



CIEE Palma de Mallorca, Spain

Course name:	International Marketing
Course number:	MKTG 3001 PABT
Programs offering course:	Business and Tourism
Language of instruction:	English
U.S. Semester Credits:	3
Contact Hours:	45
Term:	Spring 2019

Course Description

The course is intended to provide students with a structure for understanding global markets and to explore how national culture and environment shape and influence international marketing strategies.

Finally, the last emphasis, which is particularly important in this course, is being placed on the firm's ability to develop and manage the marketing mix programs in typically complex international environments.

Learning Objectives

The focus of the course is applying theory into practice, with the transmission of basic concepts of strategic and tactical marketing, and the discussion of cases of international organizations facing real situations in the market where they have to launch a product, reorganize their structure, design a communications campaign or develop new products and services. This way, the students will build a useful background for decision taking situations.

Course Prerequisites

Students from all majors interested in developing their tourism and business skills are welcome to enroll.

Methods of Instruction

The course sessions will combine lectures, discussions, case studies, exercises, presentations and other activities.

Assessment and Final Grade

The course will be evaluated as follows:

Class participation and field visits	10%
Case studies, course readings and exercises	10%
Midterm exam	20%



Final exam	20%
Final project: essay	25%
Final project: presentation	15%

Course Requirements

Class Participation and field visits (10%): students will be challenged to apply principles, concepts and frameworks to real world situations. Participation in class and preparation are essential.

The class group will carry out field visits that will put students in direct contact with the content of the course. For each field trip, students will have to write and deliver a short essay (around 1.000-1.500 words), together with a presentation, in which certain questions will have to be answered.

Case studies, course readings and exercises (10%):

- Case studies: students are expected to work on case studies related to the course contents. The work could be done individually or in small groups and results will be discussed in class or presented orally.
- Course readings: students who keep up to date in their readings are more prepared to follow the instructor's presentation, contribute to class discussions, and earn higher grades.
- Exercises: students are expected to complete them individually.

Exams (20% + 20%)

Students will take two tests: one **midterm (20%)** and one **final exam (20%)**.

The final exam will include only the content corresponding to the second part of the course. Those students wanting to improve the midterm test grades will have the opportunity to answer an optional question from the first part.

Final Project (25% + 15%)

- **Essay (25%):** during the course, students are expected to work on a project. Each student can propose the topic they want to work on, based on their field of study or personal interests. This work(2.500-3.000 words) should be handled at the end of the course.
- **Presentation (15%):** students will be asked to prepare a short presentation (a Power Point file and a 15 minutes long oral presentation) of the work carried out during the course.
- To be assessed:
 - Application of theory.
 - Critical, creative and communicative competences.
 - Clear exposition and time control.
 - Capacity of abstraction: choose the essential elements of the report for public exposure.

CIEE Academic Policies

Papers and assignments submission. Exams Dates



According to CIEE Palma de Mallorca academic norms, all assignments, paper, readings, etc., must be turned in on the due date. If a student fails to submit the work on time:

- 1) If any student submits the assignment one day late, the grade will be lowered by -10% points.
- 2) If it is 2 days late, the grade will be lowered by -20% points.
- 3) If it is 3 or more days late, it will imply a grade of zero in the assignment.

It is the student's responsibility to check with the professor any work submitted by email (unless the student receives a message confirming the assignment's delivery, we will assume the assignment was never sent and/or received).

No exam can be administered other than the ones scheduled in the syllabus. There are no make-up tests.

Course Attendance

Regular class attendance is required throughout the program. Students must notify (via e-mail with a copy to the Resident Director) their instructor beforehand if they will miss class for any reason. Students are responsible for any materials covered in class during their absence. Students who miss class for medical reasons must inform the professor and the RD, and provide appropriate documentation.

For CIEE courses, excessively tardy (over 15 minutes late) students will be marked absent (student will be reminded of the policy). Attendance policies also apply to any required co-curricular class excursion or events, etc. Students who miss class for personal travel will be marked as absent and unexcused.

