

## International Marketing

UGRA\_014120

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| Departments         | Department of Marketing   |
| Teaching Languages  | English   |
| ECTS                | 2   |
| Teacher responsible | Ferran Blanch Colino - <a href="mailto:lferran.blanch@esade.edu">lferran.blanch@esade.edu</a> |

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### Course Goals

The world is increasingly connected at individual, business, and institutional levels. The phenomenon is not a simple effect of technological advancements and proliferation of multinational corporate activities. More recently and more importantly it has become a cause of them. The connections among us accelerate the pace of technological obsolescence, obfuscate or even diminish national and cultural boundaries, and emboldens businesses to go beyond their comfort zone. These effects in turn further facilitate the connectedness, and the cycle repeats. The reciprocal causation has already gained momentum, whether we like it or not, and it will not stall in the foreseeable future. Internationalization and globalization of people and businesses should, therefore, be considered in the context of connectedness. Are we (or can we be) prepared for the increasing level of complexity, dynamism, and uncertainty that the accelerating internationalization and globalization continue to bring?

The target audience of this course is students who seek a career in management/marketing consulting and marketing management.

Thus, our goals for this course are:

- to gain deeper understanding of the issues in global and international marketing strategy,
- to develop skills to define and solve strategic marketing issues in the context of global and international business challenges and opportunities, and
- to become able to ask right strategic questions and provide sound strategic alternatives.

To achieve these goals, we pay particular attention to:

- Providing the students with the foundation of and advanced thoughts in global and international marketing management,
- Developing an understanding of the scope, nature and role of global and international marketing strategy as a means to achieve corporate, business, and brand-level strategy execution, and

- Exposing the students to widely used conceptual and analytical tools to understand and analyze global and international marketing decision situations from a senior manager's perspective.

## Previous knowledge

Some basic Knowledge in Marketing: Marketing fundamentals.

## Prerequisites

Students must read the Syllabus

## Teaching methodology

To achieve the objectives of the course, the format of it would be based on case studies, group exercises and a mix of "lecturettes" and class discussions.

## Description

### Short description

This course investigates and discussed marketing techniques and programs as developed and implemented on multinational scale. It evaluates marketing strategy formulation and execution, decision-making processes in multiple countries and regions simultaneously. It emphasizes the extent of standardization and adaptation of marketing programs across several countries and the selection of appropriate entry and development strategies for foreign markets. The course puts particular emphasis in developing an open mindset to examine global/multinational/local opportunities and develop business and marketing strategies that leverage investments, knowledge and experience across different countries. The course will examine international marketing opportunities not only for large and small companies but also in regions and countries at various economic development stages.

## Activities

In-class discussions and debates

Each session will promote discussions and debates.

Case study analyses

Students have to work previously and it will be discussed in class.

## Content

| # | Topic  |
|---|--|
| 1 | 1.0: Course Introduction. - Ascertaining the participants' marketing knowledge level. - Introduction to International Marketing. 1.1: International Marketing Decision Model - Identifying the parameters of international Marketing Strategy. |
| 2 | 2.1: Where to sell. - Identify target markets to develop your international business. 2.2: Environmental factors. - The influence of cultural and social forces in international   |

| # | Topic   |
|---|---|
| 2 | marketing. - The influence of political, economic, and legal forces in international marketing. - How environmental changes influences market development.  |
| 3 | 3.1: International Market Development Strategy – Entry and Early Stage. - Early stage market opportunity evaluation in international marketing. - Assessing the market opportunity, and positioning decision and its economic implications. 3.2: International Market Development Strategy – Growth & Maturity Stage. - Growth stage market opportunity evaluation in international marketing. - Assessing the market opportunity, and positioning decision and its economic implications. - Growth strategy in international marketing. - Strategic product portfolio management for growth. |
| 4 | 4.1: Product issues in International Market - Product design in an international environment. - Strategic alternatives in international product management 4.2: Pricing in International Market - Factors affecting multinational, regional, and global pricing strategies. communication strategies. - Bases of different pricing alternatives and their international marketing implications.   |
| 5 | 5.1: Communications in International Market - The controllables and uncontrollables in brand communications. - Implications of positive/negative effects on brand perception in home country market to host country market.   |
| 6 | 6.1: Distribution strategies in International Markets - Factors influencing the design and management of the Go-to-market strategy. - Criteria to select international distribution partners. - How to manage international alliances in distribution. 6.2: International organizational decisions - Different alternatives for organising or structuring International Marketing activities. - Factors affecting organisational design. - The evolution of International organisations. 6.3: Wrap-up   |

## Assessment

| Tool                         | Assessment tool            | Category       | Weight % |
|------------------------------|----------------------------|----------------|----------|
| Individual or team exercises | 3 Group Report Assignments | Ordinary round | 60.00%   |
| Attendance and punctuality   | Class Participation        | Ordinary round | 40.00%   |
| Individual or team exercises |                            | Retake         | 100.00%  |

## PROGRAMS

B13S-Exchange Program Bachelor of Business Administration (BBA) (Undergraduates: Business)  
B13S Year 1 (Optative)

BBA20-Bachelor of Business Administration (BBA) (Undergraduates: Business)  
BBA20 Year 4 (Optative)  
BBA20 Year 3 (Optative)

BBA23-Bachelor of Business Administration (BBA) (Undergraduates: Business)  
BBA23 Year 4 (Optative)  
BBA23 Year 3 (Optative)

BITLASI22-Bachelor in Transformational Leadership and Social Impact (Undergraduates: Business)  
BITLASI22 Year 4 (Optative)

DBAI21-Double Degree in Business Administration and Artificial Intelligence for Business (Undergraduates: Business)

DBAI21 Year 4 (Optative)

GBD20-Double Degree in Business Administration and Law (Undergraduates: Law)  
GBD20 Year 1 (Optative)  
GBD20 Year 4 (Optative)  
GBD20 Year 2 (Optative)  
GBD20 Year 3 (Optative)

GMC25-Global Manager Certificate (Undergraduates: Business)  
GMC25 Year 1 (Optative)