



1. Identificación

1.1. De la Asignatura

Curso Académico	2023/2024
Titulación	MÁSTER UNIVERSITARIO EN DIRECCIÓN Y GESTIÓN EN COMERCIO INTERNACIONAL / INTERNATIONAL TRADE
Nombre de la Asignatura	MARKETING INTERNACIONAL / INTERNATIONAL MARKETING
Código	6740
Curso	PRIMERO
Carácter	OBLIGATORIA
N.º Grupos	3
Créditos ECTS	6
Estimación del volumen de trabajo del alumno	150
Organización Temporal/Temporalidad	Cuatrimestre
Idiomas en que se imparte	INGLÉS

1.2. Del profesorado: Equipo Docente

Coordinación de la asignatura CARLOS M. RODRIGUEZ NEIRA	Correo Electrónico / Página web / Tutoría electrónica	carlos.rodriquezn@um.es Tutoría Electrónica: SÍ
	Teléfono, Horario y Lugar de atención al alumnado	
FEDERICO GARCIA PARRA	Correo Electrónico / Página web / Tutoría electrónica	federico.garcia1@um.es Tutoría Electrónica: SÍ



	Teléfono, Horario y Lugar de atención al alumnado	
ANTONIS SIMINTIRAS	Correo Electrónico / Página web / Tutoría electrónica	antonis.simintiras@um.es Tutoría Electrónica: SÍ
	Teléfono, Horario y Lugar de atención al alumnado	
SUBRAMANIAN SIVARAMAKRISHNAN	Correo Electrónico / Página web / Tutoría electrónica	SUBRAMANIAN SIVARAMAKRISHNAN (NO EMAIL) Tutoría Electrónica: NO
	Teléfono, Horario y Lugar de atención al alumnado	

2. Presentación

This course is intended to give the participants the theory, knowledge, and tools to design effective international marketing strategies. To this purpose, it discusses how world consumers think and behave, and how cultural values and social systems impacts their brand choices. The nature and mechanics of international sales organization and management are examined; emphasis is on practical implementation and the strategic role in international markets and expansion. The course provides a deep understanding of how international and trade organizations design their distribution and channel structure and the brick and mortar and digital channels strategies they implement. In this context, an evaluation of different forms of trade relationships such as strategic alliances, contractor and distribution agreements, franchises, manufacture agreements, and joint ventures are strategically evaluated.



The course methodology includes different pedagogical approaches such as case analysis and discussion, applied learning exercises, economic and financial impact evaluation, competitive simulations, as well as, in class discussions and lectures. The course emphasizes strategic, proactive thinking, and innovative and entrepreneurial focus all essential for conducting profitable marketing operations worldwide.

3. Condiciones de acceso a la asignatura

3.1 Incompatibilidades

No consta

3.2 Recomendaciones

Does not include

4. Competencias

4.1 Competencias Básicas

- CB6. Poseer y comprender conocimientos que aporten una base u oportunidad de ser originales en el desarrollo y/o aplicación de ideas, a menudo en un contexto de investigación
- CB7. Que los estudiantes sepan aplicar los conocimientos adquiridos y su capacidad de resolución de problemas en entornos nuevos o poco conocidos dentro de contextos más amplios (o multidisciplinares) relacionados con su área de estudio
- CB8. Que los estudiantes sean capaces de integrar conocimientos y enfrentarse a la complejidad de formular juicios a partir de una información que, siendo incompleta o limitada, incluya reflexiones sobre las responsabilidades sociales y éticas vinculadas a la aplicación de sus conocimientos y juicios
- CB9. Que los estudiantes sepan comunicar sus conclusiones y los conocimientos y razones últimas que las sustentan a públicos especializados y no especializados de un modo claro y sin ambigüedades
- CB10. Que los estudiantes posean las habilidades de aprendizaje que les permitan continuar estudiando de un modo que habrá de ser en gran medida autodirigido o autónomo.

4.2 Competencias de la titulación

- CG1. Capacidad para identificar y analizar las oportunidades de negocio en el ámbito del comercio internacional.
- CG2. Desarrollar una propuesta de mejora en el área de comercio internacional de la empresa que mejore su competitividad en los mercados internacionales.
- CG4. Capacidad para integrar y relacionar, desde la ética profesional, las operaciones de comercio internacional en la estrategia de la empresa.
- CE4. Desarrollar una estrategia de marketing internacional en los mercados destino utilizando todos los elementos del Mix.



