



Center International Programs & Sustainability Studies

Course name: International Marketing Management

Course code: MKTG 3010

Total contact hours: 48 hours

Pre-requisites: None

COURSE DESCRIPTION

This course explores basic concepts and tools of international marketing, for the growth of business abroad. The course's design seeks to prepare the student for the professional and business labor market with the knowledge, skills, attitudes, and values necessary to meet the current requirements of international markets. The study plan shows proposals that respond to these opportunities and therefore to the current demand in terms of increasing products and services outside the borders.

The student will be able to understand the needs of people based on the trends of the national, regional, and global markets, to propose high-impact commercial and sales strategies. Students will take advantage of the experience of being in a foreign country as a window to view some marketing processes (what kind of process?) from a different perspective and propose ideas through work to achieve the objectives of the class.

AUDIENCE

This course is structured for international students attending the Study Abroad Program at an LCI Education university campus. However, courses are not exclusive to foreigners so local degree-seeking students may enroll in this course. Some of the courses are also taught in Spanish as part of our Bachelor's in Sustainability Management or Business Administration programs.

This is a theoretical-practical course and explores/responds to the following inquiry according to the professional/disciplinary profile:

How to create a brand that is highly competitive in the market in times where digitization is the most used means?

In order to respond this question, we will study the following generative topics:

- Branding
- Developing successful brands
- Design and digital strategy
- Programming: Algorithms
- Theories of Internationalization
- Distributions channels

Along the course, the following **skills** will be fostered:

- Ability to assess content, knowledge, and findings regarding their future job.
- Ability to consider the thoughts and cultural differences of peers.
- Ability to challenge own assumptions and acknowledge worldwide cultural work differences.
- Ability to explore and understand consumer behavior.
- Ability to apply frames that help monitor international contexts differences.
- Ability to identify models and theories to incorporate intercultural knowledge in marketing planning.

Among the **values** and **attitudes** that will be promoted among students are the following:

- Teamwork and leadership.
- Systemic thinking.

- Active listening.
- Logical and communicative intelligence.
- Problem solving.
- Learning how to learn.
- Reliable negotiation.

COMPETENCES, CRITERIA AND EVIDENCE

The competencies for the Veritas University are reflexive and integral actions that respond to the professional profile and to the problems of the context, with suitability and ethical commitment, integrating the know-how, the know-how, and the knowledge to know in a perspective of improvement.

Below are both the disciplinary and general competencies, linked to their criteria and evidence of performance for this course.

Competencies	Key competences	Learning Assessments
<p><u>Disciplinary</u></p> <p>Integrates the theoretical and practical foundations of international marketing management.</p>	<ul style="list-style-type: none"> ○ Applies marketing and sales concepts and tools to the administration of businesses. ○ Integrates efficient designs for successful business creation and/or administration in accordance with marketing science principals. ○ Develop social media strategy that allows the promotion and expansion of the brand in digital media. 	<ul style="list-style-type: none"> ○ Class Power point presentations. ○ Discussion of videos presented in classes. ○ The creation of a final project.

	<ul style="list-style-type: none"> ○ Identify the most used distribution channels in current markets. 	
Generic/Core		
Integrates knowledge, skills and attitudes to learn continuously and through one's life pursuing an efficient development in the knowledge-based society.	<ul style="list-style-type: none"> ○ Learning to learn. 	<ul style="list-style-type: none"> ○ Class discussions. ○ Individual and group presentations. ○ Final project.
Builds the necessary knowledge, skills, and attitudes to learn how to communicate orally and in written form in the different disciplines that make up the curriculum.	<ul style="list-style-type: none"> ○ Communicate thoughts of the discipline orally, iconically, and in written form. 	<ul style="list-style-type: none"> ○ Class discussions. ○ Individual and group presentations. ○ Final projec.
Integrates the necessary knowledge, skills and attitudes to learn interpersonal communication techniques.	<ul style="list-style-type: none"> ○ Relate well to others. ○ Manage and solve conflicts. ○ Negotiate reliably and empathetically. ○ Speak responsibly. ○ Listen attentively. 	<ul style="list-style-type: none"> ○ Power point presentations. ○ Class discussions.

COURSE CONTENTS

Unit I:

A. Branding

- How did marketing start?
- What is it now a days, what is it for?
- Types of brands
- Pros and cons of having a correct or incorrect brand
- Brand identity

B. Create a successful brand

- Logo, colour selection and typography
- SWOT Analysis: Uses and advantages
- Mission, vision, and values
- Benefits of a strong brand identity

Unit II:

A. Design of the digital strategy

- Digital marketing and social networks, new platforms.
- Design your own material: Online plataforms.
- Consumer behavior and culture (work smart) The funder (2017).
- Bad Decision Making: New Coke.
- Marketing communications: Advertising: Beginning of it. What is it for?
- International Advertising: Superbowl.