An absence in a CIEE course will only be considered excused if:

- 1) A doctor's note is provided explaining there is a reason to miss the class (not only saying the student was at the doctor during class time).
- 2) A CIEE staff member verifies that the student was too ill to attend class.
- 3) Evidence is provided of a family emergency.

Persistent absenteeism (students exceeding 10% of the total course hours missed, or violations of the attendance policy in more than one class) may lead to a written warning from the RD, notification to the home school, and/or dismissal from the program in addition to reductions in class grade(s).

- 1) Since each CIEE course is 45 hours, 10% of the total course hours are 4.5 hours.
- 2) Depending on the hours of the sessions of each class, missing 1 day of class implies 1.5 or 2 hours of class.
- 3) Students who miss more than 4.5 hours of class without justification will see their final grade reduced by -5%. For instance, students achieving a grade of 89.00 out of 100 points, and missing more than 4.5 hours of class will see their final grade reduced from 89.00 (B+) to 84.00 (B).



Students with unexcused absences exceeding 20% (9 hours) of the total course hours will fail the course. Written warnings and home school notifications will happen well before the absenteeism causes the student to fail the course so that the student has an opportunity for corrective actions.

Plagiarism

Cheating and plagiarism in any course assignment may result in failing the course or being expelled from the program. Students are expected to adhere to the US American and norms.

Important principles:

- 1) Final examinations, quizzes and other tests must be done without assistance from other person, without looking at or otherwise consulting the work of another person, and without access to notes, books, or other pertinent information (unless the professor has explicitly announced that a particular test is to be taken on an “open book” basis).
- 2) The same written paper may not be submitted in more than one course.
- 3) Any use of the work of another person must be documented in any written papers, oral presentations, or other assignments carried out in connection with the course.

Add/Drop

The add/drop period last for 1 week and a half after the start of the courses. After the end of the add/drop period, the student’s registration is considered final, and no course(s) may be changed or deleted from the student’s CIEE Academic Record.

Withdrawal from a course

Students are required to register in 5 courses during their studies at CIEE Palma de Mallorca. Each CIEE course is worth 3 credits (45 contact hours) and each Universitat de les IllesBalears course is worth 4 credits (60 contact hours). If exceptional circumstances warrant, the student may request permission from the Resident Director to withdraw from a course. However, a student participating in a semester program is not allowed to drop below a total of 12 US semester credits.



Course Content

- Introduction to Marketing
- Marketing strategy and planning
- International Marketing Environment
- Product/Service Management
- Pricing for International Markets
- International Distribution Management
- Marketing Communications

Field Trips

Field trip 1: Habitissimo

[Habitissimo](#) is the leading online platform in Southern Europe and Latin America that connects people who want to make a house renovation or repair with professionals in the sector, with more than 300.000 active professionals and 4 million users. It is a clear success story of the innovation park [Parc Bit](#) start-ups. We'll be welcomed by the Habitissimo Brand Manager to talk about their marketing strategy.

Field trip 2: Diario de Mallorca and Mallorca Zeitung

[Diario de Mallorca](#) and [Mallorca Zeitung](#) are the two local newspapers that the editorial company Prensabérica publishes in Mallorca. We will visit their premises and will talk about the role of the written press in the political agenda as well as their important function as advertising channels in their clients communications mix.

Weekly Schedule

Week 1:

1.1 Course Presentation

This session will focus on explaining the syllabus, and on defining marketing, from inception to final presentation. We will consider how marketing affects consumers and look at the various opportunities for inserting marketing into the life of the consumer.

Reading: Kit Kat case study (digital copies or photocopies handed in by the professor).

Homework: Prepare the answers to the questions at the end of the case.

1.2 Continuation of Introduction to Marketing

We will answer seminal questions about marketing, such as why is marketing important, what is the scope of marketing, what are some fundamental marketing concepts or what are the tasks necessary for successful marketing management.

Discussion: Answers to the Kit Kat case.



