



COURSE DATA

DATA SUBJECT

Code: 44486
Name: International marketing seminars
Cycle: Master's Degree
ECTS Credits: 2.5
Academic year: 2026-27

STUDY (S)

Degree	Center	Acad. year	Period
2212 - Master's Degree in Business Management. MBA	Facultat d'Economia	2	First quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
2212 - Master's Degree in Business Management. MBA	Growth and survival of the company	COMPULSORY

COORDINATION

FAYOS GARDO TERESA

SUMMARY

The general objective of this course is that the student acquires the knowledge and skills related to management and international marketing, through interaction with company directors who will explain the practical applications of previously reviewed issues in a theoretical-practical way. The specific aim is to develop international marketing mix strategies that provide higher levels of value to customers, thus reinforcing their satisfaction and contributing to obtaining higher levels of profitability for companies

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PREVIOUS KNOWLEDGE

RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

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

OTHER REQUIREMENTS

COMPETENCES / LEARNING OUTCOMES



2212 - Master's Degree in Business Management. MBA

Integrate the international dimension of the economic activity into the business strategy.

Make both individual and collective decisions in professional practice as a company manager.

Promote the ability to work in a team and to collaborate and organise the group's activities effectively and efficiently both in the area of general management and in the other functional areas of the company.

Seek, select and assess information from the different actors in the environment, both through traditional methods and information and communication technologies, to use it effectively in the face of problems and situations related to business activity.

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

DESCRIPTION OF CONTENTS

1. Introduction: The international marketing plan

2. Decisions on products and services in external markets

3. Decisions on prices in international markets

4. Decisions on distribution in international markets

5. Decisions on communication in international markets

6. Seminars

WORKLOAD

**PRESENCIAL ACTIVITIES**

Activity	Hours
Tutorials	6,00
Theory	19,00
Total hours	25,00

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	0,00
Preparation for assessment activities	0,00
Resolution of case studies	0,00
Total hours	0,00

TEACHING METHODOLOGY

This module is structured mainly in theoretical-practical sessions, with the exception of some that are exclusively practical, such as the block of external seminars given in the last sessions.

The sessions will conform to a participative teaching model which encourages and assesses student participation. To this end, the lecturer may recommend that students prepare the contents of each of the sessions beforehand based on the recommended bibliographical references and the materials supplied in advance by the teaching staff.

Students must prepare and, where appropriate, submit the various exercises, practical cases and assignments proposed, under the terms and on the dates indicated by the lecturers.

The main communication channel between lecturers and students will be the Virtual Classroom platform, from which lecturers will provide materials and inform students of the activities to be carried out, such as the submission of exercises, access to teaching materials, communication via e-mail, etc. The access web page is <http://aulavirtual.uv.es>, and queries on how it works can be made at Aula.Virtual@uv.es.

EVALUATION



The subject will be assessed both through tests (trial, objective and/or oral) and through observation techniques.

Assessment will be based on the papers to be submitted throughout the course, examinations (with essay and/or objective questions) and the oral presentation of papers or practicals. The purpose is to evaluate the level of achievement in the learning outcomes and especially in those focused on the specific competences of the module as regards contents and application.

Observation techniques or continuous assessment take account of the students' participation and involvement in the teaching-learning process. This assessment is based on the individual reports and papers presented in writing and orally, as well as on participation. The purpose is to measure the level of achievement in learning outcomes, especially skills. The student's ability to work in a team, argue and defend ideas, as well as his/her attitudes, will be evaluated according to ethical criteria, social responsibility, equity, equality and respect for human rights.

There will be a single examination on the date determined which will address topics covered both in class lectures and in the seminars given by external participants.

The assessment system is weighted as follows:

- Examination: 50% of final mark
- Exercises, seminar attendance and participation in class: 50% of final mark.

It is necessary to pass both parts in order to pass the course.

Students who, for duly justified reasons, are unable to attend any session of the module should contact the corresponding lecturer in order to establish an alternative work programme. Attendance at seminars is a non-recoverable activity.

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REFERENCES

- Hollensen, S. (2020). Global Marketing. Editorial Pearson - Cateora, P; et al. (2020). International marketing . McGraw-Hill Education - Czinkota, Michael R., Ilkka A. Ronkainen, and Peng Cui. (2022). International Marketing. 11th edition. Boston: Cengage Learning. - Daniels, J; Radebaugh, L; Sullivan, D. (2018). Negocios internacionales. Editorial Pearson. - Hollensen, S, Arteaga, J.



(2010). Estrategias de márketing internacional. Pearson