B. Programming: Algorithms

- What are algorithms?
- Benefits and uses.
- Algorithm relationship – final consumer. Example

Unit III: Internationalization

- Country brand: Essential Costa Rica - USA DiscoverAmerica.com
- Pricing for International Markets: Big Mac index
- Bilingual marketing: Products of the supermarket, how many are international?
Bilingual population?
- Customer experience: Benefits and disadvantages of costumers

Unit IV: Distributions channels

- Types of channels distributions
- E-commerce: What is it, what is it for?
- Types of e-commerce: business-to-business (B2B), business-to-consumer (B2C), and consumer-to-consumer (C2C)
- Benefits.

METHODOLOGY

The methodology is planned as experiential learning, there will be used different tools such as thinking based learning, visual thinking, cooperative learning. This methodology allows students to learn through inquiry and discovery, guiding them to focus their work on problem solving. In addition, they will be able to improve the retention of concepts and will favor collaborative and autonomous learning.

Classes are of an interactive nature, stimulating the collective construction of knowledge; so, the students can recognize, by their own means, the context in which they are and how they can use it to understand the topics of the course. Class presentations will take place in a weekly basis, and they will be related to each unit cover in this course.

EDUCATION RESOURCES

The students will have access to VERITAS' libraries and free access to wireless internet in order to get needed information. The professor will also provide readings and other sources

of information that will be posted in VERITAS-CANVAS. All classrooms are fully equipped to assist students in their learning process.

LEARNING ASSESSMENT

Evaluation compiles and evaluates evidence by taking into account feedback providing pre-established criteria. The course evaluation must be aligned with the competencies and the teaching methodology. There is a rubric for each evaluation resource. Even though the rubric grants a grade, it is also a quantitative and qualitative description of the students' performance. The rubrics include the core and discipline key competences.

ASSIGNMENTS	PERCENTAGE VALUE
Class Presentation. Country brand. Dates at the Class meeting Schedule.	20 %
Film reviews. Article of the movie.	20 %
Site Visit. Questionnaire.	10%
Daily work in class. Describe a commercial Brand. 5% per class.	20%
Final Project: Creating a brand. A document and PPP will be generated. Dates at the Class Meeting Schedule.	30%
Final grade	100%

LEARNING STRATEGIES AND RUBRICS

The following learning strategies will be used:

1. Country Brand, oral presentation

This project has as a goal that students know that there are brands that belong to each country, with this work, students will be able to investigate general aspects of a country of their choice and analyze their country brand. What allows the group to learn from many countries and the scope of country brands abroad.

The following aspects will always be considered for class presentations:

- a) Preparation and content: topic relevance, knowledge assimilation, answers to classmates' and professor questions, and content deepness due to evident research.
- b) Organization and style: smoothness, independence from notes and devices, speaking clarity, slides clarity and aesthetics, text, and images balance.
- c) Recommendations: Try to use other platform to do the presentation besides Microsoft Power Point, for example: Prezi, Canva, slidesgo.com

2. Film analysis

Films related to international experiences in business or connection/understanding of local cultures will be shown. With this film the following activity will be carried out, after the film.

3. Site Visit

The objective of this activity is for students to be able to observe the promotion techniques of brands at a national and international level, and with that they develop knowledge to compare them, in addition, they will be able to observe more sensory and visual aspects, such as music, lighting, types of vendors and consumers, 'strategic positioning of products, Costa Rican marketing strategies used in the place, that in promotion and marketing issues are relevant aspects. A questionnaire must be completed:

4. Daily work in class.

The practices done in class will allow the student to show the knowledge acquired. These practices are done at the end of the class. These do not require written work or presentation, only the delivery of the material given in class by the teacher.

5. Final Project: Create a brand

To apply the concepts of the class, students will work on a final project, create their own brand, in which they will develop a product or service strategy to introduce in CR. There will be updates presented in class about the product or service and the research done on it. The

Final Project will be presented at the end of the course (includes written work and presentation)

To create this presentation, it is highly recommended the use of the following presentations platforms: Prezi, Canva, slidesgo.com etc. Avoid use the traditional ones like Microsoft Power Point.

ATTENDANCE

Regarding classes:

1. Students are only allowed a two (2) **non-consecutive (back-to-back) class absences**. A student shall fail the course if more than two absences are registered by the professor. Administration does not control attendance.
2. Three **late arrivals** to class (arrival after the first 15 minutes) are treated as one absence. Attending class 30 minutes late without an official justification will also count as an absence.
3. In the case of an **absence from any assignment evaluated in class** (presentations, evaluations, field trips, etc.) a student will be given a grade of zero unless an official document is presented within **one week** of the absence.
4. If a student presents an official document to excuse the absence, the missed assignment is to be presented on that same day.

