

**UNIVERSITY OF ALICANTE**  
**International Marketing**  
**SYLLABUS**

CREDITS: 3 UEES

FACULTY:

|                     |   |
|---------------------|---|
| Mayo De Juan, PhD   | Associate Teaching Professor of Marketing (1) |
| Moisés García       | Visitor Professor of Marketing (1)            |
| José Ramón González | Visitor Professor of Marketing (1)            |

*(1) Marketing Department. University of Alicante*

ROOM:

CONTACT HOURS: 24

YEAR: 2010

DAYS: Monday – Thursday

PERIOD: Summer

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### 1. COURSE DESCRIPTION

This course will provide the student with a fundamental base in international marketing and its application to international business. For a growing number of companies, being international is no longer a luxury but a necessity for economic survival. These and other issues affecting the world economy, trade, markets, and competition will be discussed. Upon completion of the course, each student will have an understanding of the challenge of international marketing.

## **2. JUSTIFICATION**

The general importance of this course will allow the student to understand and allow for the formulation of long-term strategic initiative for a multi-national corporation.

## **3. OBJECTIVES**

### **General**

1. Formulate, analyze and critically evaluate alternative international marketing strategies and their consequences.
2. Appreciate how rapidly changing and varied cultural, legal, and economic factors affect marketing opportunities throughout the world for both small and large businesses.
3. Develop skills useful in finding and analyzing information needed to make international marketing management decisions.
4. Develop the communication skills needed by managers to function effectively in the international business world.
5. Appreciate the roles of formal analysis and creative work in approaching international marketing problems.
6. Special focus is on how to plan and manage the marketing efforts as a dynamic process when entering and penetrating into foreign markets. This requires various skills for conducting marketing analysis, developing international marketing mix strategies, and organizing the firm for successful implementation of sustained international market entry.

### **Specific**

Therefore the concrete course objectives are listed as follows:

- To provide an in depth, colorful picture and understanding of international marketing
- To have an understanding of the international environment
- To acquire problem solving skills on complex cross-cultural situations
- To learn elements of best practice in international marketing

## **4. COMPETENCIES**

Three emphasis objectives: to teach some theory, to have students engage in practical problem solving and projects, and for students to have opportunity to develop communication and team work competencies.

This course:

1) will allow students to demonstrate the skills needed for successful career in Marketing Management in an international context in terms of international theory;

2) will have students engage in practical problem solving and project;

3) will develop personal managerial competencies through effective communication, teamwork and strategic analysis, and critically analyze the international business environments to produce effective, customer-focused marketing plans and solutions for a range of organizations.

## 5. COURSE CONTENT OUTLINE

1. The scope and challenges of international marketing
2. The international environment
3. Developing a Global vision through Marketing Research
4. Export market Entry Strategies
5. Product and Pricing Decisions in International Scenarios
6. Channels and Distribution Strategies in International Marketing
7. Marketing Communications in International Marketing
8. The International Luxury Market

## 6. COURSE MATERIALS

Materials (notes, cases, etc.) that are needed for this course will be provided by the instructor.

## 7. METHODOLOGY

Various methods of learning techniques will be used including lectures, facilitation of debate, presentation and discussion and problem-based case studies will be employed in what is essentially an experiential learning environment. More precisely:

- a. **Lectures** will be used to provide the conceptual framework.
- b. **Attendance** and **Class Participation** are very important to your success in this class.
- c. **Group work** will include a group presentation in class and a report, as well as case/s study analysis. The students will be organized in mixed groups of students (depending on the number of students, usually groups are from 4 to 6 people max). I prefer to have teams formed by the students coming from different nationalities and/or cultures to expose the different facets and perceptions.

Office hours will be used to supervise the project. The instructor will be also accessible by email (mayo@ua.es) to any question concerning the group project.

- d. **Exams.** There will be 2 exams worth 40 % of the final grade (20% each). The exams will consist of multiple choice, short answer, problem solving, and/or short essay questions. **The exams will cover all the lectures studied in week 1 and week 2.**

## 8. EVALUATION

The student will be assessed through daily participation, evaluation by written work and project presentation and an exam. By the conclusion of this class the student will be able to recognize and identify key objectives in international marketing and will be able to fundamentally apply what was learned based upon the information given.

### 8.1. WEIGHTING

Unless negotiated otherwise, grading in this course will be based on the following weights:

|                                    |     |
|------------------------------------|-----|
| Attendance and class participation | 20% |
| Exams                              | 40% |
| Final Project (in group)           | 40% |

*Individuals who attend fewer than 80 percent of all class meetings in their entirety must still complete all work in a satisfactory manner but cannot receive a higher course grade than that warranted by the final score.*

### 8.2. PARTICIPATION IN CLASS

Your **Participation in Class** will be evaluated based on the strength of your observations, relevant questions and thoughtful insights drawn from your work/life experience.

