



CIEE Seville, Spain

Course name:	International Marketing
Course number:	BUSI 3101
Programs offering course:	Liberal Arts, Advanced Liberal Arts, Business and Society and Communication, New Media and Journalism – Spanish Programs
Language of instruction:	Spanish
U.S. Semester Credits:	3 semester hours / 4.5 quarter hours
Contact Hours:	45
Term:	Spring 2020

Course Description

This course, taught exclusively in Spanish, will analyze the problems encountered by European businesses when promoting products and services in international markets. Special emphasis will be placed on European corporate case studies and the analysis of both successful and unsuccessful attempts to penetrate international markets.

Learning Objectives

Students will learn how international consumers, agents and distributors react to foreign products. The class will be taught through a series of lectures and teamwork exercises centered around actual business case scenarios. This course through stimulating the student to participate, tries to make students understand the problems of the International Relations in business and the necessity of group work in order to get the best results.

Course Prerequisites

4 semesters of college-level Spanish (or equivalent) and 3 semesters of college-level micro- or macroeconomics, accounting, finance, management, marketing, or statistics. Students need to have a GPA of at least 2.5.

Methods of Instruction

The course will be divided into three sections: theory, group work and company visits. The first section of the course will focus on related marketing concepts and real-life examples of Spanish firms attempting to penetrate international markets, as well as, foreign organizations attempting to penetrate the Spanish market. The second section of the class will focus on group projects, where students will be designing performance indicators to measure the effectiveness of marketing campaigns for products selling in international markets. The third section will entail a series of onsite visits to companies dedicated to the exportation and sale of products in international markets.

Each topic presented in class will follow a similar format:

- 1) Explanation of theoretical concepts to create a basis for understanding the subject presented.
- 2) Application of theoretical concepts explained in class using examples from case studies of European businesses competing in international markets.
- 3) Group work exercises (3 to 4 people maximum) under the guidance of the professor and the case studies presented in each chapter.



Assessment and Final Grade

CIEE classes are not graded on a curve nor is there extra credit work. The final grade will be based upon the following criteria:

Homework / Assignments	15%
First Exam	25%
Second Exam	35%
Cases study	20%
Classroom participation	5%

Course Requirements

Homework / Assignments: In class, groups of 2-3 students will plan and present a final project. It will consist of an "International Marketing Plan" based on the commercialization of a product or service USA to Spain or vice versa.

First Exam: The midterm exam will include content from modules I, II and III. The first part of the exam consists of approximately 15 multiple choice questions worth 85% of the grade. The second part of the text will be an extended response question worth 15% of the grade.

Second Exam: The final exam will include content from modules I, II, III, IV, V y VI. The first part of the exam consists of approximately 15 multiple choice questions worth 85% of the grade. The second part of the text will be an extended response question worth 15% of the grade.

Cases study: International Marketing includes five case students that students will analyze, present and debate in class in small groups.

Classroom participation: The active participation in class of the students will be highly valued.

Company visit: The professor of this course "International Marketing" and the CIEE staff will organize a company visit for the students in the class. The attendance is totally mandatory, and an absence will be considered a fault. Please see calendar.

Attendance policy

Students are not allowed to miss class for unjustified reasons. For each unexcused absence, the participation portion of the grade will be lowered. Hence, it will be very difficult to receive a 100 in the class. Please keep this in mind. If a student misses class twice without a valid excuse (a note from a physician in the event of an illness), then the professor will automatically lower the final grade by 5 points (on a 100-point scale) for each class missed thereafter. Students with 6 or more absences will fail the course.

Students should arrive to class on time. Arriving more than 15 minutes late for a class will count as an unexcused absence. Please note that an excused absence is one that is accompanied by a doctor's note: signed stamped and dated. Travelling and/or travel delays are not considered valid reasons for missing class.



* Notes from a physician will only be valid and admitted by the Program Manager if the doctor confirms that the visit could not have been arranged at another time, or that the student was too ill to attend class that day.

Academic Honesty

Students are expected to act in accordance with their university and CIEE's standards of conduct concerning plagiarism and academic dishonesty. Use of online translators for work in Spanish will result in an automatic failure.

Linguistic Resource Center:

It is recommended that students use the LRC

Weekly Schedule

WEEK 1 (February 4th-6th)

Day 1: Presentation of the course. Program, methodology and grading

Day 2: Start Module I. **Introduction to international marketing. Local vs. international markets**
New tendencies in marketing: orientation of the market

WEEK 2 (February 11th-13th)

Day 1: Consumer and distributor behavior in international marketing

Questions concerning the orientation of international marketing within the company.

