



CIEE Barcelona, Spain

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| Course title: | International Marketing (Spanish) |
| Course code: | MKTG 3001 BASP (SPAN) |
| Programs offering course: | Business and Culture, Economics and Culture, Liberal Arts |
| Language of instruction: | Spanish |
| 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

4 semesters of college-level Spanish (or equivalent). 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 in order 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

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| 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

Final Exam

The exams are designed to assess student comprehension and ability to articulate core concepts related to International Marketing. In each exam students will answer un part composed of 25 multiple-choice questions and a second part composed of four short-answer questions related to topics covered in class.

Individual Exercises/Case Studies

The case method is one of the most effective pedagogical tools to sharpen your analytical and decision-making skills, as it requires you to be an active participant in Marketing decisions. Cases intend to give you practice in assembling data, supporting and discussing decisions. Moreover, the case method provides a vehicle by which to apply theories, concepts, and frameworks that we discuss in class or which you find in the assigned readings. Finally, the discussion constitutes an opportunity to defend your position and to learn from others, by listening to their comments and criticisms. Everything on a "safe environment", where there are low risks when mistakes are made. Classrooms are our training environments to prepare you for business challenges.

Students must participate in the discussions that will take place in class. Throughout the course there will be several case studies, a few of them in film format. It is extremely important that students prepare and analyze these cases prior to the class debate.

Term Project

25% report+5% presentation

The project has been designed to provide a first learning experience. Each group will assume the role of a team of marketing managers who will be responsible to develop a product that is unique to the Spanish market (creative thinking is highly encouraged). They will independently make all the decisions involved in this process. The project is divided into two phases.

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?

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

Syllabus presentation

Group formation and preparation of project proposal.

The International Marketing Plan. Explanation of term-project. Reading: Structure and contents of an international marketing plan (source: Paco Gil)

Class: 1.2 Reference Market Analysis

In this session we will discuss the management orientations.

Reading: PowerPoint slides (sources: Gallucci, Gil, Lambin, Molina)

Week 2

Class: 2.1 Attractiveness Analysis and Competitiveness Analysis

This session is about the Product Life Cycle, the Solution Life Cycle and the level of competitiveness.

Reading: PowerPoint slides (sources: Gallucci, Gil, Lambin, Molina,)

Case Study: Kimura K.K: Can this customer be saved?

Class: 2.2 Product Portfolio Analysis and Growth Strategies

This session is about the Product or Service Portofolio Analysis: Boston Consulting Group, Mackenzie Matrix and the "Cliductos" theory

Reading: PowerPoint slides (sources: Gallucci, Gil, Lambin, Molina,)

Case Study: Garmand

Week 3

Class: 3.1 Market Segmentation

This session is about the different segmentation strategies.

Reading: PowerPoint slides (sources: Gallucci, Gil, Lambin, Molina,)

Reading: Market customization: segmentation, targeting and positioning, HBR. 2006

Case Study: Volvo Trucks in Belgium

Class: 3.2 The International Marketing Environment

This session is about external analysis of the country's macroenvironment.

The firm needs to identify the opportunities and threats it will find in that foreign market if it decides to market its products there.

Macroenvironment is political and legal, economic, financial cultural and technological.

Reading: PowerPoint slides (sources: Czinkota and Rokainen; Douglas and Craig;

Philip Kotler; David Aaker; Jordi Garolera)

Week 4

Class: 4.1 FieldTrip: FC Barcelona

This fieldtrip requires the reading of FC. Barcelona's case study in advance (Source: Josep Franch and Jordi Montaña)

Class: 4.2 Growth Strategies I

This session is about the different growth strategies: differentiation, overall cost leadership and focus

Reading: PowerPoint slides (sources: Gallucci, Gil, Lambin, Molina,)

Group Project preparation

Week 5

Class: 5.1 Growth Strategies II

This session is about the intensive growth, integrative growth and growth by diversification

Reading: PowerPoint slides (sources: Gallucci, Gil, Molina), Mckinsey Quartely, The consumer decision journey.

Case Study: Renova (Raquel Seabra de Sousa)

Class: 5.2 Market Entry Decisions I

This session is about the country selection.

Reading: PowerPoint slides (sources: Czinkota and Rokainen; Douglas and Craig; Philip Kotler; David Aaker; Jordi Garolera)

Week 6

Class: 6.1 Market Entry Decisions II

This session is about the market entry decisions. The options are: Export Intermediaries, Licensing and Franchising Joint Ventures and Strategic Alliances.

