



CM2124
International
Marketing



UNIVERSIDAD
NEBRIJA

Centro de Estudios Hispánicos

International Marketing

Hours: 45

Credits: 6 ECTS

Prerequisites: No requirements

Instructor name: Manuel Santiago López

E-mail: mlopezd@nebrija.es

Office hours: to be communicated the first day of class

1. Course Description

The International Marketing course is intended to help students understand the complexities of marketing products and services in the international market environment.

This course uses an analytical and practical approach to the complex business problems concerning the dynamics of implementing marketing management into the framework of the global marketplace. The emphasis will be on applying a multi-disciplinary framework to help students understand the challenges that confront strategic marketing planners when evaluating economic, financial, political, regulatory, social-cultural, and technological issues they are involved in international-market strategic planning and strategic implementation.

Real-world case studies are key to develop this understanding in students who will acquire an understanding in applying some of the various market analysis approaches that are employed in multi-national organizations, including forecasting, trend analysis, country data sets, and more and prepare written reports and oral presentations about their observations and recommendations.

2. Learning Objectives

Students who successfully complete this course will be able to:

- Develop marketing strategies in the international arena.
- Adapt marketing tactics to the specific needs & constraints in national markets.
- Identify and evaluate opportunities that may arise in international markets via an appropriate analysis and selection of countries.
- Feel confident with foreign customers in the international negotiation process.
- Select transportation systems, to know the international financial documents and the legal requirements.

3. Formative Activities

Educational activities will be developed by means of different didactic strategies:

- Theory and Practice.
- Collective and individual tutoring.
- In-class presentations.
- Daily assignments.
- Team work assignments
- Workshops and additional training.
- Extra-curricular activities.

Team work assignments and in-class presentations

Team work assignments will be made by students, associated to the material given in class and/or to the outdoor activities. Teams will be arranged randomly by the professor the first week. In order to make successfully every assignment the information about the specific topic and the guidelines will be delivered to the students prior to the day of the in-class presentation.

A paper and an in-class presentation will be required to pass all the assignments.

- Paper: two (2) pages, double-sized, double space.
- In-class presentation: teams will be required to make a presentation about the topic of 10 minutes net minimum: a PowerPoint presentation (or similar) will be required.
- Presentations are scheduled in the calendar that will be uploaded to the Virtual Campus or delivered to the students.
- Absence to one (1) assignment presentation will diminish 30% the grade of such assignment; a second absence will diminish 60% the grade of such assignment. The third absence would represent the full lack of interest of the student and all his/her assignments of this course will be graded with a '0'.

4. Methodology

The course syllabus is based on the core principles of procedure conception and constructive acquisition of knowledge. The methodology is based on the teaching-learning procedures, focused on the learner, which encourages active participation and results in the development of general and specific competencies that provide knowledge, capacities and attitudes for their future professional careers.

5. Evaluation

The students' learning evaluation is inspired by the principles of formative evaluation. In consequence, a continuous evaluation is applied, which means that every activity or task that is made inside or outside of the classroom is susceptible of being evaluated.

5.1. Grading system

In the Spanish educational system, it is required to quantitatively express the result of each student's evaluation. In order to do so, Nebrija faculty uses different strategies and instruments such as: papers, exams, tests, projects, self-evaluation activities, etc. In order to issue a final grade for the Spanish Plus programs the following scale is established:

- 30% Attendance and active participation in class
- 30% Daily work
- 40% Exams/projects*:

Therefore, the final grade is the average between attendance and participation, daily work and exams, presentations, projects and essays.

- Active participation in class is evaluated by means of different activities such as:
- Activities and exercises correction;
- Reflection upon the different contents in the course
- Oral activities (individual, in pairs or in groups). Fluency, correction, adequacy and relevance are taken into account.

- Daily work makes reference to any activity or task that is done inside or outside of the classroom, whether during the class time or at any other time.
- Exams/papers/projects

The course includes a midterm and a final written exam on theoretical concepts and course facts. Also, two projects will be elaborated, both including an oral presentation in front of the class. If a student, unjustifiably, does not do or submit an exam, paper or project, it will be graded with a '0'.