Regarding field trips:

5. An unjustified **absence on a field trip** will immediately result in the loss of all points assigned to that specific trip. However, if an official document justifying the absence is presented, 50% of the assignment points may be obtained upon presentation of a complementary research assignment, to be agreed upon with the professor, within one week of the field trip.

6. An absence on a field trip may be justified should two course field trips coincide. In such a case, and to avoid losing points, students shall be able to opt for carrying out a research assignment.

CODE OF CONDUCT

Professors have the right to expel a student from the classroom should he / she/ they:

1. Be disruptive in the classroom.
2. Behave in a disrespectful way.
3. Be under the influence of alcohol.
4. Be under the influence of any illegal drug.
5. Shows hygiene or odor problems that may disturb other students.

ELECTRONIC DEVICES

The use of cell phones, smartphones, or other mobile communication devices is disruptive and is therefore prohibited during class. **Please turn all devices OFF and put them away** when class begins. Devices may be used only when the professor assigns a specific activity and allows the use of devices for internet search or recording. Those who fail to comply with the rule must leave the classroom for the remainder of the class period. Using devices while the professor or other peers are lecturing, or presenting is perceived as a lack of interest and disrespectful.

STUDY ABROAD PROGRAM POLICIES

The student must comply with the provisions of the Study Abroad Program Policies available on the Canvas platform.

BIBLIOGRAPHY

Gillespie, K. y Hennessey, H.D. (2011) Global marketing (3ra Ed.). Ohio: South-Western CengageLearning.

Hartmut, S. y Kilger, C. (2010). Supply chain management and advanced planning: Concepts,models, software, and case studies (4ta Ed.). Alemania: Springer-Verlag.

Kerin, R.A. (2009). Marketing: Experience, leadership, and innovation (9na Ed). New York:McGraw-Hill.

Rosenbloom, B. (2013). Marketing channel: A management view (8va Ed.). New Jersey: SouthWestern Cengage Learning.

American Psychological Association. (2010). Publication manual of the American Psychological Association (6ta. Ed.). Washington, D. C.: APA.

CHRONOGRAM

WEEKS		DAY	Teaching Strategies
Week 1		Unit I: Branding How did marketing start? What is it now a days, what is it for?	Oral presentations Role play
		Unit I: Branding Types of brands. Pros and cons of having a correct or incorrect brand. Brand identity	Oral presentations Research work Role play
Week 2		Unit I: Branding	Oral presentations

		Create a successful Brand, logo, colour selection and typography.	Research work Round tables.
		Unit I: Branding Create a successful brand Mission, vision and values	Oral presentations Research work
Week 3		Unit I: Branding Create a successful brand SWOT Analysis: Uses and advantages. Final consumer.	Oral presentations Research work
		Unit I: Branding Create a successful brand Benefits of a strong brand identity	Oral presentations Research work
Week 4		Unit II: Design of the digital strategy. Digital marketing and social networks, new platforms. Design your own material: Online platforms.	Oral presentations Research work Role play
		Unit II: Design of the digital strategy. Consumer behavior and culture (work smart) The funder (2017).	Round tables: Movie

Week 5		Unit II: Design of the digital strategy. Bad Decision Making: New Coke.	Oral presentations
		Unit II: Design of the digital strategy. Marketing communications: Advertising: Beginning of it. What is it for?	Oral presentations
Week 6		Unit II: Design of the digital strategy. International Advertising: Superbowl.	Research work
		Unit II: Design of the digital strategy. What are algorithms? Benefits and uses.	Oral presentations Research work
Week 7		Unit II: Design of the digital strategy. Algorithm relationship – final consumer. Examples.	Oral presentations Research work
		Unit III: Internationalization.	Oral presentations Research work

		Country brand: Essential Costa Rica	
Week 8		Unit III: Internationalization. Country brand: USA DiscoverAmerica.com	Oral presentations Research work
		Unit III: Internationalization. Expositions	Student Oral Presentation
Week 9		Unit III: Internationalization: Pricing for International Markets: BigMac Index. Bilingual marketing	Oral presentations Research work
		Unit III: Internationalization: Bilingual marketing: Customer experience: Benefits and disadvantages of customers	Oral presentations
Week 10		Unit III: Internationalization:	Research work: Site visit: Supermarket.
		Unit IV: Distributions channels: Types of channels distributions	Oral presentations Research work

		E-commerce: What is it, what is it for?	
Week 11		Unit IV: Distributions channels: Types of e-commerce: business-to-business (B2B), business-to-consumer (B2C), and consumer-to-consumer (C2C). Benefits.	Oral presentations Research work
		Q&A final project	Round tables
Week 12		Expositions	Student Oral Presentation
		Expositions	Student Oral Presentation