

**COURSE DATA****DATA SUBJECT**

Code: 35896
Name: International marketing
Cycle: Undergraduate Studies / OCU Studies
ECTS Credits: 6
Academic year: 2026-27

STUDY (S)

Degree	Center	Acad. year	Period
1314 - Degree in International Business	Facultat d'Economia	3	First quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
1314 - Degree in International Business	Principles of international marketing	COMPULSORY

COORDINATION

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SUMMARY

We consider the definition of International Marketing, as "the strategic function that consists in understanding what motivation or benefit that a product (good or service) brings to a buyer that belongs to a market other than ours and their needs taking into account the particularities of the environment". On this basis, this course introduces the student to several aspects of international marketing with the main objective of developing tools for the identification, analysis, and solutions of problems typical of international marketing operations. At the end of the course, it is intended that students have learnt to identify the problems of commercialization of a company, analyze these problems, and provide solutions for the firm management.

PREVIOUS KNOWLEDGE**RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE**

There are no specified enrollment restrictions with other subjects of the curriculum.

OTHER REQUIREMENTS

The student must have completed a basic course in marketing.



COMPETENCES / LEARNING OUTCOMES

1314 - Degree in International Business

Acquire the capacity to analyse, develop and control the commercial function of companies operating in the world market.

Aportar soluciones a problemas comerciales en el ámbito internacional.

Be able to work in multidisciplinary and intercultural teams.

Desarrollar la función de marketing en entornos internacionales contemplando las particularidades del entorno, la cultura y la competencia.

Develop an ethical attitude in business, respecting human rights and the environment both in the country of origin of the company and in the different markets in which it operates.

Develop intercultural sensitivity and the ability to adapt to other geopolitical contexts.

Develop the capacity to evaluate and critically analyse international economic phenomena and agents.

Develop the capacity to prepare and defend reports that contribute to the decision-making of public and private agents.

Manage relations between the parent companies of multinationals and their subsidiaries.

Manage the design, coordination and control mechanisms of the company's international strategy.

Planificar y conducir el aprendizaje de las funciones y flujos del canal de distribución internacional.

Planificar y conducir las funciones de diseño y lanzamiento de productos en mercados exteriores, fijación de precios en otros mercados y decisiones de comunicación a nivel internacional.

Tomar decisiones en el ámbito de la comercialización de productos y servicios en el ámbito internacional.

Understand and reflect on socio-economic and political contexts that affect business and economic decision-making in an international environment.

DESCRIPTION OF CONTENTS

1. SCOPE OF THE INTERNATIONAL MARKETING STRATEGY

International Marketing concept, motives and barriers to internationalization, globalization, internationalization plan.

2. MARKET ANALYSIS AND SELECTION

Market selection process; environment analysis, expansion strategies



3. CULTURAL ENVIRONMENT

High context cultures and low context cultures; elements of culture; ethics.

4. ENTRY FORMS OF FOREING MARKETS

Export, Strategic alliances, direct investment.

5. INTERNATIONAL PRODUCTS DECISIONS

New products; positioning; brand strategy; the service internationalization.

6. DECISIONS ON INTERNATIONAL DISTRIBUTION

Internet and international distribution. External Determinants of distribution channels; the structure of the channel; Management and control of channels; Multichannel and omnichannel distribution; the retail trade.

7. DECISIONS ON THE PRICE IN INTERNATIONAL MARKETS

International pricing strategies, the incoterms, and the pricing process in foreign markets

8. DECISIONS ON INTERNATIONAL COMMUNICATION

The communication process. Communication tools. Communication plan on and off.

WORKLOAD

PRESENCIAL ACTIVITIES

Activity	Hours
Theory	30,00
Classroom practices	30,00
Total hours	60,00

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	5,00
Individual or group project	25,00
Independent study and work	50,00
Preparation of lessons	10,00
Preparation for assessment activities	0,00
Resolution of case studies	0,00
Total hours	90,00

TEACHING METHODOLOGY

For the explanation of the theory contents, face-to-face master classes will held. The materials



used in the theory classes will be available at the virtual classroom (Aulavirtual.uv.es).

The practices will be developed by groups.

Attendance at practical sessions is compulsory. If unable to attend a session, the student must submit the assignment individually.

The teaching methodology will combine the practical part of the case studies, information search, analysis, documentation and development of a project.

The required tasks must be delivered by the deadline determined by the teacher.

If the student is unable to attend class as demonstrated by a reason of non attendance, the teacher can assess the possibility of delivering the practices individually by the student. If this is the case, the student must contact the teacher at the beginning of the semester.

EVALUATION

The evaluation of knowledge and control of learning will be developed as follows:

- The students will be examined independently of their knowledge and their theoretical and practical skills, being evaluated each part (theory and practice) on 5 points. The student needs to pass both parts, theory and practice, to pass the subject.

- The evaluation of the theoretical part will be done through a written exam that can be composed of: essay questions, short questions, case studies, and multiple-choice questions. The valuation is performed on 5 points. Part of the qualification of the practical part corresponds to a project supervised by the teacher. This project will be carried out throughout the semester. This part is a non-recoverable continuous assessment. Those students who, for justified reasons, cannot attend the practical classes should notify the teacher by October 2nd to establish an alternative continuous assessment system.

- The theory and practice parts must be approved separately in order to be averaged.

- In case of failing one of the two parts to the first call, the grade of the part passed will be kept for the second call.

AI Policy Statement: Students in the International Marketing course are encouraged to responsibly utilize Artificial Intelligence (AI) tools for information analysis and research while upholding academic integrity and complying with ethical and legal standards.

REFERENCES

ESSENTIAL READING



Hollensen, S. (2020). Global Marketing, 8th edition. Pearson.

FURTHER READING

Cateora, P.R. & Graham, J.L. (2020). International Marketing. Mc Graw Hill.

Czinkota, M.R. & Ronkainen, I.A. (2022). International Marketing, 11th edition. International Thomson

Kasper, H.; Van Helsdingen, P. & De Vries, W. (2006). Services Marketing Management. An International Perspective, 2nd edition. Wiley