment in international marketing
  - Home country Political and Legal environment
  - Import and export control
  - Special cases: Embargo and boycotting
  - Host country Political and Legal environment
  - Regulatory supportive activities
  - International Relationships
  - International Politics & Laws
  - International Terrorism and Marketing
4. Socio-cultural environment in international marketing
  - Cultural models
  - Addressing low context and high context working environment and markets
  - Cultural trends in International Marketing
  - Identifying opportunities in change
5. International market entry strategy
  - A Model of International Entry and Expansion
  - Stimuli to internationalize
  - Internal & External Change Agents in the Internationalization Process

- Types of entry strategy
  - Export
  - Licensing
  - Franchising
  - FDI
  - Types of ownership
6. Market research
- International VS domestic market research
  - Research Value
  - Determining market potential
  - Types of research
  - Internal
  - External
  - Primary
  - Secondary
  - Research techniques
7. Product and branding decisions in the international market
- Factors that Affect International Product Decisions
  - The International Product Life Cycles
  - Components of a Product Offer
  - Standardization versus Adaptation
  - The Ansoff matrix
  - Reasons for Branding
  - Top 100 Most Valuable Global Brands
8. Management of Global Communications
- The Role of Global Marketing Communication
  - Adaptation of Global Communications
  - Factors preventing standardization of marketing communications
  - The creative plan in advertising
  - Other forms of Global Communication
9. Application of Corporate Social Responsibility in International Marketing Techniques to ensure a better sustainable and ethical community and continuity in raising awareness of its importance.

## 05 Teaching Methodology

Considering the student's profile, the teaching model is articulated around three types of methodologies from EAE 's Life-ED Methodology:



Source: <https://www.eaebarcelona.com/en/lifeed-methodology>

**ME1.** Participatory Exhibition Class

**ME3.** Autonomous work

**ME4.** Problem-based learning

## 06 Educational Activities

Considering the competencies of the subject and based on the proposed teaching methodologies, the following training activities are scheduled:

Evaluation Activities	Hours	Presencialidad
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<b>AF1.</b> Contents presentation with student participation	24	100%
<b>AF2.</b> Problem solving, exercises and case studies with student participation.	24	100%
<b>AF4.</b> Study and preparation of teaching units	46	0%
<b>AF5.</b> Performance of exercises and case studies	25	0%
<b>AF6.</b> Problem solving	25	0%
<b>AF13.</b> Written / oral evaluations	6	100%

## 07 Assessment

Evaluation Items $0.4 \cdot EV1 + 0.2 \cdot EV2 + 0.4 \cdot EV3$	Specific assessed competencies	Weight
EV1. Final written exam of all subject matter	CEMAR01, CEMAR05, CEMAR06	40%
EV2. Control of midterm written test	CEMAR01, CEMAR05, CEMAR06	20%
EV3. Exercises, problems, reports development, assignments - Exercises and problems	CEMAR02, CEMAR03, CEMAR04, CEMAR05, CEMAR06, CEMAR07, CEMAR08, CEMAR09	40%

"The maximum grade that students will be able to obtain in the revaluation tests [...] shall be 5,0. In addition, "the grade of the revaluation tests shall in any case constitute the final grade of the subject". Thus, **only students who, having completed the midterm exam, the final exam and having carried out 100% of the continuous evaluation activities of the subject**, and have suspended (final grade of the subject below 5) will be entitled to the revaluation examination. "

**One time assessment:** The one time assessment consists of an exam that is equivalent to 100% of the grade of the subject. The exam, and therefore the course, is passed with a grade of 5 out of 10 in this final exam. In order to take one time assessment it is necessary to send a written request to the professor during the first 15 working days of the course.

## o8 Learning Resources

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Topics	Resources	Type
Topic	Power point material, notes and exercises	Class and Blackboard

## o9 Code of Academic Conduct

The section 27.2 of the Universal Declaration of Human Rights stipulates that everyone has the right to the protection of the moral and material interests resulting from any scientific, literary or artistic production of which he is the author.

