



## CIEE Seville, Spain

<b>Course title:</b>	International Marketing
<b>Course code:</b>	BUSI 3101 SEBS
<b>Programs offering course:</b>	Advanced Liberal Arts, Business and Society, Communications, New Media and Journalism Spanish, Liberal Arts
<b>Language of instruction:</b>	Spanish
<b>U.S. semester credits:</b>	3.00
<b>Contact hours:</b>	45.00
<b>Term:</b>	Fall 2023

### Course Description

This course will analyze the problems encountered by European businesses when promoting products and services in international markets. Special emphasis will be placed on European corporate case studies and the analysis of both successful and unsuccessful attempts to penetrate international markets.

### Learning Objectives

By completing this course, students will:

- Identify how international consumers, agents and distributors react to foreign products
- Explain the problems of the International Relations in business and appraise the necessity of group work in order to get the best results

### Course Prerequisites

4 semesters of college-level Spanish (or equivalent) and 3 semesters of college-level micro- or macroeconomics, accounting, finance, management, marketing, or statistics. Students need to have a GPA of at least 2.5.

### Methods of Instruction

The course will be divided into three sections: theory, group work and company visits. The first section of the course will focus on related marketing concepts and real-life examples of Spanish firms attempting to penetrate international markets, as well as, foreign organizations attempting to penetrate the Spanish market. The second section of the class will focus on group projects, where students will be designing performance indicators to measure the effectiveness of marketing campaigns for products selling in international markets. The third section will entail a series of onsite visits to companies dedicated to the exportation and sale of products in international markets.

Each topic presented in class will follow a similar format:

1. Explanation of theoretical concepts to create a basis for understanding the subject presented.
2. Application of theoretical concepts explained in class using examples from case studies of European businesses competing in international markets.
3. Group work exercises (3 to 4 people maximum) under the guidance of the professor and the case studies presented in each chapter.

### **Linguistic Resource Center**

It is recommended that students use the LRC

### Assessment and Final Grade

1.	Homework / Assignments	15%
2.	First Exam	25%
3.	Second Exam	35%
4.	Case Study	20%
5.	Classroom Participation	5%

## **Course Requirements**

### **Homework / Assignments**

In class, groups of 2-3 students will plan and present a final project. It will consist of an "International Marketing Plan" based on the commercialization of a product or service USA to Spain or vice versa.

### **First Exam**

The midterm exam will include content from modules I, II and III. The first part of the exam consists of approximately 15 multiple choice questions worth 85% of the grade. The second part of the text will be an extended response question worth 15% of the grade.

### **Second Exam**

The final exam will include content from modules I, II, III, IV, V y VI. The first part of the exam consists of approximately 15 multiple choice questions worth 85% of the grade. The second part of the text will be an extended response question worth 15% of the grade.

### **Case Study**

International Marketing includes five case studies that students will analyze, present and debate in class in small groups.

### **Classroom Participation**

The active participation in class of the students will be highly valued.

**Company visit:** The professor of this course "International Marketing" and the CIEE staff will organize a company visit for the students in the class. The attendance is totally mandatory, and an absence will be considered a fault. Please see calendar.

## **Attendance**

To encourage engaged learning, regular class attendance is required throughout the program. This includes any required co-curricular class excursion or event, as well as internship, service-learning, or other required field placement.

An excused absence in a CIEE course will only be considered if approved by a CIEE Center Director/Academic Director (not the Instructor), and:

- it is a self-certified absence for illness (only once per course, requires formal request before or within 24 hours, cannot miss assessment worth more than 5% of final course grade)
- a doctor's note from a local medical professional is provided
- evidence of a family emergency is provided
- it is a pre-approved observance of religious holiday

Unexcused absences include personal travel and/or travel delays, as well as missing more than 25% of a single class period (including tardiness and early departure). Assessments missed due to unexcused absences will be marked as zero. Students with over 10% unexcused absences will be contacted by CIEE staff. Students with over 20% unexcused absences will be contacted by CIEE staff, receive a formal warning letter (shared with their home institution) and lose 10% of the final course point total (e.g., a final A grade of 93% will be lowered to a B grade of 83%).

For more detail, please consult your CIEE Academic Manual.

## **Academic Integrity**

Academic integrity is essential to a positive and inclusive teaching and learning environment. All students are expected to complete coursework responsibilities with fairness, respect, and honesty. Failure to do so by seeking unfair advantage over others or misrepresenting someone else's work as your own can result in grade penalties or disciplinary action. See the CIEE Student Academic Manual for further information on academic integrity.

