

BUSINESS&MARKETING SCHOOL



Syllabus

Subject:

***DIRECCIÓN INTERNACIONAL DE
MARKETING***

Degree :

***TITULO SUPERIOR EN DIRECCIÓN DE
MARKETING Y GESTIÓN COMERCIAL***

Academic year 2012/2013

Teachers:	ALVARO GARCÍA-MENDOZA MOLINA JESUS CENTENERA
Period of classes and year:	Semester 1 , Fourth Year
Type of course:	P
Language in which the course will be taught:	English
No. Of credits:	4.5
Hours per week:	3

Departament of MARKETING MANAGEMENT

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1. Instructor availability

Álvaro García-Mendoza Molina – alvaro.garciamendoza@esic.edu
Jesus Centenera – jesus.centenera@esic.edu

2. Course description

Course explores the mechanics of screening, entering and efficiently operating in foreign markets. Studies the tasks and decisions involved in selecting markets and choosing mode and sequence of entry, and how to decide whether to follow a standardized approach or adopt a policy of local adaptation. This makes it necessary to research the foreign market environment, its cultural, socioeconomic, political and legal traits and the characteristics of the existing and potential competition. After making a decision on the mode of entry, in line with its capabilities, the international firm needs to identify the tactical elements of the marketing mix (product, pricing, distribution and promotion) and their degree of local adaptation that best serve its purposes. Finally, the course covers the outline of a full international marketing plan.

3. Objectives of course

Prior to taking the course, students are supposed to be fully familiar with basic marketing concepts. Therefore, course will directly tackle the main theoretical and practical issues of international marketing, in order to give the students the competences described below.

4. Competences

At the end of the course students will have:

1. Acquired a solid understanding of the factors that play a role in the international marketing scene.
2. Become familiar with the advantages and disadvantages of the main internationalization strategies, therefore being in a position to apply this knowledge in a practical manner.
3. Learnt to identify the most relevant marketing characteristics of foreign target markets.
4. Learnt to carry out preliminary foreign market screening.
5. Identified the key elements to research in a foreign market.
6. Mastered the advantages and disadvantages associated with the different modes of entering foreign markets.

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7. Learnt how to decide on the adequate entry strategies for different markets, and the corresponding marketing mix, compatible with the capabilities of the international firm and the constraints of the environment.
8. Be capable of establishing a conventional international marketing plan.

5. Methodology

The instructor will present main topics in classroom sessions. Prior to attending class, students are expected to have thoroughly read the material related to each session, so that they can actively participate and contribute to class discussions, by raising and answering questions and making pertinent comments on the topics at hand. Regarding cases or topics debated in class, students are encouraged to analyze them, give their opinions and come up with their own approaches and solution proposals.

6. Teaching aids

Classroom sessions will be based on PowerPoint presentations of the main topics of the subject.

Specific market screening and market research examples will be done in class, employing typical techniques and procedures.

Additionally, students will have access to papers and foreign market research works such as country summaries, country-risk reports and similar material, carried out by specialised firms and institutions.

In the same vein, formal academic papers and selected current newspaper clippings will be integrated in class discussions, in order to illustrate how the subject topics are related to every-day life.

7. Practical applications

During the course students will be required to write and present a paper on a topic to be chosen by the instructor and which will involve most of the specific areas covered by the course. In order to encourage teamwork this paper is to be done in groups of no more than five students; Although one of the goals of the project is to encourage teamwork, at all moments each student must be thoroughly familiar with all the work already done by the group and, at the instructor's request, be capable of submitting a quick oral summary or answering questions about it.

If time allows it, some or all the groups will do a 15-minute PowerPoint presentation (duration strictly enforced). In that case, all group members must

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participate, in the order chosen by the instructor. Students will be evaluated on the effectiveness, content, style, organization and delivery of their presentation. Groups must turn in a paper copy of the outline for the presentation and slides.

In addition to the above mentioned paper, different exercises related to market selection, mode of entry and pricing will be done in class, individually or in groups.

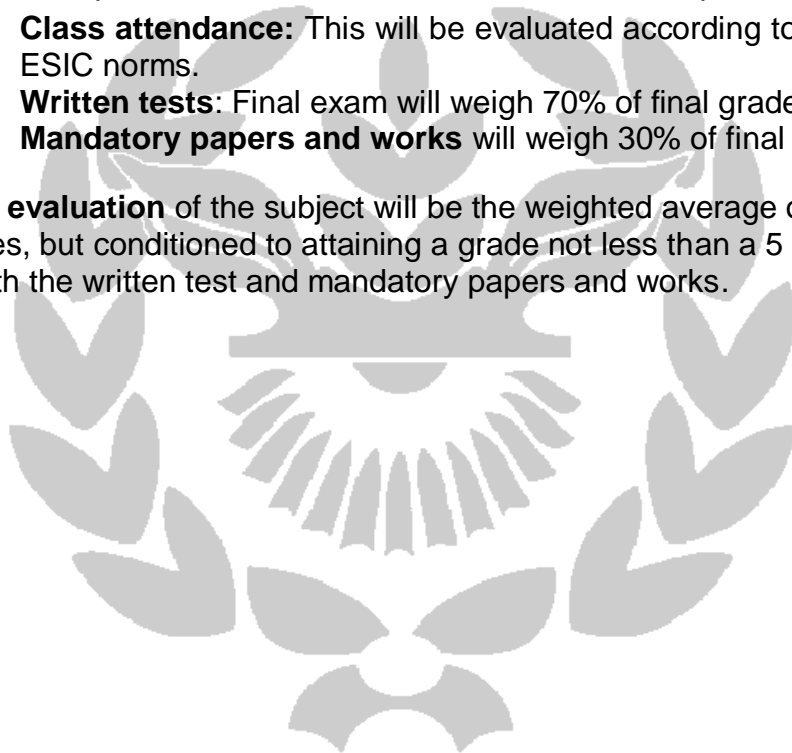
Contents of all the papers and class work may be the object of exam questions.