Case Study: Inside the McDonald's Empire. Documentary by CNBC

Reading: PowerPoint slides (sources: Czinkota and Rokainen; Douglas and Craig; Philip Kotler; David Aaker; Jordi Garolera), Keller, et al (2002), " Three questions you need to ask about your brand ". HBR.

Class: 6.2 Group Project Middle Presentations

Defining the reference market and environment: the macro environment and the category life

cycle, the 5 forces model, and the analysis of competition, major players, brands, etc...

Analyzing consumer behavior using market research survey: secondary and primary sources, quantitative and qualitative research work, analysis and interpretation of results, consumer decision making process, FCB matrix, influences on purchase and different consumption roles.

Diagnostic and alternative strategies

Segmentation and Positioning strategies: segmentation variables, description of segments, targeting strategy

Value proposition strategy: positioning strategy (perceptual maps) and branding values

Each group will have 20' to present the strategic part.

Week 7

Class: 7.1 Midterm Exam

It will consist in a multiple-choice exam (it will include all the topics taught in class and the different case studies)

Class: 7.2 International Basic Marketing Strategies

In this session we will see how to approach the selection of target and the definition of the positioning strategy when the product/service exists and when it doesn't exist. Segmentation, Positioning and Product Strategies.

Case Study: World Super Brands: Fashion. Documentary by BBC

Week 8

Class: 8.1 Going to the Market: Pricing Strategies

In this session we will see the different pricing strategies.

In setting the price for our products and services we need to consider the target and the positioning. We will study the barriers to setting the price and two pricing approaches: cost-plus pricing and target market pricing.

Reading: PowerPoint slides (sources: Gallucci, Gil)

Class: 8.2 The B2B: The Industrial Marketing

Guest speaker

Week 9

Class: 9.1 Pricing Strategies II

Case Study: The Chocolate Museum of Barcelona

Reading: PowerPoint slides (sources: Czinkota and Rokainen; Douglas and Craig; Philip Kotler; David Aaker; Jordi Garolera)

Class: 9.2 Fieldtrip: The Chocolate Museum of Barcelona

Before the fieldtrip, the Chocolate Museum's case study must to be read

Week 10

Class: 10.1 Going to the Market: Distribution Strategies

We will see how distribution differs from one country to another in terms of length and channel domination. We will also see the international retail industry. Opportunities for retailers in foreign markets.

Case Study: Levi's. Documentary by CNBC

Class: 10.2 Going to the Market: Distribution Strategies II

We will talk about the different placement strategies including e-commerce

Week 11

Class: 11.1 The Marketing Mix

Workshop. We will be working in class the marketing mix of the group term-project.

Class: 11.2 International Communication and Promotion I

This session is about a "pull" versus "push" strategy in a foreign market. We will take a look at media options in more versus less developed nations. We will also contemplate the possibility of using the same message in foreign countries

Case Study: Godiva Europe (Claudia Sulkowki)

Week 12

Class: 12.1 International Communication and Promotion II

This session is about a "pull" versus "push" strategy in a foreign market. We will look at media options in more versus less developed nations. We will also contemplate the possibility of using the same message in foreign countries

Article: Godiva in Europe from Jean-Jacques Lambin's Practical Cases in Marketing Reading: PowerPoint slides (sources: Gallucci, Gil)

Class: 12.2 Final Exam

It will consist in a three open questions. All the contents, including the different case studies taught in class.

Week 13

Class: 13.1 Preparation of Project Presentations

Work in class.

During this session we will summarize all learnings from previous sessions talking about how to write the Company Marketing Plan.

Reading: a very interesting communication example of a very interesting brand EVERLANE.

Submittal of complete final Term-Project's document.

Class: 13.2 Project Presentations

You had to summarize the first part of the project and focus on the action plan or how to go to the market.

Each group will have 20' to present the strategic part.

Course Materials

Readings

Lambin, Jean Jacques et al (2012), Market driven management. Strategic and operational marketing. Third edition, Plgrave Macmillan

Kotler, Philip and Keller, Kevin L (2005), Marketing Management, Pearsons-Prentice-Hall

David A. Aaker (1998REA), Strategic Market Management, Wiley

Levitt: What business are you in? HBR Classics

Additionally, specific literature could be recommended for each topic if required.

Cases

Mari Tesutti

Kimura K.K.

Volvo Trucks in Belgium

The Chocolate Museum of Barcelona

Garmand

Renova

Godiva

Levi's