4.3 Competencias transversales y de materia

5. Contenidos

Bloque 1: CONSUMER BEHAVIOUR

TEMA 1. - Consumer behaviour and elements affecting consumer decision-making

TEMA 2. - The role of demographics and culture in consumer behaviour

Bloque 2: INTERNATIONAL SALES

TEMA 1. - Building Global Marketing Strategies

TEMA 2. - Organisational structures and relationships in sales

Bloque 3: DISTRUBUTION CHANNELS

TEMA 1. - Structure of international distribution systems.

TEMA 2. - International distribution strategies

TEMA 3. - Factors influencing the choice and management of the channel

Bloque 4: GLOBAL MARKETING: PRODUCT, PROMOTION AND PRICE

TEMA 1. - Dimensions of the international communications strategy

TEMA 2. - Pricing strategy in international markets

TEMA 3. - Development of new products in global markets

PRÁCTICAS

Práctica 1. CASES CONSUMER BEHAVIOUR: Relacionada con los contenidos Bloque 1,Tema 1 (Bloque 1) y Tema 2 (Bloque 1)

Case Analysis Project (Olive Oil: Slow Adoption in India case analysis)

Práctica 2. CASES INTERNATIONAL SALES: Relacionada con los contenidos Bloque 2,Tema 2 (Bloque 2) y Tema 1 (Bloque 2)

Case Study: Mediquip SA

Exercise: Ethical Dilemma

Case Study: Adams Brands

Case Study: Tremonti Spa

Práctica 3. CASES DISTRIBUTION CHANNELS: Relacionada con los contenidos Bloque 3,Tema 1 (Bloque 3),Tema 2 (Bloque 3) y Tema 3 (Bloque 3)

Group Case: Lotus Development Corporation: Direct vs Distribution

Group Case: GINO SA: Distribution Channel Management

Group Case: Atlas Corp



Práctica 4. CASES GLOBAL MARKETING: Relacionada con los contenidos Bloque 4, Tema 1 (Bloque 4), Tema 3 (Bloque 4) y Tema 2 (Bloque 4)

Case: Global Trend Analysis, The Case of BIMBO.

Case: Mary Kay India: The Hair care Product Line Opportunity

Case: Fairchild Water Technologies, Inc.

Case: Procter & Gamble, Inc.: Scope

6. Metodología Docente

Grupo1

Actividad Formativa	Metodología	Horas Presenciales	Trabajo Autónomo	Volumen de trabajo
Theoretical Presentation / Master Class	MD 1. Lecture class activities. Face-to-face sessions either in the classroom or through videoconferences where the lecturer will present the content of the subject using the available teaching resources.	30		30.00
Seminars / Projectoriented learning / Case studies. Exhibition and discussion of work	MD 2. Practical classes carried out by the teacher in the classroom or virtually, where the activities will require the active participation of the students, such as the preparation and presentation of reports, resolution of cases, etc. MD 3. Learning based on case and problem analysis: Monitoring and evaluation by the lecturer throughout the course of the student's practical work carried out individually or in groups, exercising the knowledge, methodologies and techniques learnt during the course.	20		20.00



Actividad Formativa	Metodología	Horas Presenciales	Trabajo Autónomo	Volumen de trabajo
Autonomous student work (studying the material, reading the support material, watching videos, carrying out case studies, etc.).	MD 4. Directed autonomous learning. The lecturer will propose theoretical and practical questions that the student will have to solve with the bibliography and recommended material to be subsequently analysed.	0	96	96.00
Individual or group tutoring	MD 5. Individualised tutorials. Individual exchange sessions to guide the student in the completion of the subject.	0	4	4.00
	Total	50	100	150

Grupo2

Actividad Formativa	Metodología	Horas Presenciales	Trabajo Autónomo	Volumen de trabajo
Theoretical Presentation / Master Class	MD 1. Lecture class activities. Face-to-face sessions either in the classroom or through videoconferences where the lecturer will present the content of the subject using the available teaching resources.	16		16.00



