



Instituto Universitario  
de Investigación en  
Estudios Norteamericanos  
"Benjamin Franklin"

# INTERNATIONAL MARKETING

## COURSE DESCRIPTION

This course will be organized in 5 modules that will introduce you to the field of marketing:

### **Module 1: Marketing basics and Benchmarking**

This module will be an introduction of the basic concepts of Marketing and its role for the corporations in a highly competitive environment.

As the first step for any Marketing Plan, Benchmarking is a tool of marketing research that builds up a clear picture based on target segmentation and the SWOT technique, all aligned with the corporation goals.

### **Module 2: Value proposition and Unique Selling Proposition, Branding and Advertising**

Students will be introduced to the concept of the Value Proposition and USP. They will also be introduced to key concepts of Branding and its importance as an intangible asset for any company.

### **Module 3: Marketing Plan and Strategic Positioning**

Identify the components of an effective Marketing Plan and develop a positioning statement and set up the Key Performance Indicators will be covered.

### **Module 4: New technologies and the social media**

This module will demonstrate the opportunities of the Internet and the new technologies applied to the Digital Marketing and Social Media. There will be a focus on the importance of personalization and the end of the corporate unidirectional communication.

### **Module 5: The future of marketing applied to the new consumers**

Students will learn the new scope of different areas of marketing based on the new consumers behavioral as well as the current marketing techniques: Branded Content, Transmedia, Inbound Marketing, Mobile Marketing, etc.

## OBJECTIVES

Specifically, the course objectives are:

<b>Competence 1.</b>	Know and use basic concepts about general marketing, marketing research, value proposition and modern uses of marketing
<b>Competence 2.</b>	Learn different methodologies to develop valuable market and customer segmentations
<b>Competence 3.</b>	Understand the scope of a marketing plan and the different tools and channels used to build it in real organizations
<b>Competence 4.</b>	Analyze and understand the marketing needs and problematic of current organizations
<b>Competence 5.</b>	Develop and implement the main Marketing concepts
<b>Competence 6.</b>	Learn how to apply problem solving rationale to the proposed study cases in order to get to valuable marketing solutions

## METODOLOGY

There will be different methodologies used in the course which will help students develop the above-mentioned competencies;

- Theoretical classes which will include different explanations of concepts, ideas and theories related to marketing. Students should listen actively trying to understand the ideas presented, and they take structured notes. (competencies 1, 2 and 3)
- Active participation in class through questions and common discussions where the students should reflect about their own ideas and learning. (competencies 3 and 4)
- Case studies that will help students work in teams and individually. (competencies 5)
- Oral presentation in groups about the complete development of the company value proposition based on the corporate report about the commercial situation of the proposed company and creates a marketing plan focusing on commercial and marketing initiatives as a solution for the exposed commercial situation. (competencies 5 and 6)

The report should include the following aspects:

- 1) Complete analysis of the case study company around its commercial situation
- 2) Initiatives plan: including an explanation about the need of a customer segmentation and a new value proposition.

## PREPARATION

It is expected that students will read the class presentations as well as the articles requested by the professor every week and discuss them in class. Students should participate actively in class with relevant questions and comments.

## EVALUATION

This course includes different evaluation systems. Student's daily and continuous work will be considering as well as their attitude and interest towards the subject.

In class participation:	15%
Additional Assignment (homework):	15%
Theory exam (Partial and Final):	30%
Group Final Presentations:	40% (peer evaluations incorporated here)
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Total:	100%

### Class participation:

The grade for participation will be based on:

- High participation: student is ready for class most of the time, participates actively with comments and asking questions relevant to the subject, showing that course materials has been read and thought. Shows a positive attitude is interested in the class.
- Low participation: student is not active in class, is absent minded or distracted with the smartphone, laptop, or other tech-gadgets, talks with other students, does not read course materials, does not ask questions, does not make any comments. Shows a passive attitude and is uninterested.

**Homework.** The objective of this task is to help students understand current working methodology introducing them to the preliminary phases of a real marketing project.

Format: Cover with title, date and author, table of contents and references sheet. Writing in double space, Times New Roman 12. Length: 3-5 pages.

The grade of the report will be based on:

- **Ideas and content:** The exposed ideas are developed in depth and the maturity of the explanation is fair to a real company context.  
Aspects to consider: Easy to read and interesting. It includes details and ideas which make it attractive for the reader.
- **Subject organization:** The text is clearly structured and presented in an attractive way. It includes a cover, table of contents, introduction, body and conclusion, bibliography, resources, pictures, graphs, etc.)
- **Style:** The wording is direct and the message is precise and concise, including enough data and information.
- **Specific language:** Students should use appropriate language and terminology learned throughout the course with readings and explanations given by the professor.

**Oral presentation.** The grade of the presentation will be based on:

- **Content:** Divided in: introduction, body (well structured, interrelated ideas and concepts), conclusion based on the findings.
- **Specific language:** Usage of vocabulary related to the subject, ideas and concepts learned throughout the course.
- **Body language:** Students should show that they know the subject. It is important to maintain eye contact, voice intonation and adequate body language. Students should avoid reading the presentation.
- **Audiovisual means:** It is important to create an interesting presentation with images, graphs, videos, etc. that catches the attention of other students.

**Final exam:** To be done by the end of the course program. The content will include all materials of the modules. The exam will test the student's answers to multiple choice questions as well as different essay questions.

**Students who copy or plagiarize any school work including exams will get a 0 as a final grade.**

#### **ATTENDANCE**

Attendance is MANDATORY for both onsite lessons and out-of-class activities. If the student is absent for more than the allowed limit (**two absences in the fall and spring programs**), the final grade will reflect a decrease of **10 points** for each non-attendance that has not been excused by a doctor's certificate or by your Program Director. It is the individual responsibility of the student to make up any missed content about the subject taught in class the day the student was absent.

CLASS SCHEDULE	
TOPIC	ASSIGNMENTS
Course presentation. Review of the teaching guide. What is <i>marketing</i> ? Introduction.	Readings: articles chosen by the teacher.
<i>Benchmarking</i> , objective y segmentation	Readings: articles chosen by the teacher <i>Marketing: porject presentation</i>
Marketing plan and strategic positioning	Lecturas: presentación y artículos propuestos. Informe escrito.
MID-TERM EXAM	WRITTEN EXAM
Introduction to digital marketing	Readings: articles chosen by the teacher
Digital Marketing	Readings: articles chosen by the teacher
Social Media	Readings: articles chosen by the teacher
New Consumers	Readings: articles chosen by the teacher
Current marketing techniques	Readings: articles chosen by the teacher
<b>FINAL EXAM AND ORAL PRESENTATION</b>	<b>MARKETING PROJECT</b>

**NOTE: This syllabus is subject to change. The final syllabus will be given to students on the first day of class.**

#### **BIBLIOGRAPHY**

Christopher Lovelock, Jochen Wirtz, *Services Marketing*, 6<sup>th</sup> Edition. Pearson International Edition.

Jack Trout, Steve Rivkin, *Repositioning*, McGraw Hill, 2009

William M Luther, *The Marketing Plan, How to prepare and implement it*, Paperback, 2011.