***N.B. Course schedule and co-curriculars are subject to change. The final duration and distribution of content and assignments will be determined and presented to students at the onset of the course.***

## **Weekly Schedule**

### **Week 1**

Class: 1.1 Presentation of the course  
Program, methodology and grading

Class: 1.2 Start Module I.  
Introduction to international marketing. Local vs. international markets  
New tendencies in marketing: orientation of the market

### **Week 2**

Class: 2.1 Consumer and distributor behavior in international marketing  
Questions concerning the orientation of international marketing within the company.

Class: 2.2 Case study RENOVA, identifying new market segments.

**Reading: Case 1 available in Canvas, Module I.**

### **Week 3**

Class: 3.1 Start of Module II.

#### **Sales and marketing plans in international marketing (I)**

Analysis of the internal and external situation. Strengths and weaknesses. Analysis DAFO.  
Segmentation, positioning, and differentiation

Class: 3.2 Case study (real example):

The internationalization of the **Spanish textile-fashion sector. Reading: Case 2 available in Canvas, Module II.**

Group work and presentation of conclusions derived from the previous day's topic.

### **Week 4**

Class: 4.1 Start Module III.

#### **The marketing and sales plan in international marketing (II)**

Launching a new product. Action plans in international marketing  
Cultural characteristics. Satisfaction, perception and expectations about quality of a service

Class: 4.2 GLOBAL DISCUSSION

### **Week 5**

Class: 5.1 Case study: McDonald's and the changes in eating habits:

Launching a new product in international markets. Adaptation to new environments. **Reading: Case 3 available in Canvas, Module III.**

Class: 5.2 Final Projects: instructions

### **Week 6**

Class: 6.1 Review materials for the midterm exam

Class: 6.2 First Exam

### **Week 7**

Class: 7.1 Start of Module IV.

#### **Distribution and sales policies in the international markets (I)**

Channels of local and international distribution

Class: 7.2 Integration and disintegration as formulas in international distribution

COMPANY VISIT

### **Week 8**

Class: 8.1 Day 1: Case study: LIZARRÁN: The franchising like internationalization formula.

#### **Reading: Case 4 available in Canvas, Module IV.**

Class: 8.2 Start of Module V.

#### **Distribution and sales policies in the international markets (II)**

#### **Forms of Entry - distribution in International Markets: Association vs. Integration**

### **Week 9**

Class: 9.1 Start of Module VI: The international brand equity.

**Attributes of the product.** Components in brand equity.

Class: 9.2 The brand image in international markets

### **Week 10**

Class: 10.1 Case study: The value of a great service brand: AMERICAN EXPRESS.

#### **Reading: Case 5 available in Canvas, Module VI.**

Group work and presentation of conclusions concerning the previous case

Class: 10.2 Review of final projects before presentation.

### **Week 11**

Class: 11.1 Presentation of final projects. Dissertation public.

Class: 11.2 Presentation of final projects. Dissertation public

### **Week 12**

Class: 12.1 Review materials for the final exam

Class: 12.2 Final Exam

## **Course Materials**

### **Readings**

- ALET, J., Marketing Eficaz.com. Ed. Gestión 2000. Barcelona. 2000.
- BELLO, F., CORONEL TAPIOCA. La Aventura de Arriesgar. Ed. ESIC-Pirámide. Madrid. 2001.
- CÁMARA, D. Y SANZ, M., Dirección de Ventas. Vender y Fidelizar en el Nuevo Milenio". Ed. Pearson Educación, S.A. Madrid. 2001.
- CZINKOTA, M.R. Y RONKAINENE, I.A., Marketing Internacional, 6ª Edición. Ed. Prentice May, México. 2002.
- DECKER, C.L., Triunfar con P&G 99, Ed. Gestión 2000, Barcelona, 1999.

- DÍEZ, E.C. (Coord.) Distribución Comercial, Ed. McGraw-Hill, Madrid, 2004
- FERRÉ, J.M., Estrategias de Negocio y de Marketing en Épocas Turbulentas y Competitivas. Ediciones Deusto. Bilbao. 2002.
- LAMBIN, J.J. Casos prácticos de marketing, Ed. McGraw-Hill, Madrid, 1995.
- REINARES, P.J. Y PONZOA, J.M., Marketing Relacional. Un Enfoque para la Seducción y Fidelización del Cliente Internacional. Ed. Pearson Education. Madrid. 2002.
- VILLAREJO, A.F. La medición del valor de marca en el ámbito de la gestión de marketing, Ed. CEADE, Sevilla, 2002.
- ZEITHAML, V.A., Marketing de Servicios. Ed. McGraw Hill. México. 2ª Edición. 2002.