

ADMINISTRACIÓ I DIRECCIÓ D'EMPRESES 101356 INTERNATIONAL MARKETING CURS 2018-2019

Dades generals de l'assignatura

6 ECTS

Fourth Year / First Semester/ Type Optional

Language: English

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Objectius

The marketing strategy is key, for a correct strategic approach of the company. The marketing strategy must define:

Who will be our target clients. Perhaps the first and most important strategic decision of the company. Fully condition subsequent decisions.

What are we going to sell to these clients... considering the objectives of positioning in the chosen customer segment. That is the entire value proposition...

The line of action of marketing will mark the strategies that affect the area of operations and human resources, so that it of huge strategic importance.

The subject "marketing strategies" is an effective tool for students to know and understand the different lines of marketing strategy to apply, and in what circumstances they are applicable.

Competències

Basic Skills

BS2 Students can apply their knowledge to their work or vocation in a professional manner and have competencies typically demonstrated through drafting and defending arguments and solving problems in their field of study.

BS3 -Students have the ability to gather and interpret relevant data (usually within their field of study) in order to make judgements that include reflection on relevant social, scientific and ethical issues.

CB5. Develop the learning skills necessary to undertake further studies with a high degree of independent learning.

General Skills

G2 -Show ability to adapt to contexts and changing business and social realities within a global environment.

Core Skills

CS1 -Be a critical thinker before knowledge in all its dimensions. Show intellectual, cultural and scientific curiosity and a commitment to professional rigour and quality.

CS3 -Interact in international and worldwide contexts to identify needs and and new contexts for knowledge transfer to current and emerging fields of professional development, with the ability to adapt to and independently manage professional and research processes.

CS 4 - Display professional skills in complex multidisciplinary contexts, working in networked teams,

whether
face-to-face or online, through use of information and communication technology.

CS 7 - Become the protagonist of one's own learning process in order to achieve personal and professional development and attain an all-round training for living and learning in a context of linguistic, social, cultural and economic diversity.

Specific Skills

SS 1 - Analyse and understand the functioning of the market, nationally and internationally, for business decision making.

SS 3 -Coordinate different levels of individual and group interaction between people in different roles and multidisciplinary teams in the various departments of the enterprise.

SS 4 - Design, plan, communicate and assess plans for an enterprise and its operational units in order to develop entrepreneurial business initiatives in the local or in a foreign language.

SS 7 - Apply the fundamentals of marketing to define the strategic lines of the company in this field and adapt to new social and business needs.

Resultats d'aprenentatge

1. Know the legal regulation in an international environment.
2. Analyse, design, plan and evaluate the company orientation towards internationalization.
3. Understand and analyse the existing cultural differences according to the different geographical areas.
4. Analyse the strategy of internationalization of the company and establish the necessary actions concerning the use of digital tools.
5. Solve market research problems to make decisions, collecting, organizing and analysing data.
6. Analyse the business data and its contextualization in national and international environments.
7. Design interventions that meet the needs of business administration in a multidisciplinary way.
9. Completely understand oral and written messages of different types and registers, expressed in their own languages as well as in English.
10. Show an attitude of motivation and commitment for personal and professional improvement.
11. Deal with complex situations that may require the development of new solutions in an academic, labour or professional environment within the company and the economy.

Continguts

BLOCK 1 INTRODUCTION TO MARKETING

- Marketing and creation of the Value proposition
- Coordinating the Marketing and the sales function

BLOCK 2 MARKETING PLAN AND INTERNATIONAL COMMERCIAL PLAN

- The Marketing Plan in the context of the General Strategic Plan
- Analysis of Strategic Determinants
- Type of marketing strategy
- The Communication Plan from target groups and objective positioning
- The Sales Plan or Commercial Action

BLOCK 3 INTERNATIONAL OPERATIONAL MARKETING

The product / Packaging / Service / Guarantee / Patents
 The development of the product and the service
 The product in the international context. Adaptation / standardization
 Brand strategy based on a positioning strategy
 The Retail Branding strategy in an international context
 International Price Strategies
 International methods of payment. Currencies and insurance in currencies
 The strategy of International distribution: International agents and intermediaries
 Franchise formula / International cooperation models
 The sales strategy through the online channel. Introduction to e-Marketing

Activitats formatives

Teacher lectures
 Watching videos and conferences
 Case study, practical cases, clinical cases
 Oral presentations and project presentations
 Reading and comprehension of texts and preparation of reports or summaries
 Exams and tests
 Individual preparation of tests. Personal study of the content.
 Correction/revision of exercises and follow-up
 Elaboration of portfolios, memories, projects, thoughtful diaries
 Realisation of activities and applied exercises

Avaluació de l'assignatura

The basis of the assessment will be continuous. The following table details the different evaluation activities grouped together by their evaluation systems.

Evaluation systems	Detail of the evaluation activities	%	Recoverable
Monitoring of work undertaken.	Monitoring report	20%	Cannot be taken again
Specific assessment tests: exams.	Exam1. Minimum note 4.	40%	Can be taken again
Carrying out of assignments or projects.	Business project Project 1.	20% 20%	Cannot be taken again Cannot be taken again

To successfully pass the continuous assessment, an average greater than or equal to 5 must be obtained.

In the case of failing the course or any of the continuous assessment activities which are necessary in order to obtain the minimum mark, there will be a second evaluation period in which students will be able to sit another exam which will count for a maximum of 50% of the final mark.

If the student wants to improve the mark of an exam, they must formally notify the teacher responsible for the subject in a maximum of three days after the publication of the final marks of the ordinary evaluation period.

Bibliografia

Bibliografia bàsica

Bradley, F., and Calderón García, H. (2006). *Marketing internacional* (5ª ed.). Madrid: Pearson Prentice Hall. Find it in the library: http://cataleg.upc.edu/record=b1509584~S1*cat

Cateora, P. R., Gilly, M. C., and Graham, J. L. (2013). *Marketing internacional* (16th ed.). México: McGraw-Hill Education.

Czinkota, M. R., Ronkainen, I., and Treviño Rosales, M. E. (2013). *Marketing internacional* (10ª ed.). México: Thomson. Find it in the library: http://cataleg.upc.edu/record=b1509588~S1*cat

García Cruz, R. (2002). *Marketing internacional* (4ª ed. rev). Pozuelo de Alarcón: ESIC. Find it in the library: http://cataleg.upc.edu/record=b1509590~S1*cat

Hollensen, S., and Arteaga Ortiz, J. (2010). *Estrategias de marketing internacional* (4ª ed.). Madrid: Pearson Education. Find it in the library: http://cataleg.upc.edu/record=b1509593~S1*cat

Bibliografia recomanada

Jain, S. C. (2002). *Marketing internacional* (6ª ed.). México: Thomson.

Nieto Churruca, A., and Llamazares García-Lomas, O. (2001). *Marketing internacional* (2ª ed.). Madrid: Pirámide.

Nieto Churruca, A., Llamazares García-Lomas, O., and Cerviño Fernández, J. (Eds.). (1997). *Marketing internacional: casos y ejercicios prácticos*. Madrid: Pirámide.