

**COURSE DATA****DATA SUBJECT****Code:** 42051**Name:** International marketing**Cycle:** Master's Degree**ECTS Credits:** 5**Academic year:** 2025-26**STUDY (S)**

Degree	Center	Acad. year	Period
2114 - Master's Degree in Marketing and Market Research	Facultat d'Economia	1	First quarter, Second quarter

**SUBJECT-MATTER**

Degree	Subject-matter	Character
2114 - Master's Degree in Marketing and Market Research	Specialty in international marketing	ELECTIVES

**COORDINATION**

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**SUMMARY**

The generic objective of International Marketing is to provide the student with greater ability to analyze, plan and respond in advance to the challenges posed by the international marketing environment of companies, providing the knowledge and tools of analysis, planning, organization, execution and control that encompass the process of international marketing management in a company.

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

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

**OTHER REQUIREMENTS**

No enrolment restrictions have been specified with other subjects of the curriculum.



In relation to other subjects of the same degree, no enrolment restrictions have been specified with other subjects of the curriculum. The previous knowledge is that of access to the Master.

In spite of this, it is advisable to have knowledge in the marketing subjects in the degree and in the first semester of the master's degree: marketing management, consumer behavior, market research, strategic direction, sociology of consumption, product - price - brand, channel direction, address marketing communication and marketing history and theory

## COMPETENCES / LEARNING OUTCOMES

### 2114 - Master's Degree in Marketing and Market Research

Be able to integrate new technologies in their professional and/or research work.

Conocer las herramientas del marketing mix y ser capaz de utilizarlas de forma adecuada a cada contexto.

Critically analyse one's own work and that of colleagues.

Diseñar estrategias de marketing.

Diseñar mecanismos de control sobre las decisiones de marketing e investigación comercial e implementar posibles medidas correctoras.

Diseñar un plan de marketing.

Have a proactive attitude towards possible changes that may occur in their professional and/or investigative work.

Know how to write and prepare presentations to present and defend them later.

Poseer las habilidades de aprendizaje que les permitan continuar estudiando de un modo que habrá de ser en gran medida autodirigido o autónomo.

Presentar documentos e informes en marketing e investigación comercial.

Redactar documentos e informes en marketing e investigación comercial.

Saber aplicar los conocimientos adquiridos y ser capaces de resolver problemas en entornos nuevos o poco conocidos dentro de contextos más amplios (o multidisciplinares) relacionados con su área de estudio.

Saber comunicar sus conclusiones y los conocimientos y razones últimas que las sustentan a públicos especializados y no especializados de un modo claro y sin ambigüedades.

Saber presentar en público los objetivos del plan de marketing y responder a las críticas de otros, mediante juicios argumentados y defenderse con rigor y tolerancia.



Saber realizar las labores propias de su profesión, tanto en empresas privadas como en organismos públicos.

Saber trabajar en equipo con eficacia y eficiencia.

Ser capaces de buscar, ordenar, analizar y sintetizar la información, seleccionando aquella que resulta pertinente para la toma de decisiones.

Ser capaces de establecer los procesos de recogida de información y el tipo de datos necesarios para llevar a cabo la planificación en marketing.

Ser capaces de integrar conocimientos y enfrentarse a la complejidad de formular juicios a partir de una información que, siendo incompleta o limitada, incluya reflexiones sobre las responsabilidades sociales y éticas vinculadas a la aplicación de sus conocimientos y juicios.

Ser capaces de seleccionar y desarrollar en su defecto herramientas de análisis del mercado.

Ser capaces de tomar decisiones, desarrollar acciones y resolver problemas en marketing.

Ser capaces de tomar decisiones tanto individuales como colectivas en su labor profesional y/o investigadora.

Students should possess and understand foundational knowledge that enables original thinking and research in the field.

## DESCRIPTION OF CONTENTS

### **TOPIC 1. The role of international marketing in globalization**

- What is international marketing?
- Differences between international marketing and domestic marketing.
- Functions of international marketing within the company.
- General outline of the international marketing plan.

### **TOPIC 2. Segmentation of international markets**

- Trends and influences in international markets.
- Identifying global market segments.
- Selecting international markets.

### **TOPIC 3. The impact of cultural elements on international marketing**

- Analysis of the cultural environment of countries.
- Cultural differences depending on their context.



- A model for analyzing cultural dimensions.

#### **TOPIC 4. International marketing research**

- Objectives and usefulness of marketing research in international markets.
- Differences between national and international research.
- The process of international marketing research.
- The problem of data comparability.

