



INSTITUTO UNIVERSITARIO DE INVESTIGACIÓN  
EN ESTUDIOS NORTEAMERICANOS  
"BENJAMIN FRANKLIN"

<b>Course</b>	International Marketing
<b>Program</b>	Study Abroad
<b>Credits</b>	4.5 ECTS / 3 USA (semester credits)
<b>Class hours</b>	45
<b>Student work hours outside the classroom</b>	90
<b>Office hours</b>	By appointment
<b>Requirements</b>	None
<b>Language of instruction</b>	English
<b>Type of education</b>	In person

## PRESENTATION

The subject International Marketing is an introductory course into the foundations of global marketing. We will review the main concepts of marketing with an international focus, explain global strategies, analyse the environment and the international scene, study consumer behaviours, demand, market segmentation and positioning, etc.

## COMPETENCIES

### General competences (GC):

**GC1:** Learn the main concepts and strategies of international marketing

**GC2:** Analyse the characteristics of the market, competence, and the international environment

**GC3:** Study consumer behaviour and the internal/external variables that influence it.

### Specific competencies (SC):

**SC1:** Understand demand, segmentation, and positioning.

**SC2:** The students should have the ability to analyse, discuss, describe, and demonstrate the marketing processes and strategies that firms utilize when marketing their products on foreign countries.

## TEACHING METHODOLOGY

The course will be conducted through lectures, discussions, and practises with a group project and visits outside campus.

## HOW TO PREPARE FOR CLASS

Read session´s chapters and prepare small presentations for the assigned homework

## COURSE EVALUATION

Final Grades will be based on the following breakdown:

Project	40 %
Final presentation	40 %
Class participation	20 %

### **Class participation: 20%**

Please note that this part of the evaluation includes your attendance, how much you participate in the discussion in class but also in the Discussion Boards (Forums), and assignment completion. If you do not attend or assist a session, for whatever reason, you are forfeiting the opportunity to obtain the participation credit allotted to that session.

Main criteria for evaluating Class Participation are as follows:

- Depth and Quality of Contribution: The quality of your comment in terms of depth of insight, rigorous use of case evidence, consistency of argument, and realism will be highly appreciated.
- Moving Your Peers' Understanding Forward: Along with the content, the way of conveying your ideas will also be considered. Your way of presentation should be concise and clear, accompanied by a spirit of involvement in the discussion at hand. You will have multiple chances to present, therefore your improvement along the way will be noted.
- Frequency: It is encouraged that you participate as much as you can, but this does not mean you should speak for the sake of reaching some critical number. Beyond certain threshold, the quality of your comment is more important.

Listening carefully is as important a component of participation as speaking. Please be aware of your own style of participation: if you find it difficult to speak up in class, push yourself to do so. If you realize you tend to dominate discussions, make a point of listening to others. Your participation grade at the end of the semester will be based cumulatively on your contributions over the course of the semester

The final exam will cover all topics discussed during the entire course. Punctuality is compulsory and no student will be allowed into the session once the exam has started.

### **The project: 40%**

The project is a marketing proposal for a new, or an existing product or service, to be marketed in a new country. Each student will work in a different product and country. We will discuss particulars in class. The proposal will apply the lessons learned in this course and seek to demonstrate the profit potential of the new product/service opportunity and the problems that need to be overcome to achieve success.

The proposal will address each of the following issues: market potential for your product in the national market you are proposing to enter, segmentation, positioning, competition, pricing, retail communication, barriers to entry, political environment, favourable attributes of the country for the product/business, problems anticipated after entry, etc.

### **Final Project Presentation 40%**

This is the main project for this course and a very important part of the course. The power point presentation should bring out the main findings of the project. Questions about theory and practice will be asked during the presentation. Presentations constitute an oral exam and attendance is compulsory.

Failure to attend will result in forfeiting this part of the grade. Thus, no absences will be accepted unless for a justified medical reason.

