

Marketing and commercialization in international environments

Master's degree in: Business Administration

Subject: Global markets and people management

Credits: 6 ECTS

Program: International MBA - Barcelona - Boston

Modality: On-campus Full-Time / Hybrid-Learning

Semester: First

Type: Mandatory

Language of instruction: English

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Presentation

This course is fundamental in the current context due to the globalization of markets and the growing interconnection between countries and cultures. First, we need a deep understanding of marketing strategies tailored to international environments, including global market analysis, global customer segmentation, and adaptation of products and services to different cultures and socio-economic contexts.

In addition, the study of international marketing is crucial to understanding the commercial dynamics in a globalized world, as it allows one to explore the challenges and opportunities that arise when expanding operations to foreign markets, including supply chain management, international logistics, global distribution and management of marketing channels in multicultural contexts.

Another relevant aspect is the exploration of promotion and communication strategies in international environments to develop marketing campaigns that transcend linguistic and cultural barriers, using global media and adapting the message to diverse international audiences.

Finally, the study of marketing and marketing in international environments includes the analysis of practical cases and the application of theories to real situations, which prepares students to face the challenges of the global business world. This subject provides the necessary tools to understand and develop in an increasingly internationalized business environment, training professionals capable of leading effective marketing strategies on a global scale.

Program's learning outcomes

The subject-related learning outcomes are distributed as follows:

1.1. Skills

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|--------|--|
| RAT 8 | The graduate will be able to provide clear and precise explanations of any knowledge/information, both orally and in writing, in Catalan, Spanish, and a third language, particularly English. |
| RAT 9 | The graduate will be able to apply digital technologies (at the right time) in his/her field of expertise. |
| RAT 10 | The graduate will be able to understand the changes in international environments in the decision-making process of the company's management, writing a report on a real company case. |

- RAT 11 The graduate will be able to analyze troublesome business situations in the management of organizations for the improvement of business management.
- RAT 12 The graduate will know how to organize time to improve their personal and team effectiveness within the framework of business organizations, their environment, and their management.
- RAT 14 The graduate will be able to develop people and talent retention strategies that enable companies to obtain long-term competitive advantages.
- RAT 15 The graduate will know how to solve problems at a business organization's strategic, tactical, and operational levels, considering the interrelation between the different functional and business areas.
- RAT 16 The graduate will be able to identify the specific values of the organization when facing ethical and corporate social responsibility dilemmas applicable to their business sector.

1.2. Competencies

- RAT 18 The graduate will be able to identify the client's needs for the implementation of a strategy based on data analytics.
- RAT 19 The graduate will be able to identify the implicit volatility of business and financial operations through hedging operations and structured products to minimize financial risk at an international level.
- RAT 20 The graduate will be able to propose innovative, creative and entrepreneurial solutions in situations specific to the professional field.
- RAT 21 The graduate will be able to evaluate the sustainability and social impact of the proposals made with ethical, environmental and professional responsibility.
- RAT 22 The graduate will be able to apply the gender perspective in tasks specific to the professional field.
- RAT 23 The graduate will be able to design an operational plan as an element that generates a competitive advantage for the internationalization of the company, by carrying out a business internationalization project.
- RAT 24 The graduate will be able to design integrated management projects in each functional area of the company.

Subject's learning outcomes

The subject-based learning outcomes for this course are as follows:

- RAM 3 The graduate will be able to correctly analyze the impact of microeconomic variables on business organizations for the assessment of sources of financing and financial policies of the company through real cases.
- RAM 4 The graduate will be able to accurately design strategic marketing actions aimed at generating competitive advantages and customer value through the preparation of simulations in different business areas.
- RAM 5 The graduate will be able to plan strategic marketing actions in product, price, communication, and distribution policies through the application of the most advanced commercial techniques of the current business environment.

