

## COURSE: INTERNATIONAL MARKETING

<b>Language</b>	English
<b>Level of Spanish required</b>	Not required
<b>Hours</b>	45h
<b>Credits</b>	6 ECTS

### Course description

This course focuses on the important aspects of the International Marketing Management. We will cover the main characteristics of the environment of international marketing, the discussion of the organization of the markets and the different consumer behavior.

A prerequisite to follow this course is a basic knowledge in marketing.

### Methodology

The class will consist on a lecture but also in discussion with the students about the notes and other supplementary material that may be uploaded on the course website at least one day before the scheduled lecture.

### Assessment

Exam: 40%

Essay: 40%

Assistance and class participation: 20%

### Syllabus

- **Overview**
  - Challenge of International Marketing
- **Global Cultural Environment**
  - Foundations of Culture
  - Cultural Dynamics in Global Markets
  - Culture, Management and Business Systems
- **Global Market Opportunities**
  - Global Vision through Marketing Research
  - Economic Development and the Americas
  - Europe, Africa, and the Middle East
  - Asia Pacific Region

- **Global Marketing Strategies**
  - Global Marketing Management
  - International Marketing Channels
  - Marketing Communications
  - Sales Management
  - Pricing for International Markets

### **Bibliography**

Cateora, P. Graham, J, Gilly, M. (2016). International Marketing. New York: McGraw-Hill/Irwin, 17th Edition

International Business & International Marketing, Willimans, L. Ebook, Amazon 2017  
Principles of marketing ,KOTLER,ph Armstrong,G Ebook Amazon 2017

Chernatony, L. and Segal-Horn, S. (2003). The criteria for successful services brands. European Journal of Marketing, 37(7/8), pp.1095-1118.