



CIEE Barcelona, Spain

Course title:	International Marketing (English)
Course code:	MKTG 3001 BASP (ENG)
Programs offering course:	Business and Culture, Economics and Culture, Language and Culture
Language of instruction:	English
U.S. semester credits:	3.00
Contact hours:	45.00
Term:	Fall 2023

Course Description

This course deals with the issues that today's international marketers face by examining the strategic and tactical decisions made by the marketing manager and the challenges of adapting to the increasing globalization of businesses. Challenges like staying true to global strategy while engaging local consumers and coping with local competitors and constraints are some of the topics covered in the course.

Learning Objectives

By completing this course, students will:

- Appraise the purpose and structure of a situation analysis necessary for companies to determine Marketing Strategies in different markets.
- Propose Marketing Strategies for Brand entry into new markets.
- Design and plan a Marketing Mix for a new market by judging the necessary balance between standardization versus adaptation of the relevant mix variables.
- Evaluate feasibility of Brands in a Global Market.

Course Prerequisites

3 semesters of college-level micro- or macroeconomics, accounting, finance, management, or statistics. One course taken in principles of marketing and/or marketing management is recommended.

Methods of Instruction

The course will be taught using theoretical lectures, case studies, expert guest speakers presenting real life experiences, readings and videos from academic and professional sources such as online and offline business news, class discussion and field trips to Spanish companies and organizations... and a group final project to be presented on the last session.

Field Trips: We will visit a Spanish organization to understand the activity and goals they undertake, and we will explore the Barcelona shopping behavior to have a hands-on experience in analyzing the local consumer and the business innovation environment. These field trips are **mandatory**.

Assessment and Final Grade

1. Midterm Exam	20%
2. Final Exam	25%
3. Individual Exercises / Case Studies	15%
4. Term Project	30%
5. Class Participation (Hand-ins & Class Discussions)	10%
TOTAL	100%

Course Requirements

Midterm Exam

Midterm exam will cover sessions 1-9. The students will be required to analyse a case (to be read in situ) and

demonstrate their grasp of the Situation Analysis concept in the context of International Marketing process.

Final Exam

A final exam will cover all the material we have explored during the course. It will require that the students demonstrate understanding of concepts and readings covered in the form of short answers.

Individual Exercises / Case Studies

Throughout the course students will be assigned readings that will in some cases include either an individual exercise to be handed in on-line before the corresponding class in which it will be covered, or there will be a quick quiz at the beginning of the class.

Term Project

25% report+5% presentation

There will be a group term project. Each group of three or four students will select one American company and product or service and will work on the development of a marketing plan for its introduction into the Spanish market. This exercise intends to give the students the opportunity to research and observe the Spanish market, develop an entry strategy into an environment other than their own, and understand the challenges of Brands when engaging new consumers in new contexts. The project will be delivered in two presentations, each representing 15% of the final class grade (or 50% of the project grade). The final grade for the project will include a peer evaluation among the members of the teams.

Class Participation (Hand-ins & Class Discussions)

Participation is valued as meaningful contribution in the classroom, utilizing the resources and materials presented to students as part of the course. Meaningful contribution requires students to be prepared in advance of each class session and to have regular attendance. Students must clearly demonstrate they have engaged with the materials as directed, for example, through classroom discussions, online discussion boards, peer-to-peer feedback (after presentations), and attentiveness on co-curricular and outside-of-classroom activities.

The quality of what is said and the quality of one's listening and responsiveness to others are important components for the evaluation of class participation. Some of the criteria for evaluating effective class participation include:

1. Is the participant prepared? Do comments show evidence of analysis of the case? Do comments add to our understanding of the situation? Does the participant go beyond simple repetition of case facts without analysis and conclusions? Do comments show an understanding of theories, concepts, and analytical devices presented in class lectures or reading materials?
2. Is the participant a good listener? Are the points made relevant to the discussion? Are they linked to the comments of others? Is the participant willing to interact with other class members?
3. Is the participant an effective communicator? Are concepts presented in a concise and convincing way?

Class Preparation

Students will have to prepare some materials and to participate in the discussions that will take place in class:

- a. Suggested Readings & Videos: Students will be asked to prepare some topics by reading a selection of articles or by watching the videos proposed by the professors
- b. Case Studies: Throughout the course there will be several case studies. It is extremely important that students prepare and analyse these cases prior to the class debate.

Each assignment will have different specific requirements, but grades will be determined by the following general criteria:

- Demonstration of understanding of material
- Depth of analysis
- Critical thinking skills
- Coherence and clarity in communication (written and oral)

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 Introduction to the Course, Teacher and Classmates

Group formation and preparation of project proposal

Basic Marketing: A review

Class: 1.2 Basic Marketing: A Review (cont.)

Group exercise Marketing Process

Reading: Framework for Marketing Strategy Formation, Robert J. Dolan

Project proposal approval

Introduction to the course.

Week 2

Class: 2.1 International Trade, Business & Marketing

Class discussion of article: "The Globalization of Markets" Levitt as an exercise to introduce the concepts of International Marketing in a context of International Trade and Business

Reading "The Globalization of Markets, T. Levitt

Class: 2.2 Strategy: A Review of the Meaning of Strategy and the Role of

Marketing Strategy within the overall organizational roadmap.

Review of working frameworks: Porter, BCG, Blue Ocean, Ansoff.

Reading: The Art of War, Sun Tzu

Week 3

Class: 3.1 Introduction to the International Situation Analysis

Internal Analysis: Corporate Strategy: Mission, Vision, Values, Culture

Discussion on "The Naked Brand"

Assignment: View and answer questions before class

Class: 3.2 The Internal Analysis (cont.)

