



CM2124
International
Marketing



UNIVERSIDAD
NEBRIJA

Centro de Estudios Hispánicos

International Marketing

Hours: 45

Prerequisites: No requirements

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Office hours: to be communicated the first day of class

1. Course Description

The International Marketing course is intended to help students understand the complexities of marketing products and services in the international market environment.

This course uses an analytical and practical approach to the complex business problems concerning the dynamics of implementing marketing management into the framework of the global marketplace. The emphasis will be on applying a multi-disciplinary framework to help students understand the challenges that confront strategic marketing planners when evaluating economic, financial, political, regulatory, social-cultural, and technological issues they are involved in international-market strategic planning and strategic implementation.

Real-world case studies are key to develop this understanding in students who will acquire an understanding in applying some of the various market analysis approaches that are employed in multi-national organizations, including forecasting, trend analysis, country data sets, and more and prepare written reports and oral presentations about their observations and recommendations.

2. Learning Objectives

Students who successfully complete this course will be able to:

- Develop marketing strategies in the international arena.
- Adapt marketing tactics to the specific needs & constraints in national markets.
- Identify and evaluate opportunities that may arise in international markets via an appropriate analysis and selection of countries.
- Feel confident with foreign customers in the international negotiation process.
- Select transportation systems, to know the international financial documents and the legal requirements.

3. Formative Activities

Educational activities will be developed by means of different didactic strategies:

- Theory and Practice.
- Collective and individual tutoring.
- In-class presentations.
- Daily assignments.
- Team work assignments
- Workshops and additional training.
- Extra-curricular activities.

Team work assignments and in-class presentations

Team work assignments will be made by students, associated to the material given in class and/or to the outdoor activities. Teams will be arranged randomly by the professor the first week. In order to make successfully every assignment the information about the specific topic and the guidelines will be delivered to the students prior to the day of the in-class presentation.

A paper and an in-class presentation will be required to pass all the assignments.

- Paper: two (2) pages, double-sized, double space.
- In-class presentation: teams will be required to make a presentation about the topic of 10 minutes net minimum: a PowerPoint presentation (or similar) will be required.
- Presentations are scheduled in the calendar that will be uploaded to the Virtual Campus or delivered to the students.
- Absence to one (1) assignment presentation will diminish 30% the grade of such assignment; a second absence will diminish 60% the grade of such assignment. The third absence would represent the full lack of interest of the student and all his/her assignments of this course will be graded with a "0".

4. Methodology

The course syllabus is based on the core principles of procedure conception and constructive acquisition of knowledge. The methodology is based on the teaching-learning procedures, focused on the learner, which encourages active participation and results in the development of general and specific competencies that provide knowledge, capacities and attitudes for their future professional careers.

5. Evaluation

The students' learning evaluation is inspired by the principles of formative evaluation. In consequence, a continuous evaluation is applied, which means that every activity or task that is made inside or outside of the classroom is susceptible of being evaluated.

5.1. Grading system

In the Spanish educational system, it is required to quantitatively express the result of each student's evaluation. In order to do so, Nebrija faculty uses different strategies and instruments such as: papers, exams, tests, projects, self-evaluation activities, etc. In order to issue a final grade for the Spanish Plus programs the following scale is established:

- 30% Attendance and active participation in class
- 30% Daily work
- 40% Exams/projects*:
 - 15% Mid-term
 - 25% Final project

Therefore, the final grade is the average between attendance and participation, daily work and exams, presentations, projects and essays.

- Active participation in class is evaluated by means of different activities such as:
- Activities and exercises correction;
- Reflection upon the different contents in the course

- Oral activities (individual, in pairs or in groups). Fluency, correction, adequacy and relevance are taken into account.
- Daily work makes reference to any activity or task that is done inside or outside of the classroom, whether during the class time or at any other time.
- Exams/papers/projects

The course includes a midterm and a final written exam on theoretical concepts and course facts. Also, two projects will be elaborated, both including an oral presentation in front of the class. If a student, unjustifiably, does not do or submit an exam, paper or project, it will be graded with a '0'.

*** A minimum grade of 5 must be obtained in a final exam/ final project in order to pass the course.**

5.2. Attendance, participation and grading policies

5.2.1. Attendance policy

Attendance is mandatory. In case of missing 5 or more sessions in one course, the student will receive a zero in his/her participation and attendance grade. In addition, not attending classes will not excuse the student from handing in in any homework, papers or essays previously assigned.

The following situations must be considered:

- Each session of class will count as an absence.
- Two delays of more than 15 minutes will be considered an absence. The entrance to class will not be allowed after 30 minutes once it has started.
- There are no excused absences. E.g.: Not attending class because of sickness will count as an absence. The student is responsible for catching up with any homework done while absent.
- Exams dates have been officially approved by the University, therefore, they will not be changed *

* Except for those courses where the professor will set up specific dates and inform the students at the beginning of the program.

Important!