Week 2:

2.1. Strategic Planning

We will move into discussing how a marketing plan is developed, starting by learning the difference between international marketing and global marketing.

Reading: Starbucks case study. Prepare the answers to the case questions (digital copies or photocopies handed in by the professor).

Homework: Come up with three ideas for products you want to market.

2.2. Continuation of Strategic Planning

We will develop the Ansoff product-market expansion grid.

Discussion: Answer the questions in the Starbucks case.

Week 3

3.1. The marketing environment

This session will focus on the different topics of the marketing micro and macro environment

Homework: Research on the Melià Hotels International environment. Individual work following the teacher's guidelines.

3.2. The Global Marketplace.

Key factors to international marketing will be analyzed: controllable vs uncontrollable forces, adaptation vs standardization, SLEPT approach.

Documentary: Planet Zara.

Homework: In group, answer the questions posed by the teacher on the documentary and prepare a presentation with your answers.

Week 4

4.1. Continuation of The Global Marketplace

We will discover concepts as SRC and Ethnocentrism as obstacles to international marketing.

Class Presentations: Planet Zara.

Discussion on Zara in the Global Marketplace.

4.2. Consumer market behavior.

This unit focuses on the factors influencing consumer behavior.

Discussion: Place yourself in one of the segments defined by SRI and Nielsen.

Homework: Read and deliver the answers to the questions on the Coffee Mate case (digital copies or photocopies handed in by the professor).

Week 5

5.1. Positioning

We will analyze different positioning strategies.

Discussion: Coffee Mate case.

Homework: Read the BCN study case (photocopies handed in by the professor) and work on a paper with your conclusions.

5.2. Branding



This session will focus on the scope of branding.

Discussion: BCN case.

Videos on different brand building real cases.

Week 6

6.1. Field trip: Habitissimo.

Homework: Write a paper on Habitissimo marketing strategies, for further presentation in class.

6.2. Midterm test.

Week 7

7.1. Pricing Strategies

Session on factors to consider when setting prices.

Discussion: Imperial Oil case study (digital copies or photocopies handed in by the professor).

7.2. IMC

Students will understand and analyze Integrated Marketing Communication strategies.

Presentation: Habitissimo.

Week 8

8.1. Advertising

The session will focus on the major decisions in advertising.

Video and discussion: we will watch and analyze different commercials and some scenes of Mad Men series.

8.1. Public Relations

This session will focus on different PR techniques.

Week 9

9.1. Continuation of Public Relations

Movie: The Ides of March. Students will have to identify the PR Techniques

Homework : Essay on the PR Techniques depicted in the movie The Ides of March. Deliverable.

Week 10

10.1. Direct and online marketing

This session will focus on different online marketing techniques.

10.2. Continuation of Direct and online marketing

Students will identify the steps in planning an international direct marketing campaign.

Discussion: Ides of March PR Techniques.

Week 11

11.1. Field trip 2: Diario de Mallorca and Mallorca Zeitung.

Homework: Answer some questions on both companies.



11.2. Distribution channels.

Students will discover the importance of Distribution systems and the channel behavior.

Practice: analyze different companies using different types of channels.

Week 12

12.1. Discussion on the strategies used by both newspapers Diario de Mallorca and Mallorca Zeitung.

12.2. Final exam.

Week 13

13.1. Project revision.

13.2. Final project presentation.

Students will do the presentation of their final paper. Previously, they have delivered it.

Bibliography

- Photocopies or digital copies will be handed in to the students for each case study discussed in class.
- Kotler, P., Armstrong, G., Saunders, J. and Wong, V. (2001). Principles of Marketing (Third European Edition). Prentice Hall.
- Kotler, P., Bowen, J. and Makens, J. (2010). Marketing for Hospitality and Tourism (Fifth Edition). Pearson.
- Cateora, P., Gilly, M. and Graham, J. (2011). International Marketing. McGraw-Hill.
- Onkvisit, S. and Shaw, J. (2004). International Marketing. Analysis and Strategy (Fourth Edition). Routledge.