


INTERNATIONAL MARKETING

1. Competences	To develop and implement marketing strategic plans from environment situation analysis, marketing mix, internal policies and current regulation, to contribute to organizational objectives and a competitive position in national and international areas.
1. Term	Fifth
2. Theoretical hours	26
3. Practical hours	64
4. Total hours	90
5. Weekly hours	6
6. Objective	Students will present commercialization proposal based on the analysis of global environment and strategies formulation for products placement in international markets.

Learning Unit	Hours		
	Theoretical	Practical	Total
I. Global Environment	8	28	36
II. Intercultural Negotiation	10	20	30
III. International Marketing Strategies	8	16	24
Total	26	64	90


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Learning Units

1. Learning Unit	I. Global Environment
2. Theoretical Hours	8
3. Practical Hours	28
4. Total	36
5. Objective	Students will select international markets for products commercialization.


Topic	Knowledge	Skills	Values/ Behavior
International Trade Fundamentals	<p>To explain the concept and importance of international trade.</p> <p>To explain international trade theories:</p> <ul style="list-style-type: none"> - mercantilism - absolute advantage - comparative advantage - Heckscher-Ohlin - product life cycle - New international trade theory 		<p>Objective</p> <p>Analytical</p> <p>Organized</p> <p>Disciplined</p>
Economic Integration Blocks	<p>To explain the concept of economic integration blocks, their types and characteristics:</p> <ul style="list-style-type: none"> - Free trade - Custom union - Common market - Economic union - Political union 	To detect international markets economic integration degree.	<p>Objective</p> <p>Analytical</p> <p>Responsible</p> <p>Decision making</p> <p>Observant</p>

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Topic	Knowledge	Skills	Values/ Behavior
International Marketing	<p>To explain the concept of international marketing.</p> <p>To identify stages in international marketing participation:</p> <ul style="list-style-type: none"> - Indirect foreign marketing - Infrequent foreign marketing - Normal foreign marketing - International marketing - Global marketing <p>To identify factors to decide to enter international markets:</p> <ul style="list-style-type: none"> - Internal - External 	<p>To establish international marketing stages in which products are.</p> <p>To select potential international markets.</p>	<p>Analytical</p> <p>Objective</p> <p>Honest</p> <p>Planning ability</p> <p>Decision making</p> <p>Teamwork</p> <p>Creative</p> <p>Assertive</p>

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Topic	Knowledge	Skills	Values/ Behavior
Legal Restrictions to International Trade	<p>To know the concept of tariff and non-tariff barriers.</p> <p>To identify tariff measures:</p> <ul style="list-style-type: none"> - Ad-valorem - Specific - Mixed - Tariff-rate quota <p>To identify qualitative or non-tariff barriers</p> <ul style="list-style-type: none"> - Labeling regulations - Sanitary regulations - Container and packaging regulations - Quality standards - Toxicity regulations - Ecologic regulations - Country of origin labeling 	To establish tariff and non-tariff barriers in potential markets.	Analytical Objective Honest Planning ability Decision making Teamwork Creative Assertive

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Topic	Knowledge	Skills	Values/ Behavior
Multinational and global corporations	<p>To distinguish multinational and global corporations.</p> <p>To describe multinational corporations structure types:</p> <ul style="list-style-type: none"> - Horizontally integrated corporations - Vertically integrated corporations - Diversified corporations 	To select the type or corporation and structure to operate abroad.	Analytical Objective Honest Planning ability Decision making Teamwork Creative

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ASSESSMENT PROCESS

Learning Outcome	Learning Process	Assessment Instruments
<p>From a product commercialization case at international level, to write a report containing:</p> <ul style="list-style-type: none"> - Selection of target markets and its justification, describing internal and external factors - Justification of multinational corporation optimal model to enter each selected market - Description of factors impacting on the decision to enter each selected market. - Selected countries economic integration blocks - Conclusions 	<ol style="list-style-type: none"> 1. To understand concept and theories of international trade and economic integration blocks. 2. To identify concept and stages of international marketing. 3. To analyze decision factors to enter international markets. 4. To identify restrictions to enter international markets. 5. To distinguish global and multinational corporations. 	<p>Cases study</p> <p>Rubric</p>

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INTERNATIONAL MARKETING

TEACHING-LEARNING PROCESS

Teaching Methodologies	Teaching Materials
Cases analysis Research tasks Collaborative teams	Internet Board Projector Computer Printed material (specialized journals, specialty practical cases) Videos

TRAINING FACILITIES

Classroom	Languages Lab/Workshop	Corporation
X		


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Learning Units

1. Learning Unit	II. Intercultural Negotiation
2. Theoretical Hours	10
3. Practical Hours	20
4. Total	30
5. Objective	Students will develop international negotiation plans to enter international markets.

