



Universidad  
de Alcalá

# COURSE GUIDE

## INTERNATIONAL MARKETING

**Bachelor's Degree in Economics and  
International Business  
University of Alcalá**

**Academic Year 2020/2021**  
**Third year - Second Trimester**

## Course Guide

Subject name:	<b>International Marketing</b>
Code:	<b>361012</b>
Part of degree:	<b>Bachelor's Degree in Economics and International Business</b>
Department and Subject Area:	<b>Department: Economics and Business Management Research and Teaching Unit: Commercialisation and Market Research</b>
Nature of course:	<b>Obligatory</b>
ECTS Credits	<b>6</b>
Degree year and trimester:	<b>Third year - Second Trimester</b>
Teaching Staff:	<b>Pedro Cuesta Valiño (pedro.cuesta@uah.es) Estela Núñez Barriopedro (estela.nuñez@uah.es) Francisco Duran Piña (paco.duran@uah.es) Cristina Loranca Valle (cristina.loranca@uah.es) José María López Sanz (jm.lopez@uah.es)</b>
Charge of the subject:	<b>Pedro Cuesta Valiño (pedro.cuesta@uah.es)</b>
Teaching Schedule	<b>To be arranged with the teachers</b>
Language of course:	<b>Spanish</b>

### 1. PRESENTATION

The International Marketing class is an obligatory subject which forms part of the required degree credits and is taught in the third year of the bachelor's degree in Economics and International Business.

The subject International Marketing is an introductory class into the foundations of international marketing. It offers an introduction into what marketing is and the main activities it involves, such as commercial management, analysis of the global market and the international scene, the study of consumer behaviour, knowledge of demand and market segmentation. All this will be studied through research into external trade. This guide is a tool which will allow the student to understand how the classes will develop, what must be done to pass the course, how work will be evaluated, etc. In summary, it is a guide to everything that will take place inside and outside of classes.

The University of Alcalá guarantees that, if due to health requirements, the public authorities prevent teaching activity from taking place on the University's premises, the teaching plans' objectives will be met through an online teaching and evaluation methodology. The UAH commits to return to face-to-face teaching as soon as said impediments cease.

## 2. SKILLS TO BE DEVELOPED

General skills:

1. Develop abilities in researching, analysing and summarising information.
2. Gain and strengthen abilities in individual and teamwork.
3. Improve written and oral communication.
4. Improve analytical and critical abilities.

Specific skills:

1. Know the basic principles of international marketing and external trade management.
2. Analyse the characteristics of the market, competition and the international environment.
3. Study consumer behaviour and the internal and external factors that affect it.
4. Analyse demand and segmentation more profoundly.
5. Understand and apply international marketing strategies.

## 3. CONTENTS

<b>Content blocks</b> (subjects may be specified if deemed necessary)	Total number of classes, credits or hours
Introduction to the subject and initial considerations	<ul style="list-style-type: none"> <li>• 3 hours theory</li> <li>• 3 hours practical</li> </ul>
Subject 1. Basic concepts of marketing and commercial management <ul style="list-style-type: none"> <li>- The importance of marketing</li> <li>- Commercial management tasks</li> </ul>	<ul style="list-style-type: none"> <li>• 4.5 hours theory</li> <li>• 4.5 hours practical</li> </ul>
Subject 2. The market and general environment <ul style="list-style-type: none"> <li>- The concept of the global market and its limits</li> <li>- Competition</li> <li>- Characteristics of the international environment</li> </ul>	<ul style="list-style-type: none"> <li>• 3 hours theory</li> <li>• 3 hours practical</li> </ul>
Subject 3. Consumer behaviour <ul style="list-style-type: none"> <li>- The purchasing decision process</li> <li>- Internal and external determiners of consumer behaviour</li> </ul>	<ul style="list-style-type: none"> <li>• 3 hours theory</li> <li>• 3 hours practical</li> </ul>

