

---

## **International Marketing**

**Professor:** José Luis Marín Arandia

**E-mail:** [joseluis.marin@bsm.upf.edu](mailto:joseluis.marin@bsm.upf.edu)

**Office hours:** by appointment

---

### **Course Description**

Oftentimes companies have the opportunity to enter a new market, but they lack the necessary knowledge to successfully do so. By the end of this course, students will have a global vision of how to do business and will have acquired the theoretical and practical means to establish sustainable business operations in an international setting.

To reach these goals the course will be based on theory sessions and case studies. The case studies will give students the opportunity to analyze the internationalization strategies employed by the top companies in the world.

### **Objectives**

This course has the following objectives:

- Developing practical tools about how to internationalize a company.
- Determining the most suitable strategies to enter a new market.
- Developing a global marketing program.
- Exposing how to use international strategic alliances.
- Establishing what are the most suitable manufacturing and distribution strategies when entering a new market.

### **MSc in Marketing – International Marketing**

\*The information contained in this document is for information purposes only and may be subject to change in the adaptations of each academic year. The definitive Guide will be available to students enrolled in the virtual space before the start of each subject.

- Shedding light on the best strategies to protect a company's intellectual property.
- Mitigating the risks when doing business internationally.
- Indicating how international payments should be managed.

## Methodology

The course will use case studies as its main teaching tool. The case studies that will be used throughout the course have been meticulously elaborated by business schools such as Harvard, IESE, Stanford, IMD or Thunderbird. The case studies will always revolve around the internationalization strategies adopted by real companies and, to offer a broader perspective on the topic, they will focus on a variety of industries, sectors and countries.

## Evaluation criteria

Students will have the opportunity to put into practice what they have studied in the course by developing an International Business Plan under the supervision of the professor. They will also work on the case studies mentioned above as well as on several other in-class exercises. A more detailed list of the evaluation criteria can be found below:

Evaluation Criteria	Compulsory or voluntary?	Individual or in groups?	Weight
Final Project: International Business Plan	Compulsory	In groups	<b>30%</b> of the final grade
Participation	Compulsory	Individually	<b>10%</b> of the final grade
In-class activities	Compulsory	In groups	<b>20%</b> of the final grade
Final exam	Compulsory	Individually	<b>40%</b> of the final grade

## MSc in Marketing – International Marketing

\*The information contained in this document is for information purposes only and may be subject to change in the adaptations of each academic year. The definitive Guide will be available to students enrolled in the virtual space before the start of each subject.

Since the in-class activities are voluntary, not doing them will simply result in a proportional reduction in the students' final grade. For the other evaluation criteria, the presence and/or participation of students are mandatory.

**Important:**

In courses that feature a final exam, a minimum grade of **4 out of 10** in the final exam is necessary for the other evaluation criteria to be taken into account when computing the student's overall grade for the course. Therefore, students who obtain less than a 4 out of 10 in the final exam will fail the course automatically. Those students will have to take a remedial exam (more details below).

All the activities that are submitted past the deadline or that do not follow the submission instructions in terms of content, format, etc. will be considered as 'not submitted'. Students will be informed about the submission and presentation dates the first day of class.

Students are required to attend 80% of classes. Failing to do so without justified reason will imply a Zero grade in the participation/attendance evaluation item and may lead to suspension from the program

As with all courses taught at the UPF BSM, students who fail the course during regular evaluation will be allowed ONE re-take of the examination/evaluation. Students that pass any Retake exam should get a **5 by default as a final grade for the course**. If the course is again failed after the retake, students will have to register again for the course the following year.

In case of a justified no-show to an exam, the student must inform the corresponding faculty member and the director(s) of the program so that they study the possibility of rescheduling the exam (one possibility being during the "Retake" period). In the meantime, the student will get an "incomplete", which will be replaced by the actual grade after the final exam is taken. The "incomplete" will not be reflected on the student's Academic Transcript.

**MSc in Marketing – International Marketing**

\*The information contained in this document is for information purposes only and may be subject to change in the adaptations of each academic year. The definitive Guide will be available to students enrolled in the virtual space before the start of each subject.

Plagiarism is to use another’s work and to present it as one’s own without acknowledging the sources in the correct way. All essays, reports or projects handed in by a student must be original work completed by the student. By enrolling at any UPF BSM Master of Science and signing the “Honor Code,” students acknowledge that they understand the schools’ policy on plagiarism and certify that all course assignments will be their own work, except where indicated by correct referencing. Failing to do so may result in automatic expulsion from the program.”