Actividad Formativa	Metodología	Horas Presenciales	Trabajo Autónomo	Volumen de trabajo
Seminars / Projectoriented learning / Case studies. Exhibition and discussion of work	MD 2. Practical classes carried out by the teacher in the classroom or virtually, where the activities will require the active participation of the students, such as the preparation and presentation of reports, resolution of cases, etc. MD 3. Learning based on case and problem analysis: Monitoring and evaluation by the lecturer throughout the course of the student's practical work carried out individually or in groups, exercising the knowledge, methodologies and techniques learnt during the course.	4		4.00
Autonomous student work (studying the material, reading the support material, watching videos, carrying out case studies, etc.).	MD 4. Directed autonomous learning. The lecturer will propose theoretical and practical questions that the student will have to solve with the bibliography and recommended material to be subsequently analysed.	0	122	122.00
Individual or group tutoring	MD 5. Individualised tutorials. Individual exchange sessions to guide the student in the completion of the subject.	0	4	4.00
Opinion Forums	MD 4. Directed autonomous learning. The lecturer will propose theoretical and practical questions that the student will have to solve with the bibliography and recommended material to be subsequently analysed.	0	4	4.00
	Total	20	130	150



Grupo3

Actividad Formativa	Metodología	Horas Presenciales	Trabajo Autónomo	Volumen de trabajo
Theoretical Presentation / Master Class	MD 1. Lecture class activities. Face-to-face sessions either in the classroom or through videoconferences where the lecturer will present the content of the subject using the available teaching resources.	16		16.00
Seminars / Projectoriented learning / Case studies. Exhibition and discussion of work	MD 2. Practical classes carried out by the teacher in the classroom or virtually, where the activities will require the active participation of the students, such as the preparation and presentation of reports, resolution of cases, etc. MD 3. Learning based on case and problem analysis: Monitoring and evaluation by the lecturer throughout the course of the student's practical work carried out individually or in groups, exercising the knowledge, methodologies and techniques learnt during the course.	4		4.00
Autonomous student work (studying the material, reading the support material, watching videos, carrying out case studies, etc.).	MD 4. Directed autonomous learning. The lecturer will propose theoretical and practical questions that the student will have to solve with the bibliography and recommended material to be subsequently analysed.	0	122	122.00

Actividad Formativa	Metodología	Horas Presenciales	Trabajo Autónomo	Volumen de trabajo
Individual or group tutoring	MD 5. Individualised tutorials. Individual exchange sessions to guide the student in the completion of the subject.	0	4	4.00
Opinion Forums	MD 4. Directed autonomous learning. The lecturer will propose theoretical and practical questions that the student will have to solve with the bibliography and recommended material to be subsequently analysed.	0	4	4.00
	Total	20	130	150

7. Horario de la asignatura

<https://www.um.es/web/estudios/masteres/international-trade/2023-24#horarios>

8. Sistema de Evaluación

Métodos / Instrumentos	Participación y aportaciones a discusiones teóricas y casos prácticos realizados en clase de manera individual o en grupo.
Criterios de Valoración	Evaluation Criteria In this section, students' attention, willingness to learn, the quality of the comments and questions asked by the students in class, as well as the participation and presentation of ideas generated in the practical cases and exercises during the class will be assessed. In order to assess the monitoring, attention and willingness to learn of students, attendance at videoconferences, participation in them through the use of tools such as chat and the delivery of activities within the deadlines indicated in each task requested will be assessed.
Ponderación	20



Métodos / Instrumentos	Pruebas escritas (Exámenes). Pruebas objetivas, de desarrollo, de respuesta corta, de ejecución de tareas, de escala de actitudes realizadas por los alumnos para mostrar los conocimientos teóricos y prácticos adquiridos.
Criterios de Valoración	The professor responsible for the subject will indicate the type of evaluation test, which may be multiple choice tests or open questions. The time available to the students will be indicated in advance, as well as the necessary adaptations for those students with disabilities or special educational needs, taking into account the reports sent by the Diversity and Volunteering Service. In the same way, the type of questions and the approximate number of them will be indicated.
Ponderación	40
Métodos / Instrumentos	Informes escritos, trabajos, casos prácticos, caso final.
Criterios de Valoración	Evaluation Criteria The resolution of any activity proposed to the student will be assessed in this section. This resolution must be individual and, of course, must be an original work by the student. A good analysis and identification of the problem, its solution and conclusions obtained, the use of specific terms of the subject and the format and quality of the presentation will be assessed The group and/or individual practical activities will be delivered through the virtual classroom according to the criteria established during the course.
Ponderación	40

