

BUS325E International Marketing

Course Description

The course will explore the main areas for international marketing what an international marketer should know to make decisions. It will pay high attention to the role played by international differences and cultures, as well as try to develop student abilities to manage with such differences.

Prerequisites

No previous knowledge on marketing is required.

Course Goals and Methodology

The main objectives of the course are to enable you to understand in some depth:

1. The complexity of global marketing environment in which multinational enterprises operate.
2. The theoretical framework in the international framework
3. The international dimensions of marketing
4. The importance of international marketing

Some of the subjects to be covered in this course include:

1. **The International Environment:** Economic, Cultural, and Political environments
2. **International Marketing Management:** Global Strategies, Marketing Intelligence, Product Policy, Distribution Policy, Promotional Policy, Pricing Policy
3. **Coordination of Marketing Activities:** Planning, Information Technology, The Future of International Marketing

The means to attain these objectives include a thorough study of class notes, case analysis, and in-class small group discussions. Textbooks can be used as a guideline.

DO NOT attempt to pass quizzes and examinations by just reading the textbook/slides.

Material for quizzes and examinations will be from lectures, cases, and slides.

Learning Objectives

To cover the objectives mentioned above, the course will address the following topics as the main learning objectives:

- Introduction to international business;
- Introduction to International Marketing;
- The economic environment;
- The world economy;
- The domestic economy;
- The cultural environment;
- The political and legal environment;
- International marketing planning;
- International product development;
- International promotion;
- International placement and product pricing.

General Course Policies

Please keep your cell phones turned off during class.

Course Requirements and Grading

Final Examination (accumulative)	25%
Quizzes	15%
- Quiz I: 7.5%	
- Quiz II: 7.5%	
Final Project (and paper*)	30%
Participation & Class Attitude	30%

Note: All assignments, quizzes, and examinations will be announced in class.

- **PRESENTATION:** Following the International Marketing Plan handout given in class, students (Groups of 2-4) will have to pick any country in the world (Except the US) and they will have to introduce a product and/or service in it. After doing so they will have to present this project in class for about 30 minutes.

* A **paper** will be 7-12 pages and will cover this project. Once again following the International Marketing Plan Outline.

Attendance and Punctuality

Attendance is mandatory. More than 3 unexcused absences will result in the lowering of the final grade. Students with more than 2 such absences may not challenge the final grade received. Punctuality is required.

Academic Dishonesty

Academic integrity is a guiding principle for all academic activity at Pablo de Olavide University. Cheating on exams and plagiarism (which includes copying from the internet) are clear violations of academic honesty. A student is guilty of plagiarism when he or she presents another person's intellectual property as his or her own. The penalty for plagiarism and cheating is a failing grade for the assignment/exam and a failing grade for the course. Avoid plagiarism by citing sources properly (using footnotes or endnotes and a bibliography).

Students with Disabilities

If you have a disability that requires special academic accommodation, please speak to your professor within the first three (3) weeks of the semester in order to discuss any adjustments. It is the student's responsibility to provide the International Center with documentation confirming the disability and the accommodations required (if you have provided this to your study abroad organization, they have most likely informed the International Center already but please confirm).

Behavior Policy

Students are expected to show integrity and act in a professional and respectful manner at all times. A student's attitude in class may influence his/her participation grade. The professor has a right to ask a student to leave the classroom if the student is unruly or appears intoxicated. If a student is asked to leave the classroom, that day will count as an absence regardless of how long the student has been in class.

CALENDER:

Quizzes-midterm exams
Presentations
Final exam

Holidays:

Holy Week
Seville's April Fair

Course Outline**UNIT 0: INTRODUCTION TO INTERNATIONAL BUSINESS**

- What is International Business
- Why Study International Business?
- International Business Activities
- The extend of Internationalization

UNIT I: INTRODUCTION TO INTERNATIONAL MARKETING

- International Marketing vs. Global Marketing
- International Marketing Activities

UNIT II: THE ECONOMIC ENVIRONMENT I: THE WORLD ECONOMY

- The concept of Comparative Advantage
- Stages in world economies
- Commercial Policy

UNIT III: THE ECONOMIC ENVIRONMENT II: THE DOMESTIC ECONOMY

- Measuring the size of a market
 - Population
 - Income
 - Gross Domestic Product

UNIT IV: THE CULTURAL ENVIRONMENT

- The concept of Culture
- How may some elements of culture affect International Managers abroad?
- Values and Attitudes
- Critical Value differences: USA vs. Spain
- Language
- Religion
- Education

UNIT V: THE POLITICAL AND LEGAL ENVIRONMENT

- The concept of Political Risk
- Strategies used to avoid Political Risk
- Strategies to manage Political Risks
- Institutions of International Law

UNIT VI: INTERNATIONAL MARKETING PLANNING

- Global Planning: Developing an International marketing Strategy
- International Environmental Analysis
- Developing International Marketing Objectives
- Developing International Marketing Strategies

UNIT VII: INTERNATIONAL MARKETING RESEARCH

- The needs of International Research
- Researching Foreign Markets' Potentials
- Primary vs. Secondary Research

UNIT VIII: INTERNATIONAL PRODUCT DEVELOPMENT

- Product Standardization vs. Product Adaptation

UNIT IX: INTERNATIONAL PROMOTION

- Marketing Communication Process
- International Promotional Programs
- International Advertising
- Selecting International Advertising Agencies

UNIT X: INTERNATIONAL PLACEMENT

- Problems in International Logistics
- International Logistics Function

UNIT XI: INTERNATIONAL PRODUCT PRICING

- How to price internationally
- Compare export prices and domestic prices

Bibliography

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Class Schedule.

(the schedule can be changed according to teacher's and students' criteria)

Week 1

- Presentation and Overview to international Business (Unit 0)

Week 2

- International Business (unit 0), International marketing (unit 1). Case 1.
- Unit 1. Case 1. Homework on Kaizen.

Week 3

- Unit 2. Case 2; Explain work on countries
- Case 2. Kaizen.

Week 4

Introduction Final Projects Competition. **Computer Lab.**

Week 5

- Unit 3. Case 3
- Case 3; Country; Review for exam.

Week 6

- **Exam 1 (Units 0-3)**
- **Computer Lab.** Case 4: Hofstede-- Spain & US; Spain Culture development.

Week 7

- Unit 4_I. Case 5.
- Unit 4_II; Country; Case 6.

Week 8

- Unit 5-6. Presentation Spain vs. US.
- **Computer Lab.** Country; Research on International Marketing Blunders.

Week 9

- Unit 7-8. Presentation-Blunders. Case 7 to prepare.
- Case 7 & Country; Review for exam.

Week 10

Computer Lab. Review Presentations- Final Projects.

Week 11

- **Exam 2 (units 4-8)**
- Unit 9. Case 8.

Week 12

- Unit 10-11. Case 9.
- Country; Case 9. Advertising activity.

Week 13-14

- **Computer Laboratory.** Final arrangements.
- Presentations.
- Presentations. Review for exam.

Week 15 FINAL EXAMINATION

Please Check Finals Schedule at the IUC office. Dates should be posted a month before finals.