

## **International Marketing – 45 h. – 3 US Credits**

### **DESCRIPTION**

Nowadays, companies need to take their decisions in a changing and complex environment. Among a galaxy of changes, consumers alter their purchase and shopping habits (due to an increasing number of potential choices regarding what and where to buy), national markets become smaller, leading to globalisation, technological improvements reduce time and distance, distribution evolves, brands multiply, media becomes more and more fragmented and increases its power, at a time when the importance of different stakeholders is growing.

Under these circumstances, the key challenge companies have to face is acquiring and nourishing profitable relationships with their customers. Organizations with a strong marketing orientation and a clear brand strategy are the strongest competitors in the market and are typically the leaders in their sector. Effective marketing management is an increasingly key ingredient in corporate success.

This course is an introduction to the theory and application of marketing in a global marketplace. Marketing topics covered include marketing research, marketing strategies, marketing policies (product development, pricing, channels and communication) among others.

Furthermore, the last part of the course will be dedicated to a critical view of marketing and the way global companies have been acting during the last century and a half in our planet and the consequences for the future.

### **OBJECTIVES**

- To identify and comprehend change factors as well as the skills required to turn market changes into business opportunities
- To develop the student's understanding of the Marketing concept.
- To develop the student's understanding of marketing segmentation, targetting and positioning
- To appreciate the importance of the separate marketing functions, the management of these functions, and how each function affects other functions within the marketing domain (marketing management, marketing research, product planning, distribution channels, pricing and promotion)
- To understand the role of marketing in a global economy and its implications for the organizations.
- To develop and understand communications and new technology tools and strengthen their ability to influence market performance.
- To give the students the chance to understand global economy nowadays and the impact, both positive and negative, it has in our lives. Furthermore, students will be given the chance to analyse the theories of authors with critical views on global companies and the impact they have on both people and the planet.

## CONTENTS

### PART I: INTRODUCTION

Chapter 1: Introduction to Global Marketing

### PART II: GLOBAL ENVIRONMENT

Chapter 2: The Global Economic Environment

Chapter 3: Regional Market Characteristics and commercial environment

Chapter 4: Social and Cultural Environments

Chapter 5: The Political, Legal, and Regulatory Environments

### PART III: GLOBAL STRATEGY

Chapter 7: Segmentation, Targetting, and Positioning

Chapter 8: Competitive Advantage

Chapter 9: Importing, Exporting, and Sourcing

Chapter 10: Global Market Entry Strategies: Licensing, Investment, and Strategic Alliances

### PART IV: GLOBAL TACTICS

Chapter 11: Brand and Product Decisions

Chapter 12: Pricing Decisions

Chapter 13: Global Marketing Channels and Physical Distribution

Chapter 14: Global Marketing Communications Decisions

Chapter 15: A digital world

### PART V: A CRITICAL VIEW ON MARKETING AND GLOBAL COMPANIES

Chapter 16: A different view and perspectives on global marketing

## METHODOLOGY

The course combines presentations, cases, discussions, films and readings to provide a mix of integrating concepts and hands-on problem solving. The methodology is dynamic and innovative: an open forum in which each participant plays an active role. Students will be exposed to real-life business experiences, experimentation, case study development and discussions.

Students are expected to actively participate in the classes, and to write essays to be assigned throughout the course. Only through this participation the experience will truly be a learning experience. Students will also be expected to take their learning well beyond memorization and preparation for exams. They will only reach their target through a process -one that is created and enhanced through deep observation and discussions.

All this, together with the final exam, will determine the students' final grade.

## **ASSESSMENT**

The final grade will be calculated according to the following percentages:

- Assignments and essays: 30%
- Oral presentations: 10%
- Participation: 10%
- Midterm exam: 20%
- Final exam: 30 %

## **BIBLIOGRAPHY**

### **BOOKS**

#### **Classical Theory**

- ⇒ KEEGAN, W. J. & GREEN, M. (2003): *Global marketing*. Prentice Hall. New Jersey. 3<sup>rd</sup> edition.
- ⇒ KOTLER, P. & ARMSTRONG, G. (2006): *Principles of marketing*. Prentice Hall. London. 11<sup>th</sup> edition.

#### **Critical Theory**

- ⇒ CHOMSKY, N., *Manufacturing Consent: The Political Economy of the Mass Media* (with Edward Herman), Ed. Pantheon Books, New York, 1988.
- ⇒ HAWKEN, P., *The Ecology of Commerce*, Ed. Harper Collins, New York, 1.993.
- ⇒ KLEIN, N., *No Logo: No Space, No choice, No Jobs*, Ed. Harper Collins, Londres, 2.001.

### **FILMS**

#### **Classical Theory**

- ⇒ KOTLER, P., *El Arte de Construir Marcas*, Trend Management, Santiago de Chile, Chile, 1.996.
- ⇒ RIES, A., *Las leyes vencedoras del Marketing*, Trend Management, Santiago de Chile, Chile, 1.996.

#### **Critical Theory**

- ⇒ ACHBAR, M. y ABBOTT, J. (Dir.), *The Corporation*, Big Picture Media Corporation, 2.004.
- ⇒ ACHBAR, M. Y WINTONICK, P. (Dir.), *Manufacturing Consent. Noam Chomsky and the Media*, Humanist Broadcasting Foundation, Hilversum, Netherlands, 1.992.

## ONLINE RESOURCES

### Parts I to IV

[www.fraserinstitute.org](http://www.fraserinstitute.org)  
[www.freetheworld.com](http://www.freetheworld.com)  
<http://www.pri-center.com/country/index.cfm>  
<http://www.aon.com/risk-services/political-risk.jsp>  
[www.livemint.com/gpri](http://www.livemint.com/gpri)  
<http://www.livemint.com/2009/12/22213933/A6D120D1-317A-443E-81B5-B726BE09A47BArVPF.pdf>  
[www.eiu.com](http://www.eiu.com)  
[www.exclusive-analysis.com](http://www.exclusive-analysis.com)

### Part V

[www.a-new-humanity.org](http://www.a-new-humanity.org) ([www.anhglobal.org](http://www.anhglobal.org))  
[www.chomsky.info](http://www.chomsky.info)  
[www.consumersinternational.org](http://www.consumersinternational.org)  
[www.democracynow.org](http://www.democracynow.org)  
[www.disinfo.com](http://www.disinfo.com)  
[www.fair.org](http://www.fair.org)  
[www.multinationalmonitor.com](http://www.multinationalmonitor.com)  
[www.naomiklein.org](http://www.naomiklein.org)  
[www.nologo.org](http://www.nologo.org)  
[www.pbs.org/wgbh/pages/frontline/view/](http://www.pbs.org/wgbh/pages/frontline/view/)  
[www.projectcensored.org](http://www.projectcensored.org)  
[www.shockdoctrine.com](http://www.shockdoctrine.com)  
[www.thecorporation.com](http://www.thecorporation.com)  
[www.thenation.com](http://www.thenation.com)  
[www.thetake.org](http://www.thetake.org)

## READINGS

During the course, apart from various references and readings from a number of books, we will be working with an important number of selected readings from a very important amount of international sources:

- Business Week Online
- Fortune Magazine
- International Monetary Fund Staff Papers
- International Center for Trade & Sustainable Development



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- Journal of Economic Growth
- Review of International Economics
- The Economist
- The Economist Intelligence Unit
- The McKinsey Quarterly
- Transparency International
- World Bank Economic Review
- World Economic Forum