

<b>1.- SUBJECT</b>	
1.1.- TOPIC (ÁREA OF KNOWLEDGE)	<b>Operational Marketing</b>
1.2.- NAME	<b>International Marketing</b>
<b>2.- LECTURER</b>	Teresa Lanz Zabalza
<b>3.- GENERAL DETAILS</b>	
3.1.- TYPE	Optional
3.2.- ECTS CREDITS	4,5
3.3.- YEAR	Third
3.4.- SEMESTER	Second
3.5.- LANGUAGE	English
<b>4.- GENERAL COMPETENCIES</b>	<b>CG6</b> Gather, sift, synthesise and organise material from various sources (including library, electronic and online resources), and to critically evaluate its significance.
	<b>CG7</b> Innovate and apply lateral thinking in problem solving and decision making.
	<b>CG13</b> Adapt to different situation and changing environments.
<b>5.- SPECIFIC COMPETENCIES</b>	<b>CE16</b> Take decisions on marketing-mix management
<b>6.- CONTENTS</b>	<p>1.- INTRODUCTION TO INTERNATIONAL MARKETING MIX</p> <p>1.1.- Introduction to Enterprise and International Business</p> <p>1.2.- Marketing, International Marketing and the Marketing Process</p> <p>1.3.- Company and Marketing Strategy on International Markets</p> <p>1.4.- Researching International Markets</p> <p>1.5.- Market Segmentation, Targeting and Positioning on A Global Scale</p> <p>2.- INTERNATIONAL MARKETING MIX:</p> <p>2.1.- Product policy</p> <p>2.2.- Price policy</p> <p>2.3.- Distribution policy</p> <p>2.4.- Communication policy</p> <p>2.5.- International marketing tools</p> <p>3.- DIGITAL MARKETING IN THE WORLD ECONOMY</p> <p>4.- REPORT, MEASURE, FEEDBACK AND CONTROL OF THE MARKETING MIX</p> <p>5.- CASE STUDIES</p> <p>6.- CONCLUSIONS</p>
<b>7.- METHODOLOGY</b>	<ul style="list-style-type: none"> <li>- Master classes with presentation of key theoretical concepts and contents, as well as examples and practical business cases about them.</li> <li>- Individual works and presentations of case studies, comments on proposed texts, news analysis, etc.</li> <li>- Teamwork: International Marketing Operational Plan, focused on the marketing mix.</li> <li>- Supervised practical work sessions, aimed at guiding and supporting teamwork.</li> <li>- Final exam.</li> </ul>

<b>8.- LEARNING OUTCOMES</b>	- Clearly identify the various stages in a product's life cycle and be able to assess the suitability of a product portfolio based on the phase in the life cycle of the products.						
	- Identify the attributes of a product as unique selling points.						
	- Be familiar with the different distribution channels and be able to identify the most suitable one for each type of market.						
	- Be proficient in preparing a basic plan for the launch of a product.						
<b>9.- EVALUATION CRITERIA</b>	<b>Criteria</b>	<b>Competencies</b>				<b>Value (%)</b>	
	Attitude and participation in class	CG6, CG7, CG13, CE16				5%	
	Individual exercises and presentations in class	CG6, CG7, CG13, CE16				15%	
	Team project	CG6, CG7, CG13, CE16				30%	
	Final exam	CG6, CG7, CG13, CE16				50%	
	<b>General comments</b>						
	Class Attendance is not mandatory, but 20% of the final grade depends on the criteria of "attitude and participation in class"						
	<b>Comments on resits</b>						
	- The note of those criteria you have passed, will be taken into account. - In this call, the exam consists of two parts, written and oral.						
	<b>Comments on students from previous years</b>						
	- Individual project defined by the teacher (35%). - Final Exam (65%).						
<b>10.- BIBLIOGRAPHY</b>	<ul style="list-style-type: none"> <li>- Global Marketing, 9th edition (2017), Warren J. Keegan and Mark C. Green, Ed. Pearson</li> <li>- "Principles of Marketing", 17th edition (2017). Philip Kotler and Gary Armstrong. Ed. Pearson.</li> <li>- "Marketing Management", 15th edition (2016). Philip Kotler and Kevin Lane Keller. Ed. Pearson</li> <li>- "Marketing 4.0", Philip Kotler, Hermawan Kartajaya, Iwan Setiawan, 2018, LID Editorial</li> <li>- "Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation", last edition 2017. Damian Ryan. Editorial: Kogan Page.</li> <li>- "Fundamentos de Marketing", 13ª Edición" (2017). Philip Kotler, Gary Armstrong. Editor: Pearson Universidad.</li> <li>- "Marketing de Servicios. Conceptos, Estrategias y Casos", 4ª edición (2013). Hoffman. Ed. Cengage Learning.</li> <li>- "International Business. The Challenge of Global Competition". Donald A. Ball, J. Michael Geringer, Michael S. Minor, Jeanne M. McNett. (2013) McGraw-Hill International Edition.</li> <li>- "El marketing según Kotler". Ed. Paidós Iberica (2011).</li> <li>- "Estrategia competitiva: Técnicas para el análisis de la empresa y sus competidores (Empresa y Gestión)" (2009). Michael E. Porter. Ed. Pirámide.</li> <li>- "International Marketing. An SME Perspective". Seán de Búrca, Richard Fletcher, Linden Brown. (2004) Pearson Education Limited.</li> </ul>						
<b>11.- EVALUATION CRITERIA SCHEDULE</b>	<b>Criteria</b>	<b>Jan.</b>	<b>Feb.</b>	<b>Mar.</b>	<b>Apr.</b>	<b>May</b>	<b>Total</b>
	Attitude and participation in class	5%					5%
	Individual exercises and presentations in class	3%	4%	4%	4%		15%
	Team project					30%	30%
	Final exam					50%	50%
	<b>Total</b>						100%