4. Contents

- **Topic 1: International Marketing Strategies**
 - Introduction to International Marketing
 - Strategic and Tactical Marketing
 - Segmentation in the International Market
 - Analysis of the Political and Economic Macroenvironment
 - Culture and International Marketing
 - Direct and Indirect Exporting
 - Intermediate Entry Modes
 - Hierarchical Entry Modes
 - Market Research
- **Topic 2: International Communication**
 - Key Concepts in International Communication
 - International Communication Mix
 - Adaptation and Standardization
 - The Role of the Cultural Assimilator
 - International Communication in B2B Environments
 - Effects on Designation of Origin
 - Packaging and Labeling
 - Sustainability and International Positioning
 - The Communication Plan
 - Integrated Marketing Communication (IMC)
- **Topic 3: Branding and International Consumer Behavior**

	Case-based learning	Information searching and processing Problem-solving
Competencies	Game-based learning	Challenges
	Inquiry-based learning	Research tasks
	Project work	Report preparation Presentation of reports or work

HYBRID MODALITY		
Learning Outcomes	Teaching Methodology	Training Activities
Knowledge	Presentation sessions	Student presentations
	Tutorials	Meetings to resolve doubts Follow-up meetings
	Audiovisual-based learning	Analysis of audiovisuals
	Reading-based learning	Reviews / Critical analysis
Skills	Project work	Problem-solving Information searching and processing Presentation of reports and/or work
	Collaborative work	Online debates Discussions of practical cases Collective analysis
	Case-based learning	Information searching and processing Problem-solving
Competencies	Game-based learning	Challenges
	Inquiry-based learning	Research tasks
	Project work	Report preparation Presentation of reports or work

Grading system

Continuous assessment

Grading system	Weight
Block 1: Exercises, Problems, Report Preparation, Assignments, Presentations	40 %
Block 2: Participation and Oral Presentations	20 %
Block 3: Final Evaluation Test	40 %

Block 1 will consist of:

- Two individual evaluable activities. 10% each.
- Two group projects or reports. 10% each.

Block 2 will consist of:

- Participation and oral presentations – 20%.

Block 3 will consist of:

- An exam - 40%.

The final grade for the course will be obtained by weighting the three blocks. The minimum weighted grade required to pass is 5.0.

If the student fails Block 1 or Block 3 (or both) with a grade lower than 5.0, they may retake that block or blocks. This grade will average with the other blocks, and the maximum final grade the student can receive is 5.0.

If the student is unable to attend the initial evaluation, and can provide a justified reason (see regulations of the University of Lleida), they may take the exam on the date set for recovery.

Students who do not attend evaluative activities with a weight exceeding 50% will receive a general course grade of “Not presented.”

Alternative Evaluation

The single evaluation consists of a single exam that accounts for 100% of the course. The exam, and therefore the course, is passed with a grade of 5 out of 10 in this final test. If a grade lower than 5.0 is obtained, the student has the right to a recovery exam.

To opt for the single evaluation, it is necessary to send a written request to the coordination during the first 15 business days of the course. The procedure to follow to opt for this single evaluation is established in the specific rules of EAE.

Plagiarism is a fraudulent activity that can lead to severe penalties, both academic and legal. Academic honesty is one of the pillars of the educational commitment of the School, and the members of its teaching community are especially aware and prepared to detect such actions. Given the difficulty often involved in conceptualizing plagiarism, it has been deemed appropriate to clearly define its content and scope in these regulations and policies.

Plagiarism is understood as the appropriation of works or other people's work by passing them off as one's own; that is, without explicitly crediting their origin. Plagiarism can consist of the unauthorized total or partial copying of someone else's work, or presenting the copy as an original work, impersonating the true author. Some examples of plagiarism are:

- Submitting someone else's work as if it were your own, regardless of whether the copy is total or partial.
- Paraphrasing a text by rephrasing it with other words, but making small changes in the language to disguise it and without citing sources.
- Buying or obtaining a work and presenting it as one's own.
- Relying on an idea or phrase from another person to write a new paper without citing the author of the work.

As established in Article 10 of the Academic Code of Conduct for Students at EAE Barcelona, without prejudice to the academic sanctions resulting from its application, the Academic Commission will promote the legal actions that correspond in case plagiarism could violate applicable regulations regarding intellectual property.

Bibliography

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