



IDENTIFYING DATA

International Marketing

Subject	International Marketing			
Code	V06M101V02202			
Study programme	Máster Universitario en Comercio Internacional - Presencial			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	4.5	Mandatory	1st	2nd
Teaching language	#EnglishFriendly Spanish Galician English			
Department				
Coordinator	Rodríguez Daponte, María del Rocío Cabanelas Lorenzo, Pablo			
Lecturers	Cabanelas Lorenzo, Pablo Rodríguez Daponte, María del Rocío			
E-mail	rocio@uvigo.es pcabanelas@uvigo.es			
Web	http://www.faitic.uvigo.es			
General description	International students may request from the teachers: a) resources and bibliographic references in English, b) tutoring sessions in English, c) exams and assessments in English.			

Training and Learning Results

Code	
A2	That the students can apply their knowledge and their ability to solve problems in new or unfamiliar environments within broader (or multidisciplinary) contexts related to their field of study.
B1	Ability to solve management problems.
C4	Knowledge of sales techniques, strategies, products, brands and communication in international markets.
C22	Development of communication and protocol skills.
C24	Planning and carrying out an international marketing project.
D3	Sustainability and environmental commitment. Equitable, responsible and efficient use of resources.

Expected results from this subject

Expected results from this subject	Training and Learning Results
Identify the differential aspects of external markets as regards the bought domestic, and applied in the takes of decisions.	A2 B1 C4 C22 C24 D3

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
Lecturing	16	16	32
Seminars	12	12	24
Workshops	6	12	18
Problem and/or exercise solving	1	12	13
Objective questions exam	1	20	21
Essay	0	4.5	4.5

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

Methodologies

	Description
Lecturing	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 assistance

Methodologies	Description
Workshops	Attention to doubts on methodologies the interpretation of the main concepts.
Tests	Description
Essay	Collective resolution of doubts. Particular attention to the individual difficulties.

Assessment

	Description	Qualification	Training and Learning Results			
Lecturing	Assistance, attitude, participation in the classes.	5	A2	B1	C4	D3
Seminars	Assistance, attitude, participation in the seminars.	5	A2		C4	D3
Workshops	Result of the activity developed in the workshop.	10	A2	B1	C4	D3
Problem and/or exercise solving	Proof on understanding, knowledge and application of concepts.	40		B1	C4	
Objective questions exam	Proof of question type test to check the follow-up.	30		B1	C4	
Essay	Realisation of a work tied to the internationalisation of the company.	10	A2	B1	C4	D3

Other comments on the Evaluation

Once the period of one month from the beginning of the semester has passed, students will have a period of 10 business days to express, formally and in writing, their intention to benefit from the global evaluation system in the ordinary call for said semester, renouncing thus to continuous evaluation. To do this, you must send an email to the professor responsible for the subject, with a copy to the master's coordinator (mcinternacional@uvigo.es). If this intention is not expressed, it is

understood that the student follows the continuous evaluation, renouncing the global evaluation in the ordinary call for said semester.

Students who participate in the continuous evaluation and do not meet the grades that allow them to reach 50% of the assessment will have to attend the extraordinary call. Those students who do not meet a minimum attendance of 70% will have to take the final exam, or a specific evaluation test.

For the July session, students will have to take and pass the exam on the date defined in the calendar.

Sources of information

Basic Bibliography

Complementary Bibliography

Cerviño, J., **Marketing internacional. Nuevas perspectivas para un mercado globalizado**, 1ª, Pirámide, 2006

Czinkota, M.; Ronkainen, I., **Marketing internacional**, 10ª, McGraw-Hill, 2013

Pla, J.; León, F., **Dirección de empresas internacionales**, Prentice-Hall, 2014

Cateora, P.R., **Marketing Internacional**, McGrawHill, 2014

García Loma, O., **Marketing Internacional**, Global Marketing Strategies, 2016

Recommendations

Subjects that it is recommended to have taken before

International Business Management/V06M101V02107