Thus, the moral and patrimonial rights of the authors of literary, musical, artistic, scientific and academic creations, whether they have been published or not, are protected by means of different national and international regulations. In the case of Spain, the Legislative Royal Decree 1/1996, of April the 12th, approved the consolidated version of the Law of Intellectual Property, regularizing, clarifying and harmonizing the legal provisions for the time being in force on this matter.

In this respect, special attention must be given to previously obtaining the corresponding authorization from the owner of the copyrights of any material, particularly before its distribution to the students and by means of the virtual campus. EAE Barcelona takes no responsibility for the non-compliance with this rule on the part of the users, either members of the teaching community or students.

The following materials that can be duplicated without the requirement of previous authorization:

- Laws and regulations.
- Court decisions.
- Acts, agreements, deliberations and decisions from public bodies.
- Any material distributed under the Creative Commons license, whenever its author and credits are mentioned.
- Any material published under the ISBN of EAE Barcelona or EAE Madrid.
- Any material, whose rights belong to EAE Barcelona or EAE Madrid.
- Any work that is in the public domain.

Furthermore, the quotation right is the inclusion of extracts from protected documents or materials, in this particular case, elaborated by the members of the teaching community- with the exception of textbooks and university handbooks- when such extracts are used to accompany educational activities.

The excerpts that can be used on the basis of the quotation right must fulfil the following requirements

- They must be previously published works.
- The source and author must be mentioned, whenever it is possible.
- They must deal exclusively with the teaching field.
- The inclusion of the excerpt must necessarily come with an analysis or explanation of it.

Concerning the material elaborated by the professors, in case it has been published previously, the agreements with the magazine or publication where it appeared must be considered.

As is apparent from the preceding paragraphs, plagiarism is a fraudulent activity that may result in serious sanctions, both of academic and legal nature. Academic honesty is one of the pillars on which the School's commitment to education is based, and the members of its teaching community are particularly conscious and prepared to perceive this kind of actions. Keeping in mind the difficulty that arises when trying to conceptualize plagiarism, it has been considered appropriate to delimitate clearly its contents and significance in these regulations and policies.

Plagiarism is understood as the appropriation of someone else's works, pretending that they are one's own; that is to say, without explicitly confirming its source. Plagiarism can consist on the complete or partial unauthorized copy of someone else's work, or the presentation of a copy as an original own work, impersonating the true author. Some examples of plagiarism are:

- Presenting someone else's work as one's own, regardless of whether the copy is complete or partial.
- Paraphrasing a text using different words, with small changes in the language, without quoting the source in order to feign.
- Purchasing or obtaining a work and presenting it as one's own.
- Using someone else's ideas or sentences as the basis to write a work without quoting its author.

In line with the section 10 of the Academic Code of Conduct of Students of EAE Barcelona, without prejudice to the academic sanctions resulting from its application, the Academic Commission will promote the pertinent legal actions if the plagiarism violates the applicable regulation in matters of intellectual property.

## 10 Bibliography

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### 10.1 Basic Bibliography

- International Marketing Third Edition, Sage 2021 by Daniel W. Baack, Barbara Czarnecka, Donald E. Baack, ISBN-13: 978-1506389219, ISBN-10: 150638921X

### 10.2 Complementary Bibliography

- Baines, P., Whitehouse, S., Antonetti, P., & Rosengren, S. (2021). Fundamentals of Marketing 2e. Oxford University Press, USA.
- Global Innovation: Developing Your Business For A Global Market, Publisher: University of Buckingham Press (2020) ASIN: B075SWCNHJ
- International Brand Strategy: A Guide to Achieving Global Brand Growth, by Sean Duffy | 2021, ISBN-13: 978-1789666311, ISBN-10: 1789666317
- Global Branding: An International Introduction 1st Edition 2021 by Ming Lim, ISBN-13: 978-0415599641, ISBN-10: 0415599644