

International Marketing



GENERAL OBJECTIVES

Theoreticians

The objectives of the course are to develop knowledge through reflection, so that the student at a theoretical level learns to:

- Assess the relevance of International Marketing? Understand the concept of international business
- Decide whether a company should internationalise and when it needs the tools of international marketing Organise a marketing department capable of international operations
- Assessing the impact of the Digital World on the International company

Practical

The objectives of the course are to develop knowledge through reflection, so that the student learns from a practical perspective:

- Solving problems and making decisions in a fluent manner Developing analytical and synthesis skills
- Organisation and planning Communication and teamwork Searching for information and research
- Use information and telecommunication technologies

COMPETENCIES TO BE DEVELOPED

The skills that this subject seeks to develop in the student are:

- Ability to solve problems. Capacity for reflection, decision making and the student's ability to communicate in response to questions put in context by the teacher, understanding the objectives and factors that affect the decision.
- Capacity for analysis and synthesis. Thoroughly studies a topic, problem, case, article, exercise, etc. and summarises and compiles the most relevant aspects.

- Capacity for organisation and planning. Knowing how to structure a marketing plan according to objectives, capacities, available levers and the most suitable strategy.
- Communication and teamwork skills. Knows how to transmit information orally and/or in writing. Collaborates and cooperates with others, contributing the best of his/her skills to the achievement of the team's results. Accepts and values the competences of others and seeks synergy with colleagues. Values differences and builds relationships of respect and growth.
- Ability to search for information and research.
- Ability to apply knowledge to practice. Knows how to use the knowledge acquired in the achievement of a specific objective, e.g. the resolution of an exercise or the discussion of a practical case.

PROGRAMME CONTENTS

TOPIC 1.- THE INTERNATIONAL ENVIRONMENT

- 1.1 Introduction
- 1.2 Evolution towards an international environment
- 1.3 Global trading areas
 - 1.3.1 First World markets
 - 1.3.2 The BRICS
 - 1.3.3 Other markets

INTRODUCTION TO INTERNATIONAL MARKETING. INTERNATIONAL TRADE AND BUSINESS

1. Introduction

- 1.2 Reasons for the internationalisation of a business
 - 1.2.1 Theory of absolute advantage
 - 1.2.2 Porter's theory of international trade
- 1.3 Barriers to business internationalisation
- 1.4 Evolution of international trade
- 1.5 Institutions for international trade

THEME 3. INTERNATIONAL MARKETING FUNCTIONS

- 3.1.1 Introducción
- 3.1.2 Análisis DAFO internacional
 - 3.2.1 Strengths and weaknesses

3.2.2 Threats and opportunities

3.3 Market research and selection

3.3.1 Pre-selection of the most suitable markets

3.3.2 Field research

3.3.3 Market selection

3.3.4 Definition of implementation strategy

3.4 Launch strategies for new markets

3.4.1 E-commerce

3.4.2 Indirect exports

3.4.3 Direct exports

3.4.4 Co-operative exports

3.4.5 Local production

3.1.3 Multinational enterprise

3.2 Monitoring and evaluation systems

THEME 4. ORGANISATION OF AN INTERNATIONAL MARKETING DEPARTMENT

4.1 Introduction

4.2 Possible structures

4.2.1 Local versus global

4.2.2 Local versus displaced personnel

4.3 Functional elements

4.3.1 Knowledge of local market and culture

4.3.2 Local and international regulatory aspects

4.3.3 International trade

THEME 5. THE INTERNATIONAL MARKETING CAMPAIGN

5.1 Introduction

5.2 International marketing mix

5.2.1 Product

5.2.2 Price

5.2.3 Communication

5.2.4 Distribution

THEME 6. SEGMENTATION AND TRANSNATIONAL POSITIONING

6.1 Introduction

- 6.2 Transnational segmentation within the Internationalisation decision sequence
- 6.3 Conceptualisation of transnational segmentation
- 6.4 Bases for transnational segmentation
- 6.5 Positioning in international markets

THEME 7. GLOBAL BRAND MANAGEMENT

- 7.1 Defining an identity
- 7.2 Brand positioning
- 7.3 Visual Identity
- 7.4 Consistency and implementation
- 7.5 International vocation
- 7.6 Digitalisation
- 7.7 InnovationTEMA

8. THE DIGITAL WORLD AND ITS IMPACT ON INTERNATIONAL COMPANIES

- 8.1 The online marketing department. The challenges of digitalisation
- 8.2 The new media
- 8.3 The technology gap
- 8.4 Digital native companies