*** A minimum grade of 5 must be obtained in a final exam/ final project in order to pass the course.**

5.2. Attendance, participation and grading policies

5.2.1. Attendance policy

Attendance is mandatory. The maximum number of absences allowed is 6. In case of missing 7 or more sessions in one course, the student will receive a zero in his/her participation and attendance grade. In addition, not attending classes will not excuse the student from handing in any homework, papers or essays previously assigned.

The following situations must be considered:

- There are 8 sessions of class per week. Each session of class will count as an absence.
- Two delays of more than 15 minutes will be considered an absence. The entrance to class will not be allowed after 30 minutes once it has started.
- There are no excused absences. E.g.: Not attending class because of sickness will count as an absence. The student is responsible for catching up with any homework done while absent.
- Exams dates have been officially approved by the University, therefore, they will not be changed *

* Except for those courses where the professor will set up specific dates and inform the students at the beginning of the program.

Important!

As some business trips of the professor might occur along the course, students would be notified in advanced and instructions about will be given with the goal of preventing from disturbances and changes that might affect the course.

- Outdoor activity/classes play a relevant role in the Nebrija International programme: since sometimes is difficult to count with the engagement of some institutions, students would be given in advance data regarding such activity.

5.2.2. Criteria to evaluate participation

Criteria to evaluate participation	Grade
The student participates very actively in the class activities. S/he successfully does the requested tasks. S/he contributes to a good development of the course, encourages his/her classmates and favor debate in class.	8.5 - 10
The student participates actively in the class activities. S/he does the requested tasks and submits them on time. Shows great interest to learn.	7 - 8.4
The student, occasionally, makes interesting remarks, but s/he basically answers when s/he is asked. S/he does not show a clear interest in the course. Misses classes occasionally.	5 - 6.9

The student does not participate unless s/he is asked. S/he has unjustified absences and delays. His/her attitude is not very participative.	0 - 4.9
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5.2.3. Criteria to evaluate Daily Work

Criteria to evaluate Daily Work	Grade
The student always does all the work demanded by the professor, not only during the class but also at home. He/she always or almost always meets the deadlines established.	8.5 - 10
The student almost always does all the work demanded by the professor, not only during the class but also at home. Occasionally, he/she submits work after the established deadline.	7 - 8.4
The student occasionally does the work demanded by the professor, not only during the class but also at home. He/she does not normally meet the established deadlines and even occasionally does not submit the work.	5 - 6.9
The student never or almost never does the work demanded by the professor. He/she never or almost never meets the established deadlines.	0 - 4.9

5.2.4. Grading criteria

Number Grade	Letter Grade	Percentage
10	A+	100%
9.5 – 9.9	A	95 – 99 %
9 – 9.4	A-	90 – 94 %
8.5 – 8.9	B+	85 – 89 %
7.5 – 8.4	B	75 – 84 %
7 – 7.4	B-	70 – 74 %
6.5 – 6.9	C+	65 – 69 %
6 – 6.4	C	60 – 64 %
5 – 5.9	C-	5 – 59 %
0 – 4.9	F	0 – 49 %

5.3. Warning on plagiarism

When writing a University paper or essay and reference is made to certain authors, it is mandatory to cite them by means of a footnote or a direct reference. In no case it is acceptable that a student uses a text, no matter how brief it is, written by somebody else without putting it in inverted commas, as this means s/he is trying to make it look as his/her own. This is called plagiarism and in a university context it could be penalized with expulsion.

6. Bibliography

Philip R. Cateora, Mary C. Gilly, John L. Graham. International Marketing - McGraw-Hill/Irwin. Last edition.

I. Alon & E. Jaffe, Global Marketing. Contemporary Theory, Practice and Cases, McGraw Hill, 2012

7. Lecturer Brief CV

Manuel Santiago López Domínguez has undertaken postgraduate studies of Business administration (ICADE) and holds a degree in Latin American studies (Complutense University) together with a Bachelor degree in International business administration (Lincoln University). He has a Master in Human resources and business administration (Complutense University) and is the University International trade specialist (UNED). Apart from teaching activities he has an extensive professional experience working on a multinational business environment.

