

**Title:** International Marketing

**Description:** International marketing is more than a simple application of marketing principles to more than one country. In a world that becomes increasingly globalized, marketing strategies become absolutely essential.

Both global and international marketing are attached to each other. In one hand, international marketing involves the firm in making one or more marketing mix decisions across national boundaries. In the other hand, global marketing involves the firm in establishing manufacturing facilities overseas and coordinating marketing strategies across the globe. Cross cultural differences have an important role in both internal and external ways.

This course provides the knowledge of the fundamental concepts of international marketing from a European perspective. It is organized so that each class is either a lecture or a case discussion. In this course you will learn to look at international marketing problems through the lens of an analytical framework that will help you better understand:

- How to anticipate and take advantage of surprising inconsistencies in the customer decision process.
- How to evaluate the attractiveness of different markets.
- How to manage the tradeoff between risk and information in the product development process.
- A structure for thinking about the design and management of distribution channels.
- Why pricing decisions are complex and how they get made.
- How to manage an advertising campaign.

**INSTRUCTOR:**

**Language of Instruction:** English

**Total hours:** 45 hours

**Credits:** 3 credits

## **METHODOLOGY**

The course will use a combination of guided lectures, classroom interaction, research, case studies, student presentations and individual assignments within the city.

### **Evaluation:**

Attendance to classes and field trips is mandatory; poor attendance will affect the final grade of the student as well as the everyday participation grade.

The final grade consists:

- Short article presentation (10%)
- Participation (20%)
- Written case analysis (20%)
- Midterm exam (20%)
- Final exam (30%)

### **Attendance Policy:**

Students are allowed THREE absences throughout the semester without penalty. Starting with the fourth absence, the student's FINAL GRADE will be lowered by a fraction of a letter (1/3 of a letter grade). For example, if a student has 4 absences and a final grade of B+, the grade will be lowered to a B, if 5 absences the grade is lowered to B-.

There are NO excused absences. If a student misses class because s/he is sick, that counts as one of the allowed absences. No excused absences and no excuses.

### **Class participation**

Active class participation includes coming to class prepared, having read the material for that day, answering questions from the professor, asking questions and engaging in group activities. Students are encouraged to express their opinions in class with the professor and the other students.

### **Final project:**

- Marketing Plan
- Marketing Campaign

### **Required Readings:**

CD including articles and other required readings as case studies.

### **Articles and papers:**

Blomstermo, Anders and Sharma, D.Deo . (2006). "Choice of Foreign Market Entry Mode in Service Firms". *International Marketing Research Review*. Vol. 23.No.2, 2006, pp 211-229  
DOI 10.1108/02651330610660092.

Levitt, Theodore. (2006). "What Business are you in?" *Harvard Business Review*. October 2006, pp 127- 151, reprints R0610J.

Ewing, Jack (2006) For Bono, Star Power with Purpose. Available:

<http://www.businessweek.com>

*Business Week Online*. January 30th 2006

Matlack, Carol; Vella, Matt (2006) Apple at the Crossroads. *Business Week* January 9th 2006  
Available: <http://www.businessweek.com>

Fackler, Martin (2 *Europe*, April 4, 2003. Wildstrom, Stephen H (2006) Technology and you:  
Analog T.V. Fade to Black. *Business Week* January  
12th 2006 Available: <http://www.businessweek.com>

Fackler, Martin (2003) McDonald's Japan Goes Gourmet. *The Wall Street Journal Europe*,  
August 14, 2003.

Lee, N., Broderick, A. J., & Chamberlain, L. (2007). What is "neuromarketing"? A discussion  
and agenda for future research. *Int J Psychophysiol*, 63(2), 199-204.

Knutson, B., Rick, S., Wimmer, G. E., Prelec, D., & Loewenstein, G. (2007). Neural predictors  
of purchases. *Neuron*, 53(1), 147-56.

Knutson, B., Wimmer, G. E., Rick, S., Hollon, N. G., Prelec, D., & Loewenstein, G. (2008).  
Neural antecedents of the endowment effect. *Neuron*, 58(5), 814-22.

### **Recommended Readings:**

Hofstede and Hofstede. *Cultures and Organizations, Software of the Mind: Intercultural  
Cooperation and its Importance for Survival*. McGraw Hill. 2005

Friedman, Thomas L. *The World is Flat : A Brief History of the 21st Century*. New York :  
Farrar, Straus and Giroux, 2005.

Czinkota, M. and I. Ronkainen, *International Marketing*. Texas USA, The Dryden Press, 1998.

Nestor Braidot. *Neuro Marketing*. Gestion 2000

Baars, Bernard J., and Nicole M. Gage. 2007. *Cognition, Brain Consciousness*. Academic  
Press.

## Exams:

Both the midterm and the final exams may contain a mix of multiple choice, short answer and essay questions aimed to test the students' full comprehension of facts and the ability to argue his/her opinions based on class material.

## Content and daily schedule:

### **Session 1**

Course description. Introduction: International Marketing  
Overview of the course. Contents, evaluation and targets.

### **Session 2**

How the culture influences the marketing  
The basic theory of Geert Hofstede. Different cultures, different business behaviour. What companies do and why, and how this influences business and marketing strategy.

### **Session 3**

Scope and Challenge of International Marketing.  
Leading World Trading Countries and Domestic Markets

### **Session 4**

Social cultural relevancy of companies  
Understanding social and cultural differences can mean the difference between success or losing the deal.

### **Session 5**

Cross Cultural differences in Spain  
If marketing depends on a management style, what's it like in Spain? Cultural marketing differences.

### **Session 6**

The main companies in Spain  
The most valued brands inside Spain and abroad. Approaching Spaniards preferences.

### **Session 7**

**Students' presentations**

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**Session 8**

Discussion on case study: Imaginarium

**Session 9**

Product and brand management.  
Global product development and management of the product and brand portfolio.

**Session 10**

Global promotion strategies.  
Discussion of case study: Freixenet Cava.

**Session 11**

Neuromarketing  
Néstor Braidot and braindecision.  
From communication to neurocomunication.

**Session 12**

Neuromarketing II  
Discussion of case study: BMW

**Session 13**

**Midterm exam**

**Session 14**

Globalization. The global expansion  
Analysis of strategy within the context of international economy and some fundamental concepts about the business world and global expansion.  
Discussion of Case study: Mc.Donal's.

**Session 15**

Multi-national companies in Spain  
Spain's international economic profile has grown appreciably in recent years. Despite a downturn in foreign investment in Spain since 2002, and the economic recession, Spain continues to present a welcoming environment for foreign investment.

**Session 16**

Discussion of case Study: Starbucks Coffee.

**Session 17**

Global economic crisis: effects in Spain

The current financial crisis has impacted countries around the world, some worse than others. Western Europe is among the worst hit regions by the global financial crisis.

**Session 18**

International Marketing of Freixenet Cava

Case Study Freixenet vs Codorniu

**Session 19**

Global Pricing Strategies: Transfer pricing and pricing within individual markets.

**Session 20**

Marketing Plan

Fix targets.

How to turn purposes into action plans.

Parts of a marketing plan.

**Session 21**

Marketing Plan

Design strategies of marketing.

How to use the marketing plan.

**Session 22**

Students' presentations

**Session 23**

Students' presentations

**Session 24**

Case study: Discover the firm.

**Session 25**

Review

**Session 26**

**FINAL EXAM**