- As some business trips of the professor might occur along the course, students would be notified in advanced and instructions about will be given with the goal of preventing from disturbances and changes that might affect the course.
- Outdoor activity/classes play a relevant role in the Nebrija International programme: since sometimes is difficult to count with the engagement of some institutions, students would be given in advance data regarding such activity.
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5.2.2. Criteria to evaluate participation

Criteria to evaluate participation	Grade
The student participates very actively in the class activities. S/he successfully does the requested tasks. S/he contributes to a good development of the course, encourages his/her classmates and favor debate in class.	8.5 - 10
The student participates actively in the class activities. S/he does the requested tasks and submits them on time. Shows great interest to learn.	7 - 8.4

The student, occasionally, makes interesting remarks, but s/he basically answers when s/he is asked. S/he does not show a clear interest in the course. Misses classes occasionally.	5 - 6.9
The student does not participate unless s/he is asked. S/he has unjustified absences and delays. His/her attitude is not very participative.	0 - 4.9

5.2.3. Criteria to evaluate Daily Work

Criteria to evaluate Daily Work	Grade
The student always does all the work demanded by the professor, not only during the class but also at home. He/she always or almost always meets the deadlines established.	8.5 - 10
The student almost always does all the work demanded by the professor, not only during the class but also at home. Occasionally, he/she submits work after the established deadline.	7 - 8.4
The student occasionally does the work demanded by the professor, not only during the class but also at home. He/she does not normally meet the established deadlines and even occasionally does not submit the work.	5 - 6.9
The student never or almost never does the work demanded by the professor. He/she never or almost never meets the established deadlines.	0 - 4.9

5.2.4. Grading criteria

Number Grade	Letter Grade	Percentage
10	A+	100%
9.5 – 9.9	A	95 – 99 %
9 – 9.4	A-	90 – 94 %
8.5 – 8.9	B+	85 – 89 %
7.5 – 8.4	B	75 – 84 %
7 – 7.4	B-	70 – 74 %
6.5 – 6.9	C+	65 – 69 %
6 – 6.4	C	60 – 64 %
5 – 5.9	C-	5 – 59 %
0 – 4.9	F	0 – 49 %

5.3. Warning on plagiarism

When writing a University paper or essay and reference is made to certain authors, it is mandatory to cite them by means of a footnote or a direct reference. In no case it is acceptable that a student uses a text, no matter how brief it is, written by somebody else without putting it in inverted commas, as this means s/he is trying to make it look as his/her own. This is called plagiarism and in a university context it could be penalized with expulsion.

6. Bibliography

Philip R. Cateora, Mary C. Gilly, John L. Graham. International Marketing - McGraw-Hill/Irwin. Last edition.

I. Alon & E. Jaffe, Global Marketing. Contemporary Theory, Practice and Cases, McGraw Hill, 2012

7. Lecturer Brief CV

Juan-Ángel Abrit has a sound background both as professor and professional trainer in different contexts: universities, business schools in Spain, consultancy firms, corporations, associations of companies...in many fields as International Marketing, International Management, International Business, European Institutions, Sales Operations, Sales Management, Management Skills...

Mr Abrit's teaching method is mainly practical; his approach to every topic always relies on the explanation of real business cases of the international environment in which he is or has been involved along his professional career: like this, the theory is enriched by real cases.

The large professional experience of Mr Abrit working for his current company (ICEX ESPAÑA EXPORTACION E INVERSIONES, www.icex.es) as SME's Area Manager, Food Area Manager and Beauty & Jewelry Area Manager ensure that students have access to the state of the art operations of international companies that greatly enriches the transfer of training.

8. Office Hours

Tutorial schedule will be confirmed in the first couple of sessions, to guarantee that the time schedule suits the needs of students and instructor. However, it is always advisable to make an appointment with the lecturer beforehand in order to ensure availability.

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9. Course Content

SESSIONS	TOPIC	READINGS & DISCUSSIONS
Session 1	What is this course about? Students and professor introduction. Syllabus and calendar explanation.	Video - The Profile of Spain 2007
Session 2	The Profile of Spain 2018 (I)	
Session 3	The Profile of Spain 2018 (II)	
Session 4	Spain, country member of the European Union.	How the European Union works.
Session 5	ASSIGNMENT: IN-CLASS PRESENTATION - THE PROFILE OF SPAIN 2018	
Session 6	The Environment of International Trade: business systems, emerging trade zones & regions, the political context, the legal context.	Understanding the WTO. IMF World Economic Outlook 2018
Session 7	The Scope of International Marketing	
Session 8	International Marketing Research	Real Business Case: Asia Cosmetics Market Guide.
Session 9	International Planning & Strategy (I)	
Session 10	International Planning & Strategy (II)	
Session 11	International Planning & Strategy (III)	

Session 12	OUTDOOR ACTIVITY: VISIT TO AN INTERNATIONAL TRADE FAIR AT IFEMA (Institución Ferial de Madrid).	
Session 13	ASSIGNMENT: IN-CLASS PRESENTATION - INTERNATIONAL PLANNING & STRATEGY	
Session 14	MID TERM EXAM	
Session 15	Personal Selling and Sales Management.	
Session 16	International Marketing Operations (I)	
Session 17	International Marketing Operations (II)	
Session 18	International Marketing Operations (III)	
Session 19	ASSIGNMENT: IN-CLASS PRESENTATION - INTERNATIONAL TRADE FAIR	
Session 20	International Product Management & Innovation	
Session 21	ASSIGNMENT: IN-CLASS PRESENTATION - INTERNATIONAL MARKETING OPERATIONS	
Session 22	International Channels of Distribution	
Session 23	International Pricing Strategy	
Session 24	International Logistics (I)	
Session 25	International Logistics (II)	Shifting Patterns: The Future of the Logistics Industry
Session 26	ASSIGNMENT: IN-CLASS PRESENTATION – INTERNATIONAL CHANNELS OF DISTRIBUTION	
Session 27	International Exporting Operations	Fundación para el Intercambio entre Yiwu y España (http://fiye.es)
Session 28	IN-CLASS PRESENTATION - FINAL PROJECTS	