8. Office Hours

Tutorial schedule will be confirmed in the first couple of sessions, to guarantee that the time schedule suits the needs of students and instructor. However, it is always advisable to make an appointment with the lecturer beforehand in order to ensure availability.

Campus Madrid Princesa

E-mail: mlopezd@nebrija.es

9. Course Content

LESSONS	TOPIC	READINGS & DISCUSSIONS
Lesson 1	Introduction to the course. Objectives of the class and the procedures to be used. Course requirements and grading.	Video “Invest in Spain”: the Spain’s economy on 2007, just before the recession.
Lesson 2	The current profile of the Spain’s economy: (I)	How much is enough? Devolution has been good for Spain but it may have gone too far. (The Economist - Special Reports).
Lesson 3	The current profile of the Spain’s economy: (II)	Spain – A great place to live, a terrible place to work? --- http://elpais.com/elpais/2014/12/17/inenglish/1418816737_691083.html
Lesson 4	Basics of International Strategy and Planning Strategy in international business: global marketing management (I)	With the professor guidance, students will have to make in group a SWOT Analysis of the current situation of Spain’s economy and also to foresee some future trends that may help the country. A public presentation will take place.
Lesson 5	ASSIGNMENT: SWOT ANALYSIS OF SPAIN	
Lesson 6	Strategy in international business: global marketing management (II)	With the professor guidance, the students will be given instructions to solve one business cases of International Strategy. A public presentation will take place.
Lesson 7	ASSIGNMENT Strategy in international business --- Presentation & Discussion	
Lesson 8	International Marketing Techniques (I) + Real cases of international marketing operations	Readings
Lesson 9	International Marketing Techniques (II) + Real cases of international marketing operations	
Lesson 10	Mid Term Exam	
Lesson 11	ASSIGNMENT International Marketing Techniques --- Presentation & Discussion	
Lesson 12	International Product Management & Innovation in the Global Markets.	With the professor guidance, the students will be given instructions to solve a business case about International

	International Pricing Strategy	Product Innovation. A public presentation will be take place. Readings
Lesson 13	ASSIGNMENT International Product Innovation --- Presentation & Discussion	
Lesson 14	The International Channels of Distribution Trade Marketing Operations in the Retailing Channel of Distribution	With the professor guidance, the students will be assigned two retailers in order to make a field group examining some features of the retailing industry and activity. A public presentation will be take place. Readings
Lesson 15	ASSIGNMENT The International Channels of Distribution --- Presentation & Discussion	
Lesson 16	International Personal Selling and Negotiation	Readings
Lesson 17	International Exporting and Logistics	Readings
Lesson 18	FINAL PROJECTS PRESENTATIONS	

10. Annex – Covid Protocol

If a student presents severe symptoms compatible with COVID-19, it will be their responsibility not to go to campus and to get tested for COVID-19 to confirm or rule out a possible contagion. In the event of a positive result, the next protocol must be followed:

- Students who test positive are not obliged to self-isolate at home. However, in cases of severe symptoms (high fever, shortness of breath, painful headaches and/or general malaise), it is advisable to stay home and seek medical attention.
- Students with severe symptoms will follow their classes online (synchronously or asynchronously) and their absences will not count towards their attendance record.
- In order to make this possible, the students must facilitate their test results or clinical records to Nebrija's Academic Coordinators (jlazarob@nebrija.es, kgarza@nebrija.es), who in turn will inform the teachers.
- The average isolation period in these cases is 2 to 3 days, not exceeding 5, unless medically prescribed.
- Should an exam take place during that time, proctored exams are available to ensure the identity of the test taker and the integrity of the online-test taking environment.
- Students with mild, moderate or no symptoms, are encouraged to come to class on site, wearing a FP2 face mask.