Subject 4. Market segmentation and positioning - Market segmentation - Positioning	<ul style="list-style-type: none"> <li>• 3 hours theory</li> <li>• 3 hours practical</li> </ul>
Subject 5. International marketing strategies - External markets - International marketing strategies	<ul style="list-style-type: none"> <li>• 3 hours theory</li> <li>• 3 hours practical</li> </ul>
Final considerations	<ul style="list-style-type: none"> <li>• 3 hours theory</li> <li>• 3 hours practical</li> </ul>

### Timetable (Provisional)

Week/ Session	Content
1	<ul style="list-style-type: none"> <li>• Introduction to the subject and initial considerations</li> </ul>
2	<ul style="list-style-type: none"> <li>• Initial considerations</li> </ul>
3	<ul style="list-style-type: none"> <li>• Subject 1. Basic concepts of marketing and commercial management</li> </ul>
4	<ul style="list-style-type: none"> <li>• Subject 1. Basic concepts of marketing and commercial management</li> </ul>
5	<ul style="list-style-type: none"> <li>• Subject 1. Basic concepts of marketing and commercial management</li> </ul>
6	<ul style="list-style-type: none"> <li>• Subject 2. The market and general environment</li> </ul>
7	<ul style="list-style-type: none"> <li>• Subject 2. The market and general environment</li> </ul>
8	<ul style="list-style-type: none"> <li>• Subject 3. Consumer behaviour</li> </ul>
9	<ul style="list-style-type: none"> <li>• Subject 3. Consumer behaviour</li> </ul>
10	<ul style="list-style-type: none"> <li>• Subject 4. Market segmentation and positioning</li> </ul>
11	<ul style="list-style-type: none"> <li>• Subject 4. Market segmentation and positioning</li> </ul>
12	<ul style="list-style-type: none"> <li>• Subject 5. International marketing strategies</li> </ul>
13	<ul style="list-style-type: none"> <li>• Subject 5. International marketing strategies</li> </ul>
14	Final considerations
15	Final considerations

#### 4. TEACHING-LEARNING METHODS. – COURSEWORK

Distributed between teaching and student's own work

#### 4.1. Distribution of credits (specified in hours)

Number of contact hours: 48	<ul style="list-style-type: none"> <li>• Practical and theory classes: 46</li> <li>• Final exam: 2</li> </ul>
Number of hours of Student's own work: 102	<ul style="list-style-type: none"> <li>• Individual work, study, completing coursework, exam preparation: 102</li> </ul>
Total number of hours	150

#### 4.2. Method, materials and teaching resources

Contact hours	<p>Some of the contact hours will be in the form of lectures. These will be theoretical in content and will develop the key points of the programme. The role of the student in lectures is to listen actively, try to understand the arguments and theories discussed, relate the lecture content to their prior knowledge and try to take structured notes of the most important content. Prior preparation on the part of the student is necessary in order to fully benefit from the lecture. This should be in the form of reading supporting materials about the subject or consulting one of the text books from the core reading list, or other resources that the student may have.</p> <p>The contact hours will also include practical classes. In these sessions practical aspects taken from the lectures will be developed, with the student as the active party, working individually or in a group under the supervision of the teacher. From this, two types of work will be completed:</p> <ul style="list-style-type: none"> <li>• Practical and theoretical research work concerning certain aspects of the programme, which will be assigned by the teacher and presented in class.</li> </ul> <p>Practical exercises (individually or in work groups) which the teacher will assign, using case studies and experiences from companies, debates, commentaries of press releases and</p>
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	articles from specialised journals. These will be scheduled throughout the course.
Individual work	The student must complete a project (individually and as part of a group) using readings, research, analysis, completed exercises, reports and the work and study completed on the course subject. They will collaborate with the professionals of the CRAI-Library so that students can carry out an activity that develops information competencies in the use and management of information.
Tutorials	Tutorials may be in a group or individual. During these the teacher will assess whether the student has acquired the necessary skills.
Practical and theoretical tests of knowledge and skills gained	The student must interrelate all knowledge gained through classes and lectures, individual work and tutorials.

## 5. Assessment: Procedure, evaluation criteria and grading

The evaluation process for this subject is based on continuous assessment.