Brand and marketing audits in an International context

In class Brand Analysis exercise

Video: The Secret Behind Coca-Cola Marketing Strategy

Week 4

Class: 4.1 External Analysis (PESTEL)

Examination of the macro-environmental context and its role in international business and marketing strategy

Class: 4.2 Field trip: Shopping Tour Barcelona

An exercise in observation and analysis of local environment and behavior in shopping (understanding the consumer)

Assignment: Students will be required to write up a report about their observations as marketers

Week 5

Class: 5.1 External Analysis: Market & Competitors & Partners

A review of the elements of the micro-environmental variables that must be examined and analyzed to evaluate new markets.

Case: Coke & Pepsi learn to compete in India

Assignment: Read and answer questions about the case before class

Class: 5.2 External Analysis: Global Consumer Segmentation

Globalization brings new developments in consumer segmentation. Borders between countries do not necessarily determine potential customers groups to be targeted.

Video: True Luxury Consumer Global Segmentation, BCG & Fondazione Altagamma

<https://youtu.be/Jp1ARkFWBrE>

Week 6

Class: 6.1 Tutoring for 1st Delivery Group Project

Session to be used by groups to finalize their presentations and clarify last doubts with the professor's assistance.

Class: 6.2 PRESENTATIONS: 1st Delivery Group Project

Week 7

Class: 7.1 MIDTERM

Class: 7.2 The Marketing Strategy: Defining Objectives

Defining Objective Marketing Objectives within the overall corporate and business objectives

Case: Sainsbury's

Assignment: Read and answer questions about the case before class

Week 8

Class: 8.1 The Marketing Strategy: Segmentation, Targeting and Positioning

Examination of the challenges of this step in the Marketing Process within an international context

Case: Winner Taco

Class: 8.2 International Marketing Mix

Review of traditional and current marketing mix tools and frameworks

Reading: Branding in the Digital Age, You're Spending Your Money in All the Wrong Places by David C. Edelman, HBR December 2010

Week 9

Class: 9.1 Field trip Museum of Design

This trip is an opportunity to learn the role of industrial design in commercial product development

Extra Credit Assignment

Class: 9.2 International Marketing Mix: PRODUCT & PRICE

Product development and pricing take on new challenges and approaches when facing new or multiple markets.

Reading: Cateora/Graham. International Marketing. Chapter 12 Products and Services for Consumers

Week 10

Class: 10.1 International Marketing Mix: PLACE, PHYSICAL, PEOPLE, PROCESSES

A look at the distribution challenges and decisions in the area of international operational issues, different Go To Market scenarios and retail trends.

Reading: Prepare the Future for Shopping.

Class: 10.2 International Marketing Mix: COMMUNICATION

This session reviews the recent developments in communication and its impact on marketing planning and execution. Introduction to the Customer Experience (CX) concept.

Reading: The CEO Guide to Customer Experience, McKinsey

Week 11

Class: 11.1 International Marketing Mix: COMMUNICATION

Understanding the particular challenges to building brands in an global environment.

Case: Johnnie Walker

In class presentation development and presentations.

Class: 11.2 International Marketing Management

A session dedicated to understanding the complexity of managing Brands in a Global context and the need for cross cultural communication skills.

Reading: Cross Cultural Management: 3 Situations Where Cross Cultural Communication Breaks Down, Ginka Toelgel and Jean-Louis Barsouk HBR

Week 12

Class: 12.1 Final Review

A review and debate on the latest news in international marketing.

This class content is to be prepared and presented by groups.

Assignment: research and prepare presentation of one article about an international marketing trend or news story.

Class: 12.2 Tutoring for Final Delivery Group Project

Session to be used by groups to finalize their presentations and clarify last doubts with the professor's assistance.

Week 13

Class: 13.1 Final Presentations

Class: 13.2 FINAL EXAM

Course Materials

Readings

The Globalization of Markets, Theodore Levitt HBR May-June 1983

CASE 1.3 Coke and Pepsi Learn to Compete in India, Czinkota and Ronkainen. International Marketing. Harcourt Inc.

Sainsbury's – How an idea helped make Sainsbury's great again, Institute of Practitioners in Advertising, Best Integration & Gold, IPA Effectiveness Awards 2008 Authors: Tom Roach, Craig Mawdsley and Jane Dorsett
Johnnie Walker – From whisky producer to global icon: the story of 'Keep Walking', Institute of Practitioners in Advertising Grand Prix, Best International Multi-Market & Gold, IPA Effectiveness Awards 2008, Authors: Steve Mustardé (principal) and Karl Weaver (contributing)

Branding in the Digital Age, You're Spending Your Money in All the Wrong Places

by David C. Edelman, HBR December 2010

The CEO Guide to Customer Experience, McKinsey

www.mckinsey.com/business-functions/operations/our-insights/the-ceo-guide-to-customer-experience

Prepare the Future for Shopping, www.vendhq.com/retail-resource-hub?guides

The Brand Report Card, Kevin Labe Keller HBR <https://hbr.org/2000/01/the-brand-report-card>

The Art of War Sun Tzu, Lion Giles Translation

Cross Cultural Management: 3 Situations Where Cross-Cultural Communication Breaks Down, Inka Toelgel and Jean-Louis Barsouk HBR

Recommended bibliography

Cateora/Graham. International Marketing. McGraw-Hill, Inc.

Czinkota and Ronkainen. International Marketing. Harcourt Inc.

Douglas and Craig. Global Marketing Strategy. McGraw-Hill, Inc.

Kotler and Keller. Marketing Management. Prentice-Hall.