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CIEE Study Center in 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 Programs
Language of instruction: Spanish
U.S. Semester Credits: 3 semester hours / 4.5 quarter hours
Contact Hours: 45
Term: Spring 2018

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.

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



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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%
Classroom participation y cases study	25%

COURSE REQUIREMENTS

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 compulsory 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



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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 (26-28 September)

Presentation of the course. Program, methodology and grading

[Start Module I](#). Introduction to international marketing. Local vs. international markets

New tendencies in marketing: orientation of the market

Consumer and distributor behavior in international marketing

WEEK 2 (03-05 October)

Case study RENOVA, identifying new market segments.

Questions concerning the orientation of international marketing within the company.



ENGAGE. EXPERIENCE. EMBRACE. EDUCATE.

Start of Module II. Sales and marketing plans in international marketing (I)

Analysis of the internal and external situation. Strengths and weaknesses. Analysis DAFO.

Case study (real example): The introduction of Iberian ham to the North American market.
Analysis DAFO

WEEK 3 (10-12 October)

Definition of the sales objectives and strategies of international marketing (II)

Segmentation, positioning, and differentiation

Satisfaction of the client and retaining international clients

WEEK 4 (17-19 October)

Case study: International Marketing Plan: The internationalization of the textile-fashion sector.

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

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

WEEK 5 (24-26 Octubre)

Case study: Launching a new product in international markets. Adaptation to new environments.

McDonald's and the changes in eating habits

Final Projects: instructions

GLOBAL DISCUSSION

WEEK 6 (31 october-2 November)

Review materials for the midterm exam



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First exam: November 2, 2017

WEEK 7 ((07-09 November)

Start of Module IV. Distribution and sales policies in the international markets (I)

Channels of local and international distribution

Integration and disintegration as formulas in international distribution

WEEK 8 (14-16 November)

Case study: LIZARRÁN: The franchising like internationalization formula.

Start of Module V. Distribution and sales policies in the international markets (II)

Attributes of the product. The value of the brand.

Components in the valuing of the brand. The brand image in international markets

WEEK 9 (21-23 November)

Case study: The value of a great service brand: AMERICAN EXPRESS

Group work and presentation of conclusions concerning the previous case

WEEK 10 (28-30 November)

Current article

Start of Module VI. Implementing and controlling an international marketing plan

A priori and a posteriori control. Marketing and sales

WEEK 11 (05-07 December)

Presentation of final projects. Dissertation public.

WEEK 12 (12-14 december)

Review materials for the final exam



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Final Exam:

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.