Topic	Knowledge	Skills	Values/ Behavior
Ethnical Culture	<p>To identify Ethnical Culture components:</p> <ul style="list-style-type: none"> - Territory - History - Language - Traditions - Customs - Laws <p>To identify negotiation cultural dimensions:</p> <ul style="list-style-type: none"> - Hall Model - Stewart and Bennet Model - Condon and Yousef Model - Hofstede Model 	To establish key cultural and ethnical components in international negotiations.	<p>Objective</p> <p>Analytical</p> <p>Empathetic</p> <p>Decision making</p> <p>Communication ability</p> <p>Assertive</p>


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Topic	Knowledge	Skills	Values/ Behavior
Negotiation Techniques by Country	<p>To describe international negotiation techniques:</p> <ul style="list-style-type: none"> - Cooperative - Competitive - In team <p>To identify negotiation characteristics, cultural dimension, personality, verbal and non-verbal communication, cultures traditions and costumes:</p> <p>Oriental:</p> <ul style="list-style-type: none"> - Chinese - Hindi - Japanese <p>Arabic and Islamic</p> <p>West</p> <ul style="list-style-type: none"> - European - North American - Latin-American 	To select negotiation techniques considering cultural characteristics in the target country.	<p>Objective</p> <p>Analytical</p> <p>Empathetic</p> <p>Decision making</p> <p>Communication ability</p> <p>Assertive</p>
Harvard Method	<p>To describe Harvard negotiation method and its elements:</p> <ul style="list-style-type: none"> - Alternatives - Interests - Options - Legitimate criteria - Relation - Communication - Commitment 	To carry out negotiations with Harvard method	<p>Objective</p> <p>Analytical</p> <p>Decision making</p> <p>Communication ability</p> <p>Planning ability</p> <p>Assertive</p> <p>Empathetic</p>

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ASSESSMENT PROCESS

Learning Outcome	Learning Process	Assessment Instruments
<p>To elaborate a negotiation plan for a product commercialization at international level, containing:</p> <ul style="list-style-type: none"> - Ethnical components matrix: territory, history, language, traditions, customs and laws - Description of basic cultural dimensions for negotiation - Selected techniques and their justification - Behavior recommendations based on target country culture. - Conclusions 	<ol style="list-style-type: none"> 1. To understand ethnical culture components and negotiation cultural dimensions. 2. To identify negotiation techniques and cultures characteristics. 3. To understand Harvard negotiation method and its elements. 	<p>Project</p> <p>Rubric</p>

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TEACHING-LEARNING PROCESS

Teaching Methodologies	Teaching Materials
Research tasks Cases analysis Collaborative teams	Board Projector Internet Computer Audiovisual Printer Videos Printed material

TRAINING FACILITIES

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Learning Units

1. Learning Unit	III. International Marketing Strategies
2. Theoretical Hours	8
3. Practical Hours	16
4. Total	24
5. Objective	Students will propose marketing strategies for products commercialization in international markets.


Topic	Knowledge	Skills	Values/ Behavior
Strategies to enter international markets	To explain strategies to enter potential international markets, such as: <ul style="list-style-type: none"> - Indirect exportation - Regular exportation - Affiliates and subsidiaries - Licensing - Contractual agreements - Direct foreign inversion - International strategic alliances 	To structure strategies to enter international markets.	Analytical Objective Honest Planning ability Decision making Teamwork Creative

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Topic	Knowledge	Skills	Values/ Behavior
Product strategies for international markets	To explain products adaptation and standardization strategies.	To propose products adaptation and standardization strategies.	Responsible Objective Organized Honest Ethical Analytical Decision making Teamwork Creative
Prices strategies for international markets	To describe international prices strategies and their approaches: - Ethnocentric - Polycentric - Geocentric To identify methods for price setting in international markets.	To formulate international prices strategies. To propose prices in international markets.	Responsible Objective Organized Honest Ethical Analytical Decision making Teamwork Creative