### 8.3. GROUP PROJECT

Working in groups, you will complete a project which explores the concepts of international marketing. The objective is to allow you to examine these facets in the context that interests you most, and provide you with an opportunity to generate recommendations as to how international marketing decisions can be used to arrive at a competitive advantage. You are free to find a topic that you find particularly interesting or relevant.

A brief 1-2 page proposal identifying the topic of the report, why it is interesting, and the sources of information and data you plan to use is due first day of class

during the second week. The final project report is due at the end of the course, written and a presentation, on week 3. It should not exceed 4.5.00-5.000 double-spaced pages with one-inch margins all around and a minimum font size of 12. Figures, tables etc. can be presented in an appendix that is not included in the page limit, but their contribution to your report should be integrated within the ten pages of text. Also, a presentation of your project during the last 2 Sessions (depending on the number of students) will account for your grade. Other details about format, please contact the instructor.

### **PROJECT CONSIST ON:**

Consulting to a firm. Select a firm doing business internationally that is of particular interest to you. You have been hired by this firm to produce a consulting report identifying international marketing threats and opportunities based on issues discussed in this course and through additional research.

**Please note that information about what the firm is already doing is *not* of interest** since the firm already knows about its current strategy and operations. Instead, you should identify new opportunities and issues that should be analyzed by the firm. You may, however, need to analyze current strategies and behaviors of competitors, clearly identifying implications for your client firm. This project has deliberately been designed to be broad enough to accommodate a range of interests and approaches. You are encouraged to seek any clarification needed and/or to “bounce off” ideas on the instructor.

The following criteria will be heavily weighted in the grading of projects:

- A demonstration of a *genuine understanding* of the material discussed, rather than unexamined “parroting” of others’ ideas;
- Evidence of a balance between analytical thinking and creativity;
- Well documented, *thorough research*, with documentation of facts as needed from credible sources;
- An *application of material to the specifics of a situation*—a clear indication of how this material can be applied to the needs of the specific firm;
- A demonstration of thought going beyond what a firm is currently doing, emphasizing *new* ideas for the firm to consider in improving its performance and/or adapting to changing conditions;
- *Organization* and clear, concise writing.

Office hours will be used to supervise the project. The instructor will be also accessible by email (mayo@ua.es) to any question concerning the group project.

## 8.4. EXAM

The **Exams** will consist primarily of multiple choice, and eventually of short answer, problem solving or short essay questions. The exams **will cover all the lectures reviewed**.

## 8.5. LATE ASSIGNMENTS AND MISSED EXAM POLICY

- a) Assignments are due at the start of the class period for the date indicated on the class outline.
- b) **Assignments WILL NOT BE ACCEPTED after class or during office hours.**
- c) **NO MAKE UP EXAMS ARE GIVEN** – Exceptions may be made *only* in case of documented medical emergency. You must contact me immediately after you learn of any conflict in order for this policy to be in effect.

## 9. BIBLIOGRAPHY

Cateora, P.R. "International Marketing" 12<sup>th</sup> edition, and John L. Graham. McGraw-Hill Irwin ISBN 0-07-294164-2

## 10. WEBLIOGRAPHY

### 10.1. Marketing Organizations

American Marketing Association  
<http://www.marketingpower.com/Pages/default.aspx>  
Academy of International Business (AIB)  
<http://aib.msu.edu/>  
American Council on Consumer Interests (ACCI)  
<http://www.consumerinterests.org/>  
Association for Consumer Research (ACR)  
<http://www.acrwebsite.org/>  
Direct Marketing Association (DMA)  
<http://www.the-dma.org/index.php>  
Direct Marketing Educational Foundation (DMEF)  
<http://www.directworks.org/default.aspx>  
Direct Selling Education Foundation  
<http://www.dsef.org/>  
National Retail Federation (NRF)  
<http://www.nrf.com/>

## 10.2. Organizations

EBSCO DATABASE at:  
<http://search.ebscohost.com/>

## 10.3. Others

The International Institute for Management Development:  
<http://www.imd.ch/>  
World Economic Forum:  
<http://www.weforum.org/en/index.htm>  
Index of Economic Freedom:  
<http://www.heritage.org/research/features/index/>  
Country Studies:  
<http://lcweb2.loc.gov/frd/cs/cshome.html>  
International Trade Association:  
<http://trade.gov/index.asp>

## 11. ACADEMIC DISHONESTY

Ethical conduct is essential to a community of scholars and students searching for the truth. Anything less than total commitment to honesty and honorable conduct undermines the efforts of the entire community. Academic integrity lies at the very heart of any institution of higher learning. Any conduct that violates this standard and betrays the respect of others is a matter of grave concern and, accordingly, is deemed unacceptable resulting in appropriate penalties for the individual's involved.

## 12. FACULTY INFORMATION

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