For students who have been accepted for continuous assessment, their performance will be assessed on their work, knowledge and skills gained and the improvement made to their learning process. Assessment methods:

### PRACTICAL:

- a) Active participation in theoretical and practical classes. Percentage of grade based on student participation: 10%
- b) Presenting and finding solutions to practical case studies and individual or group work: 50%

### THEORETICAL:

- C) Passing theoretical test on knowledge and skills gained: 40%

To pass the subject, the student must pass all tests to a satisfactory standard, given that as a whole they assess all the skills developed.

For those students who do not pass both parts, but have passed one of the two (whether this is the practical or theoretical part), the part that has been passed will be saved, and only the failed part must be retaken during the resit period (June-July). If it is the theoretical part which has been failed, an exam of the relevant course content will be taken. If it is the practical part which has been failed, individual practical exercises must be completed. It is the student's responsibility to request the exercises and work plan from the teacher.

Students who have failed both parts of the subject must take an exam concerning all the course content and complete individual practical exercises, during the resit period (June-July). It is the student's responsibility to request the exercises and work plan from the teacher.

For those students who are not following the continuous assessment procedure, there will be a final evaluation during the academic year's normal exam period. Amongst others, reasons which may admit the student to opt for a final evaluation, notwithstanding that all cases must be approved, include practical work experience, work obligations, family obligations, health reasons and disability. Being a part-time student is not in itself sufficient reason for opting for the final evaluation route. To be accepted for final evaluation, the student must make a written request to the dean during the first two weeks of teaching, explaining why they are unable to follow the continuous assessment system. In the case of those students who for justified reasons are not formally matriculated from the course start date, the assessment period will begin from their enrolment on the course. The dean will consider the circumstances that the student has detailed and will make a formal decision. If after 15 days the student has not received a written reply to his/her request, s/he can assume that it has been accepted.

The final assessment for those students who do not complete the evaluation will be in the form of an exam which covers all of the course content, during the normal exam period (a mark of 5 out of 10 is required). It will also be necessary to carry out some individual practical exercises, which must be presented and handed on the date that is indicated by the teacher. For these individual practical exercises, the student must first ask the teacher (during the first month started the course), the assigned exercises, special work plan, the date, time and place of the presentation.

To be able to pass the subject, it is necessary to achieve a minimum grade of 5 out of 10 in both the exam and the individual assigned work.

For those students who do not manage to pass both parts, but do pass one of the two (whether this is the exam or the practical part), the part that has been passed will be saved, and only the failed part must be retaken during the resit period (June-July). If it is the theoretical part which has been failed, an exam of the relevant course content will be taken. If it is the practical part which has been failed, individual practical exercises must be completed. It is the student's responsibility to request the exercises and work plan from the teacher.

Students who have failed both parts of the subject must take an exam concerning all the course content and complete individual practical exercises, during the resit period (June-July). It is the student's responsibility to request the exercises and work plan from the teacher.

According to the Regulations Learning Assessment approved by the Governing Council of the UAH, detection of fraudulent practice in any assessment test will be graded with suspense (0).

Likewise, the warning of signs of plagiarism in any of the works or activities proposed to the students will be graded with suspense (0).

## 6. READING LIST

### Core Reading List

Santesmases Mestre, M. (2012): *Marketing. Conceptos y Estrategias*, 6ª edición, Editorial Pirámide, Madrid.

### Complementary Reading List (optional)

Santesmases Mestre, M.; Merino Sanz M.J.; Sánchez Herrera, J. y Pintado Blanco, T. (2011): *Fundamentals of Marketing*, Editorial Pirámide, Madrid.

Kotler, Philip and Armstrong, Gary (2020): *Principles of Marketing*, 18th edition, Global Edition, Prentice Hall, New Jersey.

Calvo, Cristina and Stanton, John L. (2017): *Principles of Marketing*, Esic, Madrid.

Cateora, Philip; Gilly, Mary and Graham, John (2011): *International Marketing*, 15th edition, McGraw-Hill / Irwin, New York.

Cerviño, J. (2008). *Marketing Internacional, Nuevas Perspectivas para un Mercado Globalizado*. Editorial Pirámide, Madrid.