



**VNIVERSIDAD
D SALAMANCA**

CURSOS INTERNACIONALES

PROGRAMACIÓN

SUBJECT

International Marketing

COURSE

Modular Program (45 hours)

COURSE OBJECTIVES

- 1.- To provide an understanding of the elements that makes up the international environment.
- 2.- To examine the development of an international marketing strategy.
- 3.- To provide practical information on how to expand into international markets.

UNIT

Contents

**1
International marketing: an overview**

- 1.- Globalization of Markets
- 2.- Definition of International Marketing
- 3.- What is the difference between marketing domestically and internationally?
- 4.- The International Marketing environment
- 5.- Stages of International Marketing Involvement.
- 6.- The International Marketing research.

**2
The Dynamic Environment of
International Trade**

- 1.- Balance of payment.
- 2.- Balance of trade and protectionism.

**3
Other Environments**

- 1.- Cultural Environment.
- 2.- Political and legal Environment.

**4
The International Planning &
Organization Process**

- 1.- Analysis, adapting the marketing mix, developing the plan, implementation and control.

**5
Strategies**

- 1.- Product strategies:
 - Products and Services for Consumers.
 - Products & Services for Businesses.
 - Adaptation.
2. Distributions strategies: International Marketing Channels.
3. Promotion strategies.

BIBLIOGRAPHY

See references in:

- <http://www.emeraldinsight.com/Insight/viewContainer.do?jsessionid=11CB828B5031BAA61DD6CE93A6DE1C85?containerType=Journal&containerId=10616>
- http://www.marketingteacher.com/Lessons/lesson_international_marketing.htm
- <http://www.consumerpsychologist.com/international.htm>
- <http://www.agapea.com/International-Marketing-n333291i.htm>
- <http://www.marketingpower.com/content1055.php>