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Topic	Knowledge	Skills	Values/ Behavior
Promotion tools in international markets	<p>To explain factors influencing promotion in international markets:</p> <ul style="list-style-type: none"> - Idiomatic aspects - Culture - Economy - Politics <p>To explain promotion tools for international markets:</p> <ul style="list-style-type: none"> - catalogues - Prices lists - Samples delivering - Personal visits - fairs and expositions participation -magazines advertising 	To select promotion tools in international markets.	<p>Responsible</p> <p>Objective</p> <p>Organized</p> <p>Honest</p> <p>Ethical</p> <p>Analytical</p> <p>Decision making</p> <p>Teamwork</p> <p>Creative</p>

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ASSESSMENT PROCESS

Learning Outcome	Learning Process	Assessment Instruments
<p>To present a project to introduce a product or service to international market, including:</p> <ul style="list-style-type: none"> - Strategies to enter international markets - Product strategies - Price strategies approach - Price for international markets, justifying used method - Promotion tools - Conclusions and recommendations 	<ol style="list-style-type: none"> 1. To identify strategies to enter international markets. 2. To understand products adaptation and standardization strategies. 3. To identify international prices strategies approaches. 4. To identify methods for prices setting. 5. To identify factor influencing promotion in international markets and promotion tools in international markets. 	<p>Project</p> <p>Rubric</p>

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TEACHING-LEARNING PROCESS

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Collaborative teams Projects-based learning Research tasks	Board Audiovisual Projector Computer Internet Printer Videos Printed material

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ABILITIES DERIVED FROM PROFESSIONAL COMPETENCIES TO WHICH THE SUBJECT CONTRIBUTES

Ability	Performance Criteria
To formulate product strategies from national and international market needs diagnosis and corporation's resources, to achieve marketing objectives.	<p>Students elaborate a product strategy containing the description of:</p> <ul style="list-style-type: none"> - Real product - Essential product - Augmented product - Product line - Product life cycle - Product elements: <ul style="list-style-type: none"> - brand, - package, - container, - packaging and - label
To propose price setting strategies through an analysis of costs, competition, organizational policies and profitability, to contribute to product competitiveness in national and international market.	<p>Students formulate a price setting strategy including:</p> <ul style="list-style-type: none"> - Used analysis technique and its justification: <ul style="list-style-type: none"> - of costs, - of competition prices, - of prices based on consumer perception, - of opportunity - Product profitability analysis - Price proposal - Justification


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Ability	Performance Criteria
To develop place strategies through distribution logistics planning and consumer behavior analysis, in order to ensure product presence in market properly and on time.	Students elaborate a place strategy including: <ul style="list-style-type: none"> - Sales objectives - Consumer Behavior analysis during purchase - Design and selection of distribution channel - Selection of national and international transportation modality - Determination of follow-up and control tools in the distribution channel.
To structure marketing integral communication strategies through the integration of promotional mix, to position the product in the target market.	Students present integral communication strategies including: <ul style="list-style-type: none"> - Personal sale - Publicity - Sales promotion - Public relations - Electronic commerce - S-Commerce - Digital marketing - Point of sale marketing - Direct marketing
To elaborate marketing strategic plans from the environment and corporation analysis, in order to achieve commercial objectives.	Students formulate a marketing strategic plan including: <ul style="list-style-type: none"> - Objectives - Marketing strategies - Marketing budget - Activities timetable - Sales results estimate - Control mechanisms - Conclusions y recommendations

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Author	Year	Title	City	Country	Editorial
Cateora, P., Gilly, Mary C. y Graham, John	2014	<i>Marketing Internacional</i>	Ciudad de México	México	McGraw-Hill ISBN: 9781456225568
Cabeza, D., Jiménez C. Y Corella, P.	2013	<i>Negociación Intercultural. Estrategias y técnicas de negociación internacional</i>	Barcelona	Spain	Alfaomega ISBN: 9788415340799
Cue Mancera, Agustín	2015	<i>Negocios Internacionales: En un mundo Globalizado</i>	Ciudad de México	México	Grupo Editorial Patria ISBN: 9786077441076
Czinkota, Michael & Ronkainen, Ilkka	2013	<i>Marketing Internacional</i>	Ciudad de México	México	Cengage Learning ISBN: 9786074819489
Hill, Charles	2015	<i>Negocios Internacionales</i>	Ciudad de México	México	McGraw Hill ISBN: 9786071512901

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