#### **TOPIC 5. Applications of the web in international marketing**

- The internet in marketing strategy.
- Designing and implementing the company's international online presence.

#### **TOPIC 6. Product and brand decisions in international markets**

- Concept of product.
- Decisions regarding the product portfolio.
- Decisions about the individual product:
  - Product components
  - Product adaptations
- Brand decisions
- Other elements of the product policy

#### **TOPIC 7. Pricing decisions in international markets**

- Concept of price.
- Factors influencing price setting.
- Adapting the pricing policy.

#### **TOPIC 8. Distribution decisions in international markets**

- Trends in international distribution.
- Channel decisions:
  - Channel structure
  - Channel design
  - Channel management
- Physical distribution and logistics management

#### **TOPIC 9. International communication and positioning policy**



- The communication mix.
- International advertising.
- Personal selling in the international context.
- International public relations.
- Other international communication tools.

## WORKLOAD

### PRESENCIAL ACTIVITIES

Activity	Hours
Theory	35,00
Seminar	3,00
<b>Total hours</b>	<b>38,00</b>

### NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	0,00
Individual or group project	0,00
Independent study and work	0,00
Preparation of lessons	40,00
Preparation for assessment activities	45,00
Resolution of case studies	0,00
<b>Total hours</b>	<b>85,00</b>

## TEACHING METHODOLOGY

The subject has a theoretical-practical nature. The technique used when the theory is presented will be the master class, although at all times the participation of the student with their questions, reflections and suggestions will be facilitated and encouraged.

At the beginning of each session, a recapitulation of the most relevant aspects dealt with in the previous class will be carried out. The students will have at their disposal the slides of the subject so that they can follow with greater fluidity the contents that are taught.

You can also use different graphic material that will illustrate exposures as an example.

At the end of the presentation of a topic, an integrating synthesis of the exposed will be made.

The practical sessions will be developed basically through the invitation of professionals from different sectors who will present their particular cases to the students with the intention of encouraging them to debate and reflect. In addition, other didactic resources will be used: articles, cases, reports, activities



outside the classroom, etc.

All the cases scheduled in the practical sessions can be worked both inside and outside the classroom. The search for additional material will be encouraged, as well as the correct presentation and formal presentation of its content.

Also, some written documents such as reports and articles whose objective is, in addition to studying and delving into its content, will be a stimulus to discuss certain topics in the classroom. The work with this type of resource will be basically individual, although the debate will be carried out in a group.

The practices will be developed both individually and by groups. The group, consisting of between 4 and 5 people, will form the first days of class and will be maintained throughout the semester during which it will develop an internationalization project of a company, product or service of a real company. The objective of this activity is to develop and propose an internationalization plan for a real company that does not have an international presence or has not internationalized the product or service object of the project in a country different from those in which it has already been introduced.

The teams will search for information about the company and, applying the concepts seen in the different subjects of the second year of the Official Master in Marketing and Market Research, they will have to elaborate a proposal.

The teams will send a document in PowerPoint through the Virtual Classroom to each teacher with the name: PROJEQUIPO. In addition, the teams will send a file in Word, with the complete project.

The project must be publicly exposed at the end of the course. All team members must exhibit, with the teacher marking the order of the exhibition.

This project is scored with 5 points of the total grade of the subject. The synthesis and adaptation of the content of each subject to the objectives of the project, team work and information management will be taken into account.

It is recommended that the teams request team tutorials with the teachers of each subject to elaborate the different parts of the project.

## **EVALUATION**

The evaluation of the theoretical and practical credits is different, although in the end the student will obtain a single grade with the following percentage distribution: 50% of the mark will come from the evaluation of the theoretical credits and 50% of the same of the credits Practical

### **Assessment criteria**

The evaluation of the theoretical and practical credits is different, although in the end the student will obtain a



single grade with the percentage distribution: 50% of the mark will come from the evaluation of the theoretical credits and 50% of the practical credits.

Assessment of the theoretical content will be carried out through a development test that consists of a series of questions in which the student must demonstrate, not only his mastery of the subject, but also his capacity for reflection and application of what prese. The maximum grade that can be obtained in the exam corresponding to the theoretical part is 5, the minimum grade required to average the practical part is 2 points. The evaluation of these credits must be done at the end of the semester.

Practical credits are valued by group work that can have a maximum score of 5 points. They will be taken into account when assessing the practices, the correct execution of the same as well as the interest, participation and exposition class.

The final grade of the subject is the sum of the marks obtained in the respective assessments of theoretical and practical credits, as long as the minimum grade required in the theoretical part is exceeded.

In order for the student to be considered presented in a call, both tests must be submitted.

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