



UNIVERSIDAD  
DE GRANADA



CENTRO DE  
LENGUAS  
MODERNAS

SPANISH LANGUAGE AND CULTURE COURSE (CLCE)

SOCIOLOGY, POLITICS AND ECONOMICS

INTERNATIONAL MARKETING

## INTERNATIONAL MARKETING

### GENERAL DESCRIPTION

This subject will lead the student to become familiar with the characteristics of the process of internationalization, the market entry strategies into the international markets, the process of selection of the target international markets, the process of segmentation and positioning in the international markets, and the decisions regarding the standardization and adaptation of the international marketing-mix.

More specifically, the aim of this course will be to enable the student to understand and acknowledge:

- The concept of international marketing and its function within the global markets.
- The socio-economic, political, legal, cultural, technological and competitive dimensions of the current international scenario, such as its potential impact onto the development of the international marketing strategies.
- The different approaches to the process of internationalization, as well as the main drivers and obstacles to the internationalization.
- The process of international segmentation and positioning and the development of the international expansion strategy.
- The main strategies regarding the main market entry strategies into the international markets as well as the different factors to be considered.
- The 4 Ps of the international marketing-mix (product, price, place and promotion), especially the adoption of a strategic position regarding the standardization or adaptation of the international marketing strategy.

### CONTENTS

Theoretical part:

- Topic 0. Introduction to International Marketing.
- Topic 1. The concept of international marketing
- Topic 2. The socio-political and economic environment of global markets.
- Topic 3. The cultural environment of global markets.
- Topic 4. The process of internationalization.
- Topic 5. The market-entry strategies.
- Topic 6. Main international marketing decisions: segmentation, positioning and expansion.
- Topic 7. International Marketing Mix: an introduction.
- Topic 8: International product/service
- Topic 9: International pricing
- Topic 10: International Integrated Marketing Communication (IMC)
- Topic 11: International marketing channels

Practical part:



## CONTENTS

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Seminars, workshops, study cases and teamwork sessions:

- Analysis of academic articles and news on issues regarding the international marketing field.
- Oral presentation of individual and group assignments in specific sessions.
- Seminars and debates on multinational companies through the analysis of study cases.
- Analysis of international marketing campaigns and comparison across different countries.

## METHODOLOGY

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All the CLM classes are based on the integration of skills, the engagement of the students with the proposed tasks and activities, teamwork and the socio-cultural and practical value of the analyzed topics.

The classes for each specific topic will be organized into three parts: 1) firstly, students will be provided with an article the students should read and discuss in the classroom as a prologue to the theoretical contents 2) second, the teacher will present the theoretical contents; 3) theory will be linked to practice via the examination of articles or the analysis of specific study cases.

The analysis of the articles is structured as follows: reading, vocabulary, individual analysis and debate in class.

## EVALUATION

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Criteria and instruments for evaluation:

Compulsory attendance is needed (80% of the classes)

Grading:

- Active participation and engagement, analysis of articles and essays about topical marketing issues, additional tasks and homework, other activities: 20%
- Mid-term team work (project presentation and written essay): 15%
- Final team work (project presentation and written essay): 15%
- Mid-term and Final exam (multiple-choice and open-ended questions): 50% (Mid-term exam: 25%; Final exam: 25%)



## BIBLIOGRAPHY

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Basic references:

- CATEORA, P.R., GILLY, M., GRAHAM, J. (2013). *International Marketing*, 16th Edition. New York. McGraw Hill.

Additional references:

The following academic papers are a sample of the articles that will be analyzed by the students and discussed in class:

- ADAMS, R. (2011). *Fragmentation and Segmentation: Marketing Global Benefits*. *International Business & Economics Research Journal*, 10(9), 59-66.
- FETSCHERIN, M., ALON, I., LITRELL, R., and CHAN, A. (2012). *In China? Pick Your Brand Name Carefully*. *Harvard Business Review*. 90(9).ç
- HONG, H., and DOZ, Y. (2013). *L'Oreal Masters Multiculturalism*. *Harvard Business Review*, 91(6), 114-118.
- KEEGAN, W. (2007). *Marketing Global*, 5a edición, Prentice Hall, Madrid.
- KUMAR, N., and STEENKAMP, J. (2013). *Diaspora marketing*. *Harvard Business Review*, 91 (10), 127-131.
- SHETH, J. N., and PARVATIYAR, A. (2001). *The antecedents and consequences of integrated global marketing*. *International Marketing Review*, 18(1), 16-29.
- TAN, Q., and SOUSA, C.M.P. *International Marketing Standardization. A Meta-Analytic Estimation of Its Antecedents*. *Management International Review*, 53, 711-739.