



IDENTIFYING DATA

(*)Márketing Internacional

Subject	(*)Márketing Internacional			
Code	V06M101V01202			
Study programme	(*)Máster Universitario en Comercio Internacional			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	4.5	Mandatory	1st	2nd
Teaching language	Spanish			
Department				
Coordinator	Curras Valle, María Consuelo Cabanelas Lorenzo, Pablo			
Lecturers	Cabanelas Lorenzo, Pablo Curras Valle, María Consuelo González Vázquez, Encarnación López Vidal, María Pilar Rodríguez Daponte, María del Rocío			
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General description				

Competencias

Code	
A3	(*)Conocimiento de las técnicas de márketing utilizadas en el comercio internacional
A11	(*)Realización de un proyecto completo de internacionalización de empresas, planificación de operaciones de comercio internacional, o marketing internacional
B3	(*)Conocimiento de las técnicas de dirección y gestión comercial en un contexto global, de los diferentes mercados, y de las relaciones y estrategias económicas de carácter internacional.
B4	(*)Conocimiento de las técnicas de venta, estrategias, productos, marcas y comunicación en los mercados internacionales
B26	(*)Aplicación práctica de conocimientos adquiridos: financiación, marketing, fiscalidad, planificación comercial, inglés comercial, mercados electrónicos, gestión de operaciones, y otros relacionados con el comercio internacional

Learning aims

Expected results from this subject	Typology	Training and Learning Results
Identify the differentials of external markets with regard to domestic market, and reflect know about them before taking decisions.	Know How	A11 B3
To acquire competencies to take strategic and operative-level commercial decisions in international markets	Know How	A3 B4 B26

Contents

Topic	
Introduction	Global and international marketing
Strategies of internationalisation	Internationalisation decision process. Assessment of the international marketing environment. Entrance ways in external markets. Dimensions of the international marketing program.

Segmentation and positioning	Segmentation of international markets. Strategy of positioning. Types of positioning.
Protocol in the international businesses	Relations, social uses and image. Protocol in the businesses: practice.
Strategies of marketing in the international market	International politics of product. The international brand: development, identity and value. Commercial promotion in the internationalisation. Politics of prices. Distribution, retailing and sales team decisions.

Planning

	Class hours	Hours outside the classroom	Total hours
Master Session	21	21	42
Seminars	15	15	30
Workshops	6	9	15
Short answer tests	1	9.5	10.5
Multiple choice tests	1	9	10
Jobs and projects	0	5	5

*The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

Methodologies

	Description
Master Session	Professor exposition of the lessons in accordance with the planning of the course. It includes discussing questions, and points of view exchanges.
Seminars	Thematic conferences developed by experts in the subject. It includes presentations and discussion.
Workshops	Real cases problems that should be solved with theoretical proposals. Working in teams and the creativity are important in the solutions proposed.

Personalized attention

Methodologies	Description
Workshops	The professor will attend the doubts arisen of the realisation of the works or projects included in the subject.
Tests	Description
Jobs and projects	The professor will attend the doubts arisen of the realisation of the works or projects included in the subject.

Assessment

	Description	Qualification
Master Session	Assistance, attitude, participation in the classes.	5
Seminars	Assistance, attitude, participation in the seminars.	5
Workshops	Result of the activity developed in the workshop.	10
Short answer tests	Proof on understanding, knowledge and application of concepts.	40
Multiple choice tests	Proof of question type test to check the follow-up.	30
Jobs and projects	Realisation of a work tied to the internationalisation of the company.	10

Other comments on the Evaluation

The students that participate in the continuous evaluation and do not fulfil the qualifications that allow him reach 50% of the assessment will have to attend to the extraordinary announcement.

Those students that do not fulfil a minimum assistance of 70% will have to attend to the final examination, to a specific proof of evaluation.

Sources of information

Cerviño, J., **Marketing internacional. Nuevas perspectivas para un mercado globalizado**, 2006,
Czinkota, M.; Ronkainen, I., **Marketing internacional**, 7ª edición, 2005,
Pla, J.; León, F., **Dirección de empresas internacionales**, 2004,

Recommendations

Subjects that it is recommended to have taken before

(*)Dirección Internacional da Empresa e os Mercados no Mundo/V06M101V01102
