



## INTRODUCTION

### Course description:

International marketing is a professional discipline whose purpose is to answer the three basic questions that a company requires when it decides to expand into foreign markets: which are the countries that offer the greatest potential? What ways of entry are there to reach international customers, And how do we adapt the offer to the tastes and needs of each country? In this sense, international marketing is an extension of marketing, but with techniques and strategies based on the differences that exist in international markets to achieve the correct route to market and consumer.

International marketing, like any business strategy, has a series of controllable variables and others beyond the control of the company. Among the former, there is its own infrastructure and capabilities: production capacity, level of R+D, marketing experience and knowledge, financial capacity, attitudes and predisposition of managers to the internationalization of the company, etc. Uncontrolled variables shape the external environment (economic, cultural, legal, and political) and international competition. The characteristics and development of foreign markets, as well as international competition, are variables over which the company has no influence, but it can know its situation and predict trends in the future.

International marketing management includes a series of strategic decisions that the company must make in a programmed manner. These are the decision to actively internationalize, the choice of target markets, the strategy of entry form and the adaptation of international marketing-mix policies in the different markets in which it is present. The answer to all these decisions is what makes up the international marketing plan.

- **Degree:** Administración y Dirección de Empresas, Economics
- **Módulo/Materia:** Módulo 7: Optativas. Materia 7.1: Optativas Generales
- **ECTS:** 6 ects
- **Year semester:** Third and fourth courses. Primer semestre
- **Carácter:** Elective
- **Instructor:** D. Juan Miguel Pérez Ilzarbe Welham
- **Language:** English
- **Classroom and schedule:** <https://www.unav.edu/web/facultad-de-ciencias-economicas-y-empresariales/estudiantes/horarios>.

## LEARNING OUTCOME (COMPETENCIES)

CB2. Students must be able to collect and interpret relevant data (usually within their field of study) to make judgments that encompass the different social, scientific, and ethical issues that arise within the field of marketing.

CB3. Students must be able to convey information, ideas, problems, and solutions to both a specialized and general audience.

BC4. Students must develop the learning skills necessary to undertake higher education programs with greater independence.



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CG1. Identify, incorporate and use the knowledge gained in argument discussion and problem solving when applied to international marketing.

CG2. Master the digital, mathematical and technical tools necessary for academic and professional activity in economics and business.

CG3. Foster teamwork skills

CG4. Develop the ability to think critically and independently on matters relevant to economics and business.

CE04. Learn and deepen advanced marketing knowledge

CE05. Learn and deepen quantitative techniques applied to marketing

## PROGRAM

1. International environment and marketing
  1. 1 International Marketing: Concept and Strategies
  2. 2 Differences in world markets
  3. 3 The new environment of international marketing
  4. 4 Analysis of international competition
  5. 5 Application of international marketing in the company
2. The international marketing plan
  1. 1 Requirements
  2. 2 Structure and presentation
  3. 3 Description of the stages
  4. 4 Recommendations for its preparation
3. Selection of foreign markets
  1. 1 The market selection process
  2. 2 The Concentration/Diversification Alternative
  3. 3 Selection of the most favorable geographical areas
  4. 4 Target Country Selection Criteria
  5. 5 Country Selection Matrix
  6. 6 International Marketing Information
4. Forms of entry into foreign markets
  1. 1 Input form alternatives
  2. 2 Direct export
  3. 3 Indirect export
  4. 4 Cooperation agreements
  5. 5 Implementation abroad
  6. 6 Selecting the Input Form
5. International marketing mix: the product
  1. 1 Global vs. Multi-Domestic Strategy
  2. 2 Mandatory and voluntary adaptations
  3. 3 International Product Attributes
  4. 4 Product development for foreign markets

6. International marketing mix: the price

1. 5 The influence of price on international marketing
2. 6 International Pricing Process
3. 7 International Pricing: Incoterms



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4. 8 International pricing policy criteria: Prices trees.
5. 9 The international commercial offer

## 7. International marketing-mix: distribution

1. 1 International distribution trends
2. 2 The length of the distribution
3. 3 Distribution channels
4. 4 Selection of international distributors
5. 5 International Distributor Management
6. 6 From distributor to sales subsidiary

## 8. International marketing-mix: communication

1. 1 Environment and international communication
2. 2 International corporate image
3. 3 Offline communication techniques
4. 4 Online communication techniques
5. 5 The international communication budget

## EDUCATIONAL ACTIVITIES

- Theoretical classes. (36 hours). All course material will be presented to students in sessions with a mixed character of lecture and class discussion. The objective is to develop in students their ability to seek knowledge and develop critical thinking. During these classes, active participation is expected on the part of the student.
- Practical classes (47 hours). Each of the topics will have practice related to it. The aim of these sessions is for students to learn by doing and to be in a better position to face the development of the final project.
- Group Final Project (47 hours). The students, in groups, throughout the course must develop the final project that will consist of applying all the theory of the course to a product or service that they want to launch on the international market. The objective of this activity is for them to learn by doing and to develop skills to work in groups.
- Individual and group quizzes (20 hours). Throughout the course, students will have to face short individual and group exams. The purpose of this is to prevent them from dropping out of the study until the end of the course so that we can identify problems in understanding the subject earlier.

## EVALUATION

### ORDINARY CALL

- Final project: 30%.
- Final exam: 30%.
- Individual quizzes: 20%. Throughout the course there will be 4 Individual quizzes (each one will weight 5%).
- Group presentations: 20%. Throughout the course there will be 4 group presentations (each one will weight 5%).



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- It is very important that on group presentations and Individual quizzes all members are present. Whom ever is not present , will receive ( 0)

## **EXTRAORDINARY CALL**

- Final project: 50%. (Minimum grade=5)
- Final exam: 50%. (Minimum grade=5)

## **OFFICE HOURS**

D. Juan Miguel Pérez Ilzarbe Welham (juanmiguelp@external.unav.es)

- Online: Google meet
- You will have to write to the teacher for scheduling a meeting.

## **BIBLIOGRAPHY AND RESOURCES**

- Kotler, P. & Armstrong, G. (2018). Principles of Marketing. 17th ed., Pearson Education
- Harvard Business Publishing readings. (Access to the readings will be given throughout the course).