
International Marketing

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Office hours: by appointment
Course Type: Elective
Credits: 4 ECTS
Term: 3rd Term

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.
- 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.

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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.

Competencies to Acquire

CE3 Apply practical tools and theoretical models to the research results carried out for market selection and marketing management strategy planning.

CE5 Plan through the mastery of specific techniques, the different elements of marketing mix that are connected to the marketing strategy of a company

Learning Outcomes

CE3.

R1. Analyze data from research from markets of diverse methodology.

R2. Differentiate between analysis methods to identify the most appropriate one for market selection and planning.

R3. Select the tools and methods for analyzing market opportunities and for market selection.

R4. Use planning tools for market entry decision making.

CE5

R1. Discriminate between the various decisions that make up marketing mix for execution.

R2. Apply analysis techniques to facilitate decision-making for marketing mix elements based on results.

R3. Make management recommendations for all elements of marketing mix.

CE6. Integrate all elements within the complete and efficient communication strategy of the brand message to use as a working reference with communication agencies.

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

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).

Courses in the Program will generally include group assignments (case studies, projects etc.). At the end of each term, and in order to disincentivize free-riding behaviors, students will have the opportunity to evaluate the involvement of the rest of their team

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members in all group assignments that took place within the term. Students who obtain sufficiently poor evaluations from their team members will be penalized. The penalty will involve a reduction in the overall group assignment grades of **all** courses that include group assignments (max penalty: 20% reduction of those grades). More details on the topic are available on eCampus.

STUDENTS WHO FAIL TO DELIVER ALL THE ASSIGNMENTS WILL NOT BE ALLOWED TO TAKE THE FINAL EXAM.

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

Students who fail the course during the regular evaluation are allowed ONE re-take of the evaluation, in the conditions specified above. If the course is again failed after the retake, the student 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.

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

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

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"> • Market segmentation decisions. • Positioning and brand strategy. • Marketing Mix and promotion. • Price strategy in the new market. • International competition. 	
8	Strategic decisions in the international market (Part 2).	<ul style="list-style-type: none"> • Local strategy X new market. • Influence factors. • International pricing strategies. • The value chain. • The distribution decisions in the international market. • The management of and control over 	

		<p>the distribution channels.</p> <ul style="list-style-type: none"> • Technical requirements and regulations. 	
9	<p>Communication decisions (promotion strategies).</p> <p>Final project presentations</p>	<ul style="list-style-type: none"> • The communication processes. • Communication tools. • Advertising strategies. • Internet/e-commerce decisions. • Final project presentations 	
10	<p>Final project presentations</p>		

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

Bio of Professors

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Note: This document is for informational purposes only. Course contents and faculty may change.