Project work: 40%  
Weekly work in the project, assignments, and presentations

Plagiarism:

Research papers should state students' own ideas. The work of other writers or experts used to support students' ideas must be properly cited. Inappropriate use of someone else's text or work is considered plagiarism. Plagiarism is a violation of academic standards and may result in failure of the paper or even the subject for which the paper was written. In extreme cases it may result in expulsion from the program. Guidelines for writing the paper properly should be provided by the teacher. If you are going to use Chat GPT or any other AI system, mention it as a source in the written work. If the professor detects copying or plagiarism in the exam, the student will receive a grade of zero and will not have the option of any type of recovery.

## ATTENDANCE POLICY

1.- If students miss classes without providing proper justification their final participation grade will be systematically lowered (two unexcused absences allowed). 0.5 points lowered per unexplained absence after this maximum of two.

2.- Coming late to class. Students who come to class more than 15 minutes late will not be allowed to enter. Being about 10 minutes late is acceptable. If this tardiness happens frequently the student will be given a warning before his/her grade will be lowered.

**If the student arrives more than ten minutes late for an exam without having any written justification from a doctor, or program director, the student will be penalized with a reduction of 10 points from the final grade of the exam.**

## SPECIAL EDUCATION NEEDS

Students with special needs can contact Antonio Fernández: [antonio.fernandezm@uah.es](mailto:antonio.fernandezm@uah.es) Instituto Franklin-UAH has the necessary measures in place to help those students who can prove, by means of a medical certificate, that they have special needs.

## CLASSROOM POLICY

No talking during class except to properly participate in discussion.  
No cell phones please.  
No food during class please.

## USE OF TECHNOLOGY IN CLASS

Technology in the classroom is essential today. However, if used inappropriately, it can be detrimental to student learning. For example, checking email, chatting with other users, surfing the web for purposes

other than class content, etc... Misuse of these tools can also distract other classmates. Permission must be requested from the teacher in order to use computer or any other devices.

### CLASS PROGRAM

Session 1	<b>Orientation and intro to the course</b> <i>Understand scope of Marketing and International Marketing. Class rules</i> <b>Keegan &amp; Green:</b> Chapter 1
Session 2	<b>Intl. Mk and Environmental analysis</b> <b>Kotler &amp; Armstrong:</b> Chapter 1 ,2 3 <b>Keegan &amp; 7:</b> Chapter 2,3,4, 5
Session 3	<b>Segmentation</b> <b>Keegan &amp; Green:</b> Chapter 7 <b>Kotler &amp; Armstrong:</b> Chapter 7
Session 4	<b>Positioning</b> <b>Keegan &amp; Green:</b> Chapter 7 <b>Kotler &amp; Armstrong:</b> Chapter 7
Session 5	<b>Outdoor activity</b> <i>Details TBC</i>
Session 6	<b>Brand and Product Decisions in Global Marketing</b> <b>Keegan &amp; Green:</b> Chapter 10
Session 7	<b>Global Marketing Channels Physical Distribution and Pricing</b> <b>Keegan &amp; Green:</b> Chapter 11, 12
Session 8	<b>Outdoor activity</b> <i>Details TBC</i>
Session 9-	<b>Global Market-Entry Strategies: Licensing, Investment, and Strategic Alliances</b> <b>Keegan &amp; Green:</b> Chapter 8, 9
Session 10	<b>Consumer Behavior</b> <b>Kotler &amp; Armstrong :</b> Chapter 5
Session 11	<b>Other Global Mk mix decisions. Communication</b> <b>Keegan &amp; Green:</b> Chapter 13,14
Session 12	<b>Project preparation</b>

Session 13	<b>Final Presentations</b>
Session 14	<b>Activity</b> <i>Details TBC</i>

## **BIBLIOGRAPHY**

Kotler, Philip and Armstrong, Gary (2021): Principles of Marketing, 18th edition, Global Edition, Pearson  
Mark C. Green Simpson, Warren J. Keegan (2020) Global Marketing, 10th edition. Pearson

**This syllabus is subject to change.**