



ENGAGE. EXPERIENCE. EMBRACE. EDUCATE.

Study Center in Barcelona, Spain

Course name:	International Marketing
Course number:	BUSI 3002 BABC / MKTG 3001 BABC
Programs offering course:	Barcelona Business and Culture
Language of instruction:	English
U.S. Semester Credits:	3
Contact Hours:	45
Term:	Summer 2018

Course Description

This course deals with the issues that today's international marketers face by examining the tactical decisions made by the marketing manager and the growing interdependence of markets worldwide on the formulation of global market strategy.

Learning Objectives

This course has two major interrelated objectives: 1) to enable the student to develop his/her international marketing judgment and skills and 2) to provide the student the necessary tools to effectively manage the international marketing planning process.

Course Prerequisites

One course taken in principles of marketing and/or marketing management is recommended.

Methods of Instruction

The course will be taught using Powerpoint slides, films, case study discussions, students work presentations and a field trips to Spanish companies.

Assessment and Final Grade

1. Midterm Exam	25%
2. Final Exam	25%
3. Term Project	35%
4. Class Participation	15%

Course Requirements



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Case study discussions

Students have to participate in the discussions that will take place in class. Throughout the course there will be several case studies. It is extremely important that students prepare and analyze these cases prior to the class debate.

Group term project

There will be a group term project that will be presented during the last week of classes before the final exam. Each group of three or four students will select one American company and product and will work on the development of an international marketing plan for the product to be introduced into the Spanish market. There will be partial submittals throughout the semester. Check the weekly schedule.

Visit to a Spanish companies

We will visit several Spanish companies and stores to learn from their managers the marketing actions they undertake in order to achieve the business objectives. These field trips are **mandatory**.

CIEE Barcelona Attendance Policy:

Students are expected to attend all scheduled class sessions on time and prepared for the day's class activities. CIEE does not distinguish between justified or unjustified absences, whether due to sickness, personal emergency, inevitable transport delay and/or other impediments. You are considered responsible of managing your own absences. Please keep in mind that exams, paper submission dates, presentations and any other course work deadlines cannot be changed.

No academic penalty will be applied if students miss up to 2 class sessions. If students miss up to 3 class sessions, students' final course grade will drop 1 point out of 10 on the Spanish grade scale for each additional absence beyond 2 (for example a 9.5 will become a 8.5 if they reach the 3th absence). Students will automatically fail the course if they miss more than 20% of total class hours (i.e. if they reach the 4th absence).

For students who miss up to 20% of the total course hours due to extenuating circumstances, the RD may allow for exceptions to the local attendance policy based on documentation such as proof of bereavement, religious observances, hospitalization etc.

Students arriving more than 10 minutes late to the class will be considered absent for a day. Late assignments will be marked down 10% after the first day and 5% every day afterwards. No coursework will be accepted after the last day of class.

Weekly Schedule



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- Session 1** **Introduction to the course.**
Group formation and preparation of project proposal.
- Session 2** **The International Marketing Imperative. Scope of International Marketing.**
The International Marketing Plan. Approval of term project proposals.
Video case: Coke vs. Pepsi. A duel of giants
- Session 3** **Leveraging in International Marketing. Analysis of Resources and Capabilities**
The International Marketing Environment
Video case: Super Brands. Food
- Session 4** **Microenvironment: Foreign Industry and competition analysis.**
International Marketing Research
Submittal and discussion of 1st part of group project (Internal analysis).
- Session 5** **Microenvironment: Foreign Market and consumer analysis.**
Country Selection and Market Entry Decisions.
Submittal and discussion of 2nd part of group project (Macro-environment).
Video case: Super Brands. Fashion
- Session 6** **Market Entry Decisions. Export Intermediaries, Licensing and Franchising.**
Joint Ventures and Strategic Alliances. Wholly-owned Subsidiaries.
Case: The Swatch Project
- Session 7** **Midterm.**
International Product and Brand Management.
Submittal and discussion of 3rd part of group project (Micro-environment).
Video case: Nike
- Session 8** **Case: Godiva Europe**
Visit to Godiva Franchise in Barcelona
- Session 9** **Marketing of Global Services.**
Visit to Lets Bonus (Subsidiary of Living Social)
- Session 10** **International Pricing Strategies. Incoterms.**
Video case: Levi's
Visit to Fnac store in Barcelona.
- Session 11** **Channels and Distribution Strategies.**
Submittal and discussion of 4th part of group project (Strategies and Marketing mix).



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| Session 12 | International Communications Strategies.
Visit to Zara store in Barcelona. |
| Session 13 | Global Promotion Strategies.
Submittal and discussion of complete group project.
Video case: McDonald's |
| Session 14 | Implementation of International Marketing Strategies.
Preparation of project's oral presentations.
Video case: Google |
| Session 15 | Group project presentations and Final Exam |

Readings

Czinkota and Ronkainen. International Marketing. Harcourt Inc.
Douglas and Craig. Global Marketing Strategy. McGraw-Hill, Inc.
Kotler and Keller. Marketing Management. Prentice-Hall.