

▶ Department: Marketing

run by ESCOEX International Business School,
Business & Marketing

▶ Credits: 10

▶ Level 6

▶ Pre-Requisites: Marketing Management, Practical
International Trade

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Overall Aims and Purpose

Once a deep understanding of international trade is gained, it is hoped that the student develops an insight in a practical way to how companies evolve in an international context, so as to successfully apply research strategies, market selection entry strategies and implementation of the marketing mix.

Learning Outcomes

After this course the student should be able to :

1. Successfully present the international marketing plan of the company. That implies the correct analysis of local media, the competition, the competitive advantages and the possibilities of the company as well as the design, implementation and correct interpretation of the market research strategy in the international context.
2. Defend the definition of the market, which the company is focused on, objectives and strategies of the above mentioned plan.

Indicative Content

PART I INTERNATIONAL ECONOMIC ENVIRONMENT

1. RECENT EVOLUTION OF INTERNATIONAL TRADE AND INVESTMENT.
2. GLOBAL MARKETS

PART II INTERNATIONALIZATION AND COMPANIES

3. INTERNATIONAL MARKETING AND THE COMPANY
4. COMPETITIVE CAPACITY ASSESSMENT
5. THE INTERNATIONALISATION PROCESS OF THE COMPANY
6. THE MULTINATIONAL COMPANY OF TODAY

PART III EXTERNAL MARKETS – OPPORTUNITY ANALYSIS

7. MARKET RESEARCH
8. MARKET SELECTION
9. MARKET ENTRY STRATEGY
10. INTERNATIONAL NEGOCIATION

PART IV STRATEGY DEVELOPMENT – THE INTERNATIONAL MARKETING PLAN

11. MARKET PLAN
12. THE PRODUCT
13. THE PRICE
14. DISTRIBUTION

15. COMMUNICATION AND PROMOTION

Assessment Methods

One exam 50%
One coursework 50%

Teaching and Learning Strategy

In this subject designed at introducing the student to the market, the main aim is the capacity for environmental analysis more than theoretical knowledge of the material; interpretation over the correct use of tools; practicality, efficiency and the capacity for imagination.

In order to reach these objectives relevant information will be offered in relation to the environment and the strategies and tools that the company can use to adapt to these. The students should put these in practice in the many practical cases that they will face during the academic year.

100 notional learning hours comprising 56 hours classroom-based and 44 hours tutor-directed student learning.

Key Skills Taught

D1: Communication and presentation skills including audio, oral and written, using a range of methods

D2: Numeracy, computing & information technology skills; this requires familiarity with a range of business data, research sources and appropriate methodologies

D3: Interactive and group skills including team projects and presentations; leadership, team building, influencing and project management skills together with skills of effective listening, negotiating, persuasion and presentation

D4: Problem solving skills including identifying, formulating and solving business problems; the ability to , evaluate and assess a range of options, together with the capacity to apply ideas and knowledge to a range of situations

D5: The ability to self-appraise and reflect on practice including the development of skills associated with critical reflection

D6: The ability to plan and manage learning in terms of time, behaviour, motivation, self-starting, individual initiative and enterprise

Indicative Reading

Essential Reading:

- GARCÍA-MENDOZA, A. Y JEREZ J.L. (2010) Marketing internacional para la expansión de la empresa" ESIC Editorial.
- A TEORA, P . y GRAHAM, J. (2008): International Marketing, 14a edición, McGraw-Hill/Irwin.
- CZINKOTA, M.R. y RONKAINEN, I.A. (2008): Marketing internacional, Pearson Educació
- NIETO, A – LLAMAZARES, O (2005) Marketing Internacional, Ed. Pirámide

Recommended Reading:

- BRUN, P. (2014) Marketing internacional. Editorial Ellipses Marketing.
- Consejo de Cámaras e Ices (2003) Operativa y práctica del Comercio Exterior
- SORET LOS SANTOS, I (2006) Logística y Marketing para la Distribución Comercio
- ICEX (varios) Serie Cuadernos Básicos de Exportación, ICEX
- MONTANÉS, J (2000) Empresa y Comercio Exterior, Ed. Gestión 2000

Journals: Expansión, Libertaddigital.com, Cinco Días, El Exportador, Emprendedores, Dinero, Moneda Única

Websites: www.camaras.org, www.ices.es, www.camaralaspalmas.org,
www.africainfomarket.org, www.cofides.es, www.coface.es, www.mcx.es,
www.europa.eu.int, www.imf.org, www.worldbank.org, www.cesce.es