## Calendar and Contents

Session	Topic	Content	Readings and case studies
1	The decision to go international (International Marketing tools).	<ul style="list-style-type: none"> <li>• Globalization</li> <li>• The company in the global market.</li> <li>• Developing the concept of Global Marketing.</li> </ul>	Simulation: Benefits of trade  Case Methodology
2	Strategic decisions in the international market (Part 1). Tools to decide what markets to enter.	<ul style="list-style-type: none"> <li>• Building a model to select international markets.</li> <li>• Expansion strategy.</li> <li>• The key elements of an international marketing plan.</li> <li>• Internationalization: barriers and reasons</li> <li>• The Porter Diamond model.</li> <li>• Market selection.</li> </ul>	Case:Go global or No  Exercise: Selecting International Markets

## MSc in Marketing – International Marketing

\*The information contained in this document is for information purposes only and may be subject to change in the adaptations of each academic year. The definitive Guide will be available to students enrolled in the virtual space before the start of each subject.

3	Internationalization theories.	<ul style="list-style-type: none"> <li>• The beginning of internationalization.</li> <li>• Internationalization theories.</li> <li>• Making a company internationally competitive.</li> <li>• The main challenges of International Marketing</li> <li>• The decision-making process.</li> <li>• Porter's 5 Forces, SWOT, PEST and CAGE analyses.</li> </ul>	
4	International Negotiations Strategies	<ul style="list-style-type: none"> <li>• How to negotiate in international environments</li> </ul>	<b>In-class:</b> - Cross-culture assignment (to be done in groups)
5	Strategic alliances as a determining factor of the success	<ul style="list-style-type: none"> <li>• Concept and applicability.</li> <li>• Agents, distributors, Joint Ventures, franchising, licensing etc.</li> </ul> <p>Strategic alliances on the matter of foreign trade.</p>	

### MSc in Marketing – International Marketing

\*The information contained in this document is for information purposes only and may be subject to change in the adaptations of each academic year. The definitive Guide will be available to students enrolled in the virtual space before the start of each subject.

6	Company internationalization	Apply theories reviewed in class.	Case: Espresso lane
7	Strategic decisions in the international market (Part 2).	<ul style="list-style-type: none"> <li>• Market segmentation decisions.</li> <li>• Positioning and brand strategy.</li> <li>• Marketing Mix and promotion.</li> <li>• Price strategy in the new market.</li> <li>• International competition.</li> </ul>	
8	Strategic decisions in the international market (Part 2).	<ul style="list-style-type: none"> <li>• Local strategy X new market.</li> <li>• Influence factors.</li> <li>• International pricing strategies.</li> <li>• The value chain.</li> <li>• The distribution decisions in the international market.</li> <li>• The management of and control over the distribution channels.</li> <li>• Technical requirements and regulations.</li> </ul>	

**MSc in Marketing – International Marketing**

\*The information contained in this document is for information purposes only and may be subject to change in the adaptations of each academic year. The definitive Guide will be available to students enrolled in the virtual space before the start of each subject.

9	Communication decisions (promotion strategies). Final project presentations	<ul style="list-style-type: none"> <li>• The communication processes.</li> <li>• Communication tools.</li> <li>• Advertising strategies.</li> <li>• Internet/e-commerce decisions.</li> <li>• Final project presentations</li> </ul>	
10	Final project presentations		

**About the final project and case studies**

- Those activities will be done in groups of, at most, four students.
- The final project will require students to prepare a PowerPoint presentation.
- More explanations and rules about the final project and case studies will be provided in separate documents when the course begins.

**Reading Materials/ Bibliography/Resources**

- Keegan, W. J. And M. C. Green. "Global Marketing". Global Edition. Seventh Edition. Pearson Prentice Hall 2013.
- Johny Johansson, "GLOBAL MARKETING: Foreign Entry, Local Marketing, and Global Management", Fifth Edition, McGraw Hill International Edition, 2009.
- Hollensen, S (2010), Global marketing. Financial Times/Prentice Hall.
- Ghauri, P. N. and P.R. Cateora (2010), International marketing. McGraw Hill.
- Usunier J-C., (2009), Marketing across cultures. Pearson Education Limited.
- Analysis for marketing planning – Donald R. Lehmann and Russel S. Winer. Sixth Edition. McGraw-Hill.

**MSc in Marketing – International Marketing**

\*The information contained in this document is for information purposes only and may be subject to change in the adaptations of each academic year. The definitive Guide will be available to students enrolled in the virtual space before the start of each subject.

- International Business Plans – Robert Brown and Alan Gutterman. World trade Press, 2003.
- Hill, C. W. L. (2014). International

### **Bio of Professor**

<https://www.linkedin.com/in/joselomarin/>

### **MSc in Marketing – International Marketing**

\*The information contained in this document is for information purposes only and may be subject to change in the adaptations of each academic year. The definitive Guide will be available to students enrolled in the virtual space before the start of each subject.