



UNIVERSIDAD
DE GRANADA



CENTRO DE
LENGUAS
MODERNAS

SYLLABUS

**SPANISH LANGUAGE
AND CULTURE
COURSE**

ECONOMICS

International Marketing

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INTERNATIONAL MARKETING

General Description

This subject will lead the student to become familiar with the characteristics of the process of internationalization, the market entry strategies into the international markets, the process of selection of the target international markets, the process of segmentation and positioning in the international markets, and the decisions regarding the standardization and adaptation of the international marketing-mix.

More specifically, the aim of this course will be to enable the student to understand/acknowledge:

- The concept of international marketing and its function within the global markets.
- The socio-economic, political, legal, cultural, technological and competitive dimensions of the current international scenario, such as its potential impact onto the development of the international marketing strategies.
- The different approaches to the process of internationalization, as well as the main drivers and obstacles to the internationalization.
- The process of international segmentation and positioning and the development of the international expansion strategy.
- The main strategies regarding the main market entry strategies into the international markets as well as the different factors to be considered.
- The 4 Ps of the international marketing-mix (product, price, place and promotion), especially the adoption of a strategic position regarding the standardization or adaptation of the international marketing strategy.

Content

SECTION 1: Internationalization of business and international marketing

- 1.1. The international environment
- 1.2. The concept of international marketing
 - International marketing visions
 - The process of internationalization
 - The stages of internationalization
 - Drivers and obstacles to internationalization
 - Internationalization and relationship marketing

SECTION 2: Main international marketing decisions

- 2.1. Strategic international marketing
 - Segmentation and positioning
 - Market entry strategies
- 2.2. Operative international marketing
 - Standardization and adaptation of the international marketing mix
 - Product
 - Price
 - Place
 - Promotion

Activities

- Analysis of academic article and news on issues within the field of international marketing
- Analysis of international marketing campaigns and comparison across different countries
- Oral presentation of individual and group assignments
- Seminars and debates over multinational companies through the analysis of study cases

Assessment

Grading policy (tools, criteria and loads):

- Active participation and engagement, analysis of articles and essays about topical economic issues, additional tasks and homework, other activities: 20 %
- Group research assignments (oral presentation of the project and written essays): 30%
- Mid-term exam: 25%
- Final exam: 25%

(Note: compulsory attendance to at least the 80% of the classes)

Bibliography

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- FETSCHERIN, M., ALON, I., LITTRELL, R., and CHAN, A. (2012). In China? Pick Your Brand Name Carefully. *Harvard Business Review*. 90(9).
- HONG, H., and DOZ, Y. (2013). L’Oreal Masters Multiculturalism. *Harvard Business Review*, 91(6), 114-118.
- KEEGAN, W. (2007). *Marketing Global*, 5a edición, Prentice Hall, Madrid.
- OMAR, M., and PORTER, M. (2011). Reducing risk in foreign market entry strategies: standardization versus modification. *Competitiveness Review: An International Business Journal incorporating Journal of Global Competitiveness*, 21(4), 382-396.
- SHETH, J. N., and PARVATIYAR, A. (2001). The antecedents and consequences of integrated global marketing. *International Marketing Review*, 18(1), 16-29.