Fechas de exámenes

<https://www.um.es/web/estudios/masteres/international-trade/2023-24#examenes>

9. Resultados del Aprendizaje

- Develop effective sales strategies.
- Acquire an in-depth understanding of the international buying and selling process
- Analyse international distribution channels for marketing organisation
- Making decisions regarding international marketing
- Analyse the organisational options available to a company when carrying out international distribution
- Understanding and analysing consumer behaviour



- Analyse commercial strategies to influence consumer behaviour.
- Integrate local and global market expansion strategies within the company's strategic planning,
- Describe and evaluate the international product development process and its related strategies.
- Design the operations of the company's international marketing mix with special emphasis on promotion, pricing and product strategies.

10. Bibliografía

Grupo 1

Bibliografía Básica

-  Ingram, N.T., LaForge, W.R., Avila, A.R., Schwepker H.C. Jr. & Williams, R.M. (2015), Sales Management: Analysis and Decision Making, 9th Edition, Routledge.
-  Kotler, Philip (1991), "Marketing Management: Analysis, Planning, Implementation and Control". Prentice-Hall International Editions. Chapter 19, pp. 507-532.
-  Arnold, David (2000), "Seven Rules of International Distribution", Harvard Business Review, pp. 131-137
-  Raúl Galera, (2017), "How Hawkers Built a \$60M+ Sunglasses Business in 4 Years".
-  Sakshi Singh, (2018), "Uber Business Model, How does Uber Make Money?".
-  Gennaro Cuofano, (2018), "Apple's Distribution Strategy".
-  McKinsey & Company - Tamara Charm, Becca Coggins, Kelsey Robinson, and Jamie Wilkie (2020) "The great consumer shift: Ten charts that show how US shopping behavior is changing"
-  Marriott's CEO talks to Uber CEO (2021). Discussing the impact of COVID-19 in Uber business:

Bibliografía Complementaria

-  Adegbite, E.O., Simintiras, C.A., Dwivedi, K.Y. and Ifie, K (2017), Organizational Adaptations: A Pluralistic Perspective, Springer.
-  Honeycutt, E., Ford B.J. and Simintiras, A.C., (2003), Sales Management: A Global Perspective, Routledge



-  Futrell, C., (2012), ABC's of Relationship Selling through Service, McGraw Hill.
-  Cravens, D.W., Le Meunier-Fitzhugh, K. and Piercy, N.F., (2012), The Oxford Handbook of Strategic Sales and Sales Management, Oxford University Press
-  Lewicki, R.J., Barry, B. and Saunders, D.M., (2007), Essentials of Negotiation, 4/e, McGraw-Hill International Edition

Grupo 2

No se ha publicado bibliografía para este grupo.

Grupo 3

No se ha publicado bibliografía para este grupo.

11. Observaciones y recomendaciones

The final grade for the course will be the average obtained from the partial evaluation of each of the parts that make up the course.

The mark corresponding to this evaluation instrument SE1 will be saved from a first call to a second call. Therefore, in the second call, students will have the corresponding mark obtained in the first call.

The student who does not take the exam will be marked as "no-show" in the minutes (even if he/she has obtained a mark in the rest of the assessment instruments).

The mark corresponding to this evaluation instrument SE2, will be kept during the two academic calls of the course in force. The mark corresponding to this assessment instrument SE3 is recoverable.

The mark corresponding to this evaluation instrument SE3, will be kept during the two academic calls of the current academic year.

SPECIAL EDUCATIONAL NEEDS. Students with disabilities or special educational needs may contact the Diversity and Volunteering Service (ADYV; [http:// www.um.es/adyv/](http://www.um.es/adyv/)) to receive guidance on how to make better use of their training process and, where appropriate, the adoption of measures for equalisation and improvement for inclusion. The treatment of information about these students is strictly confidential.



The following remarks are valid for the scenarios included in ENAE BUSINESS SCHOOL's Contingency Plan 4.