



IDENTIFYING DATA

(*)Mercadotecnia internacional

Subject	(*)Mercadotecnia internacional			
Code	V55G020V01943			
Study programme	(*)Grao en Administración e Dirección de Empresas			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Mandatory	3rd	2nd
Teaching language	English			
Department				
Coordinator	Würzburg -, Klaas			
Lecturers	Würzburg -, Klaas			
E-mail	kwuerzburg@escueladenegociosncg.			
Web				
General description	This module is taught in English, therefore it is essential that students accredit a B2 level of English.			

Competencies

Code	
A1	(*)Posuír e comprender coñecementos sobre as interrelacións existentes entre os distintos subsistemas que conforman o sistema empresarial
A3	(*)Posuír e comprender coñecementos sobre os aspectos internos, funcións e procesos das organizacións incluíndo a súa natureza, estrutura, goberno, operativa e dirección.
A4	(*)Posuír e comprender coñecementos sobre o marco económico que regula as actividades empresariais, e a correspondente normativa
A5	(*)Posuír e comprender coñecementos sobre a relación entre a empresa e o seu entorno avaliando a súa repercusión na estratexia, comportamento, xestión e sustentabilidade empresarial
A6	(*)Posuír e comprender coñecementos sobre os distintos procesos, procedementos e prácticas de xestión empresarial
A8	(*)Aplicar os coñecementos adquiridos a futuras situacións profesionais e desenvolver competencias relacionadas coa elaboración e defensa de argumentos e resolución de problemas dentro da súa área de estudo
A13	(*)Mobilidade e adaptabilidade a entornos e situacións diferentes
A15	(*)Ter a capacidade de reunir e interpretar datos relevantes para emitir xuízos que inclúan unha reflexión sobre temas relevantes de índole social, científica ou ética
A16	(*)Habilidades na procura, identificación e interpretación de fontes de información económica relevante
B1	(*)Capacidade de análise e síntese
B2	(*)Pensamento crítico e autocrítico
B3	(*)Habilidades relacionadas co uso de aplicacións informáticas utilizadas na xestión empresarial
B4	(*)Poder transmitir ideas, información, problemas e situacións ao público tanto especializado como non especializado
B5	(*)Habilidades de comunicación oral e escrita
B7	(*)Ler e comunicarse en inglés como lingua estranxeira
B8	(*)Comunicarse con fluidez no seu entorno, incluíndo competencias interpersoais de escoita activa, negociación, persuasión e presentación
B9	(*)Capacidade de actuación eficaz dentro dun equipo de traballo
B10	(*)Emitir informes de asesoramento sobre situacións concretas de empresas e mercados
B13	(*)Capacidade de aprendizaxe e traballo autónomo
B15	(*)Xestión persoal efectiva en termos de tempo, planificación e comportamento, motivación e iniciativa tanto individual como empresarial
B16	(*)Capacidade de lideranza, incluíndo empatía co resto de persoas
B17	(*)Responsabilidade e capacidade para asumir compromisos
B18	(*)Compromiso ético no traballo
B19	(*)Motivación pola calidade e mellora continua

Learning aims		
Expected results from this subject	Training and Learning Results	
Introduce students to the skills of research, filtering and interpretation of large quantities of information in order to design and implement a marketing strategy at an international level.	A1	B1
	A3	B2
	A4	B4
	A5	B5
	A6	B7
	A8	B9
	A13	B10
	A15	B15
	A16	B16
Take the most efficient decisions about the sales policy of a company, at an international level, bearing in mind the marketing mix variables.		B17
		B18
		B19
	A1	B1
	A3	B2
	A4	B3
	A5	B5
	A6	B7
	A13	B8
		B9
	B13	
	B15	
	B16	
	B17	
	B18	
	B19	
Encourage students to be conscious of the differences between consumers at an international level with regards to habits and attitudes, in order to design the most appropriate strategies.	A4	B1
	A5	B2
	A13	B3
	A16	B5
		B7
		B8
		B9
		B10
		B13
	B18	

Contents

Topic	
1. SCOPE OF INTERNATIONAL MARKETING STRATEGY	1.1 International marketing strategy 1.2 International marketing environment 1.3 Understanding international marketing
2. INTERNATIONAL MARKETING IN THE GLOBAL ECONOMY	2.1 Company resources and capabilities 2.2 Analysis of international competitors 2.3 Culture values 2.4 Political economy 2.5 Public policy risk
3. PRODUCT AND BRAND STRATEGIES	3.1 Consumer products 3.2 Industrial products 3.3 Services 3.4 Building a global brand
4. INTERNATIONAL MARKETING OPERATIONS	4.1 Channel of international distribution 4.2 Pricing in international markets 4.3 Selling and negotiating 4.4 International marketing operations

Planning

	Class hours	Hours outside the classroom	Total hours
Master Session	30	35	65
Case studies / analysis of situations	20	35	55
Long answer tests and development	3	0	3
Long answer tests and development	2	0	2

*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	The teacher will explain the concepts of each topic. Guidelines will be given to carry out the coursework.

Personalized attention	
Methodologies	Description
Master Session	Interviews with the teacher in order to receive advice on aspects related to the module.
Tests	Description
Case studies / analysis of situations	Interviews with the teacher in order to receive advice on aspects related to the module.

Assessment		
	Description	Qualification
Case studies / analysis of situations	Case studies.	20
Long answer tests and development	Final exam.	60
Long answer tests and development	Class test.	20

Other comments on the Evaluation

Plagiarism will be severely penalised.

Coursework will not be accepted after the deadline. This also applies to presentation dates.

Class attendance is an essential component of continuous assessment, therefore attendance is compulsory. ALL absences will be taken into account, even if certificates or other evidence have been handed in.

The penalties for non attendance will be as follows:

- Non attendance of more than 6 hours of class hours will be penalised by reducing the continuous assessment mark by one third.
- Non attendance of more than 12 hours of class hours will be penalised by reducing the continuous assessment mark by two thirds.
- Non attendance of more than 18 hours of class hours will be penalised by being awarded a zero mark for their continuous assessment mark.

The grade obtained in the continuous assessment mark will be maintained in the resit exam during academic session 2013-14.

Final exams are corrected using "blind marking".

Sources of information

BRADLEY, F., **International Marketing Strategy**, Financial Times - Prentice Hall,

CERVIÑO, J., **Marcas Internacionales: como crearlas y gestionarlas**, Pirámide,

CERVIÑO, J., **Marketing Internacional: nuevas perspectivas para un mercado globalizado**, Pirámide,

CZINKOTA, M., **International Marketing**, Cengage Learning,

HOLLENSSEN, S., **Global Marketing**, Pearson,

LEE, K. and CARTER, S., **Global Marketing Management**, Oxford University Press,

Recommendations

Other comments

Students must certify at least a B2 level of English in order to enrol on this module.

Class attendance is compulsory. Non-attendance will be penalised.

"blind marking" is used to correct the final exams.