Day 2: Case study **RENOVA**, identifying new market segments. **Reading: Case 1 available in Canvas, Module I.**

WEEK 3 (February 18th-20th)

Day 1: Start of Module II. **Sales and marketing plans in international marketing (I)**

Analysis of the internal and external situation. Strengths and weaknesses. Analysis DAFO.
Segmentation, positioning, and differentiation

Day 2: Case study (real example): The internationalization of the **Spanish textile-fashion sector.**
Reading: Case 2 available in Canvas, Module II.

Group work and presentation of conclusions derived from the previous day's topic.

WEEK 4 (February 25th-27th)

Day 1: Start Module III. **The marketing and sales plan in international marketing (II)**

Launching a new product. Action plans in international marketing

Cultural characteristics. Satisfaction, perception and expectations about quality of a service

Day 2: GLOBAL DISCUSSION: February, 22th

WEEK 5 (March 4th-6th)



Day 1: Case study: **McDonald's** and the changes in eating habits: Launching a new product in international markets. Adaptation to new environments. **Reading: Case 3 available in Canvas, Module III.**

Day 2: Final Projects: instructions

WEEK 6 (March 11th-13th)

Day 1: Review materials for the midterm exam

Day 2: First exam

WEEK 7 (March 18th-20th)

Day 1: Start of Module IV. **Distribution and sales policies in the international markets (I)**
Channels of local and international distribution

Day 2: Integration and disintegration as formulas in international distribution

COMPANY VISIT: March, 22th

WEEK 8 (March 25th-27th)

Day 1: Case study: **LIZARRÁN**: The franchising like internationalization formula. **Reading: Case 4 available in Canvas, Module IV.**

Day 2: Start of Module V. **Distribution and sales policies in the international markets (II)**
Forms of Entry - distribution in International Markets: Association vs. Integration

WEEK 9 (April 1st-3rd)

Day 1: Start of Module VI: **The international brand equity. Attributes of the product.** Components in brand equity.

Day 2: The brand image in international markets

WEEK 10 (April 8th-10th)

Day 1: Case study: The value of a great service brand: **AMERICAN EXPRESS.** **Reading: Case 5 available in Canvas, Module VI.**

Group work and presentation of conclusions concerning the previous case

Day 2: Review of final projects before presentation.

WEEK 11 (April, 22th-24th)

Day 1: Presentation of final projects. Dissertation public.

Day 2: Presentation of final projects. Dissertation public.

WEEK 12 (April 29th-May 3rd)

Day 1: Review materials for the final exam



Day 2: **Final Exam**

Course Materials

Readings

- ALET, J., Marketing Eficaz.com. Ed. Gestión 2000. Barcelona. 2000.
- BELLO, F., CORONEL TAPIOCA. La Aventura de Arriesgar. Ed. ESIC-Pirámide. Madrid. 2001.
- CÁMARA, D. Y SANZ, M., Dirección de Ventas. Vender y Fidelizar en el Nuevo Milenio". Ed. Pearson Educación, S.A. Madrid. 2001.
- CZINKOTA, M.R. Y RONKAINENE, I.A., Marketing Internacional, 6ª Edición. Ed. Prentice May, México. 2002.
- DECKER, C.L., Triunfar con P&G 99, Ed. Gestión 2000, Barcelona, 1999.
- DÍEZ, E.C. (Coord.) Distribución Comercial, Ed. McGraw-Hill, Madrid, 2004
- FERRÉ, J.M., Estrategias de Negocio y de Marketing en Épocas Turbulentas y Competitivas. Ediciones Deusto. Bilbao. 2002.
- LAMBIN, J.J. Casos prácticos de marketing, Ed. McGraw-Hill, Madrid, 1995.
- REINARES, P.J. Y PONZOA, J.M., Marketing Relacional. Un Enfoque para la Seducción y Fidelización del Cliente Internacional. Ed. Pearson Education. Madrid. 2002.
- VILLAREJO, A.F. La medición del valor de marca en el ámbito de la gestión de marketing, Ed. CEADE, Sevilla, 2002.
- ZEITHAML, V.A., Marketing de Servicios. Ed. McGraw Hill. México. 2ª Edición. 2002.