8. Evaluation system

The evaluation process is meant to be continuous and simple:

- a. **Class attendance:** This will be evaluated according to the current ESIC norms.
- b. **Written tests:** Final exam will weigh 70% of final grade.
- c. **Mandatory papers and works** will weigh 30% of final grade.

Final evaluation of the subject will be the weighted average of above grades, but conditioned to attaining a grade not less than a 5 (out of ten) in both the written test and mandatory papers and works.



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9. Course programme

a. General programme

- 1.The Internationalization of business.
- 2.The Concept of global marketing
- 3.International environment
- 4.International country analysis
- 5.International market entry
- 6.Product decisions
- 7.Pricing decisions
- 8.Distribution in foreign markets
- 9.International Marketing Plan Guideline.

b. Detailed programme

1. The internationalization of business

1. Introduction and motives.
 - 1.1 Management inclinations and background
 - 1.2 Technological competence
 - 1.3 Risk diversification
 - 1.4 Export facilitating agents
 - 1.5 Economies of scale
 - 1.6 Extending sales of seasonal product
 - 1.7 Excess capacity of resources
 - 1.8 Unsolicited foreign orders
 - 1.9 Small domestic market
 - 1.10 Declining domestic market
2. The decision to expand abroad
3. Internationalization stages

2. International Environment

1. Major influencing factors
2. Economic forces
3. Socio-cultural forces
4. Political / legal forces
5. Government influences
 - 5.1 Government encouragement
 - 5.2 Government impediments
 - 5.3 State trading
4. Competition

3. The Concept of Global Marketing

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1. Introduction
2. Essentials of international marketing
3. International marketing management
4. International marketing orientations
 - 4.1 Domestic Market Extension
 - 4.2 Multidomestic Orientation
 - 4.3 Global Marketing
5. Product adaptation vs. product standardization

4. International country analysis

1. Introduction
2. Preliminary market research
 - 2.1 Criteria used and information needed
 - 2.2 Selection method
3. Further research
4. Analysis
5. Main difficulties in international market research
6. Sources of information

5. International market entry

1. Introduction
2. Indirect exporting
 - Trading companies
 - Local buying offices
 - Export trade associations
 - Piggy-back exporting
3. Direct exporting
 - Choosing representatives
 - Middlemen selection
 - Training and motivating middlemen
 - Common mistakes
4. Foreign manufacturing
 - Foreign assembly
 - Contract manufacturing
 - Licensing
 - Joint-ventures
 - Wholly-owned foreign manufacturing
5. Selection of mode of entry. Relevant criteria.
6. Evaluation of market entry alternatives
7. An overview of foreign-market entry methods

6. Products for international markets

1. Introduction.
2. Product policy
3. Physical or mandatory requirements and adaptation.
4. Product life cycle and adaptation
5. Alternative strategies

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6. Product acceptance
7. Analysis of characteristics of innovations
8. Analysis of product components
 - The core component
 - The packaging component.
 - The support services component

7. International pricing

1. Introduction
2. Determinant factors of an export price.
 - Costs.
 - Competition.
 - Market and customer conditions.
 - Legal and political issues.
 - Company's policy on prices and marketing mix
3. Export pricing strategy
 - Experience-curve pricing
 - Skimming the market
 - Penetration pricing
 - Pricing on a cost-plus basis
4. Export price escalation

8. Distribution in foreign markets

1. Introduction
2. Marketing through distributors
 - Distributor selection
 - Distribution agreement
 - Pricing and marketing support by exporter.
3. Marketing directly. Wholesaling in foreign markets.
4. Retailing in foreign markets.
5. Retailers functions
6. Distribution trends in world markets.
7. Retail power.
8. Internationalization of retailing

9. International marketing plan

1. Preliminary analysis.
2. Basic information
 - 2.1 Socio-cultural information.
 - 2.2 Economic information.
 - 2.3 Market information.
3. International Marketing Plan Guideline.

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2 Recommended sources of information

2.1 Basic bibliography

. Instructor's class notes and power point presentation slides

. *International Marketing*, 12th Edition, 2004

Authors: Philip R. Cateora and John L. Graham

Publisher: McGraw-Hill Irwin

2.2 BComplementary Bibliography

CZINKOTA, M. : *Marketing internacional*. 6^a edición. Ed. Prentice-Hall. Madrid.

2.3 BiblioWeb

The web page of the Instituto Español de Comercio Exterior (ICEX): www.icex.es/ will be used extensively to discuss the country and foreign market research available in that website. Other pages to be visited are the following, among others::

- www.iccwbo.org
- www.namelab.com
- www.iso.ch
- www.eads.com
- www.pepsi.com
- Etc.

Note: The books and other documents that appear under **Mandatory Reading**, which are necessary to follow the course adequately in the classroom, will follow the Documentation Policy of the school. This states that the student can have access to these books through the library and or in the bookshop when these services are available on campus. Remember buying course books or other material for the courses will always be a voluntary action on the part of the students and at no point can we make it obligatory.

Use the following criteria for each book or other materials: Title, Authors, year of Publication and Editorial, and if possible the ISBN No.

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