

**COURSE DATA****DATA SUBJECT****Code:** 43729**Name:** International marketing**Cycle:** Master's Degree**ECTS Credits:** 6**Academic year:** 2025-26**STUDY (S)**

Degree	Center	Acad. year	Period
2166 - Master's Degree in Economic Globalisation: International Trade Management	Facultat d'Economia	1	First quarter

**SUBJECT-MATTER**

Degree	Subject-matter	Character
2166 - Master's Degree in Economic Globalisation: International Trade Management	International marketing	COMPULSORY

**COORDINATION**

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**SUMMARY**

**International Marketing** is a core subject taught over the course of one semester, with a workload of 6 credits.

We begin with the definition of international marketing, which is understood as the strategic function that involves understanding the motivation or benefit a product (good or service) provides to a buyer in a market different from the one of origin, and satisfying their needs while considering the particularities of the environment. Based on this definition, the course introduces students to various aspects of international marketing with the main goal of developing tools for identifying, analyzing, and solving problems inherent to international marketing operations. By the end of the course, students are expected to be able to identify a company's marketing problems, analyze these problems, and provide valid solutions to the company's 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 subject "International Marketing" is developed based on the following assumptions:

¿ That the student has previously taken a basic Marketing course during their undergraduate studies. If this is not the case, appropriate measures will be put in place.

¿ The course is designed so that students can take it without major difficulty, whether they come from business-related degrees or not, as long as they have a basic understanding of the general principles of marketing or are willing to acquire them independently (with the support of the instructor).

## COMPETENCES / LEARNING OUTCOMES

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Articular de forma sólida argumentos críticos con las posiciones defendidas por los compañeros de actividad o los posibles socios en los negocios, a la par que desarrollar la autocrítica respecto a los propios posicionamientos.

Conocer las prácticas y costumbres de los sectores económicos en su vertiente internacional, así como las peculiaridades inherentes a las diferentes áreas económicas.

Desarrollar la capacidad de trabajar en equipo, respondiendo a situaciones problemáticas de manera colectiva.

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Desarrollar las capacidades de análisis y síntesis precisas para abordar problemas complejos.

Desarrollar un conocimiento suficiente y un empleo efectivo de las fuentes estadísticas y documentales necesarias para sustentar las propuestas efectuadas.

Detectar oportunidades y riesgos en los mercados internacionales, en particular en las economías emergentes.

Diseñar programas de adaptación de las prácticas de negocio a países distintos del propio.

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 el comercio internacional y la integración económica

Seleccionar y gestionar las vías de acceso a los mercados exteriores, y establecer los mecanismos de control pertinentes sobre la estrategia de internacionalización elegida.

Students should apply acquired knowledge to solve problems in unfamiliar contexts within their field of study, including multidisciplinary scenarios.

Students should be able to integrate knowledge and address the complexity of making informed judgments based on incomplete or limited information, including reflections on the social and ethical responsibilities



associated with the application of their knowledge and judgments.

Students should communicate conclusions and underlying knowledge clearly and unambiguously to both specialized and non-specialized audiences.

Students should demonstrate self-directed learning skills for continued academic growth.

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

## DESCRIPTION OF CONTENTS

- Topic 0 Preliminary Marketing Concepts
- Topic 1 The Scope of International Marketing Strategy
- Topic 2 Market Analysis and Selection
- Topic 3 Segmentation, Positioning, and Consumer Behavior in International Markets
- Topic 4 The Cultural Environment
- Topic 5 Product and Service Decisions in the International Market
- Topic 6 Pricing Decisions in the International Market
- Topic 7 Distribution Decisions in the International Market
- Topic 8 Communication in the International Market

## WORKLOAD

### PRESENCIAL ACTIVITIES

Activity	Hours
Tutorials	3,00
Theory	40,00
Seminar	5,00
Other activities	2,00
Group work	10,00
<b>Total hours</b>	<b>60,00</b>

### NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	5,00
Individual or group project	25,00
Independent study and work	30,00
Preparation of lessons	0,00
Preparation for assessment activities	20,00
Resolution of case studies	15,00
<b>Total hours</b>	<b>95,00</b>

## TEACHING METHODOLOGY



Each session will be divided evenly between theoretical development and practical application. The theoretical component will be delivered through in-person classes and exercises. All materials used for preparation will be available on the virtual learning platform.

Practical work will be carried out both individually and in groups. Individual tasks will include exercises and case studies. A group internationalization project will also be developed. Groups must consist of a maximum of three members. Groups will be formed on the first day of class and will remain the same throughout the semester.

Class attendance is mandatory. If a student is unable to attend a session, they must submit the corresponding practical assignment for that class.

The practical component will use a combination of teaching methods, including case studies, information research, document analysis, and project development. All assignments and project drafts required during the practical sessions must be submitted on the dates set by the instructor.

Over the course of the semester, two external experts will give seminars on topics related to the subject. If a student is unable to attend class, they must contact the instructor.

## EVALUATION

The assessment of acquired knowledge and the monitoring of learning will be carried out as follows:

- Students will be evaluated independently on their theoretical knowledge and practical skills. Passing both the theoretical and practical parts is essential to pass the course.
- The theoretical component will be assessed through an exam, which may include: essay questions, short-answer questions, matching questions, multiple-choice questions, or a business case. This part will be graded out of 3 points.
- The practical component will be graded out of 7 points and distributed as follows:
  - **66%** for the preparation and presentation of the internationalization project (maximum **5 points**).
  - **33%** for the preparation and presentation of practical exercises and participation in class (maximum **2 points**).
- It is mandatory to submit all practical assignments and the project in order to be eligible to take the theoretical exam.
- Class attendance is compulsory. If a student is unable to attend, the corresponding assignment must be submitted on the same date as the rest of the class, provided it is a recoverable assignment; non-recoverable assignments will receive a grade of 0 in the case of absence.
- Both the theoretical and practical parts must be passed independently in order to calculate the final average grade. The **minimum passing score is 1.5 points for the theory and 3.5 points for the practical work**.
- If a student fails one of the two components in the first exam session, the grade of the passed component will be carried over to the second session.

## REFERENCES



Hollensen, S. (2021). Global Marketing. Edit Pearson.

Chaffey, D., Chadwick, F. (2022). Digital marketing: strategy, implementation and practice 18<sup>a</sup>, ed. Pearson, Nueva York

Kotler, P.; Armstrong, G, Balasubramanian,S. (2024). Principles of Marketing, 19th<sup>a</sup> ed Pearson/Prentice Hall  
Sicilia, M., Palazón, M., López, I., López, M. (2021). Marketing en Redes Sociales. Ed. ESIC, Madrid