



UNIVERSIDAD PONTIFICIA DE SALAMANCA

International Marketing and Trade

Degree in MARKETING & COMMUNICATION – 4th year

Assignment Mode: Classroom lessons

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International marketing and trade

General Information

Module: Marketing

Type: Compulsory

Number of credits: 6 ECTS

Term: 4º Course – 2nd Semester

Schedule: Tuesday 12:40 to 14:20 / Wednesday 10:20 to 12:00

Time frame: Academic period from February 15th to June 5th, 2021

Language: English

Professor responsible for the assignment: Sandra Lizzeth Hernández Zelaya

E-mail: slhernandezze@upsa.es

Tutoring schedule: The tutoring schedule will be adjusted according to the Covid-19 situation as appropriate in online or face-to-face mode.

Description of the assignment

The subject wants to provide tools to analyze the problem relative to the international marketing and trade. In the subject, the students will get the basic theoretical basis for the management of International trade policy in the company through the knowledge of the markets and the operational functioning considering the aspects derived from working in very different environments. The subject aims to approximate the most relevant decisions involved in the internationalization decision: analysis of the economic, social and cultural environment, selection of markets, entry strategies, marketing mix decisions at the international level, choice of means of payment, contracts and negotiation terms.

Previous Requirements

Students are required to have approved commercial distribution and logistics.

Objectives

At the end of the course students must be able to:

- Understand the current globalized trading environment and its practical implications in the field of business and when designing an international marketing plan.
- Understand the process of market selection and the influence of the environment in the selection of the market.
- Adapt and differentiate the main variables of the marketing-mix in a context multicultural and be aware of the opportunities and risks of international markets and foreign trade for companies.
- Understand the keys to foreign trade, as well as know the main techniques and procedures including instruments used, documentation handled, payment methods and others related.

Skills and Competences

Basic and general skills	<p>CB1. That students have demonstrated that they possess and understand knowledge in an area of study that starts from the base of general secondary education, and is usually found at a level that, although supported by advanced textbooks, also includes some aspects that imply knowledge from the vanguard of their field of study.</p> <p>CB2. That the students know how to apply their knowledge to their work or vocation in a professional way and possess the skills that are usually demonstrated through the elaboration and defense of arguments and problem solving within their area of study.</p> <p>CB3. That students have the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include a reflection on relevant social, scientific or ethical issues.</p> <p>CB4. That the students can transmit information, ideas, problems and solutions to a specialized and non-specialized audience.</p> <p>CB5. That the students have developed the learning skills necessary to undertake later studies with a high degree of autonomy.</p>
Transversal key competences	<p>CT1. Ability to present the work in an original, innovative and creative way, imagining new situations and problems to develop new ideas and solutions using the concepts and theories learned and managing all available information.</p>

	<p>CT2. Capacity for decision-making: ability to identify, analyze and define the significant elements that make it possible to take decisions with criteria and in an effective way.</p> <p>CT3. Ability to take the risk, developing the capacity from thinking to deciding.</p> <p>CT4 - Ability to relate to people and the environment without losing their autonomy, retaining its own identity and values.</p> <p>CT5. Ability to work as a team, developing personal openness through oral and written communication.</p> <p>CT6. Ability to manage time, with capacity for organization and timing of tasks.</p> <p>CT7. Ability to act in freedom and with responsibility, assuming consistent ethical references, values and principles.</p> <p>CT8. Capacity for economic and budgetary management in its area of activity.</p> <p>CT9. Ability to develop creativity, innovation and entrepreneurship.</p> <p>CT10. Ability to communicate in English.</p> <p>CT11. Ability to work in national and global contexts.</p> <p>CT12. Achieve the skills of the basic management of information and communication technologies (ICTs).</p>
<p>Specific Competences</p>	<p>EC.2 Know the socioeconomic, technological, cultural and institutional environment both at the national level and international level within the framework of the globalization of markets for business decision making.</p> <p>EC.5 Understand the importance of areas such as corporate social responsibility, diversity or business ethics in making marketing decisions.</p> <p>EC.6 To interpret and apply the rules governing commercial transactions and their taxation, the protection of consumers or Users, regulation of the markets for goods and services, and regulation of the commercial sector.</p> <p>EC.9 To know and use mathematical and statistical concepts to formalize and analyze economic and social situations of the market. Apply rigorously different techniques, mathematics, statistics and econometrics for the marketing and research of Markets.</p> <p>EC.12. Know the applicable policies and the portfolio of models or techniques related to analytical and strategic marketing, including</p>

	<p>market research using qualitative and/or quantitative tools, product development, pricing, communication and distribution.</p> <p>EC.13. To know and apply the basic marketing tools and ability to plan commercial strategies, making marketing decisions related to each of the commercial variables.</p> <p>EC.14. Understand and analyze the behavior of the different types of customers and their purchases as well as the functioning of the markets of goods and services and their determinants, the corresponding sectoral economic structure and the relevant institutions in this regard.</p> <p>EC.20. Knowing to understand and being able to convey the importance of the company and that this one is oriented to the market and to the relationship with the customer.</p> <p>EC.24. Ability to design a marketing plan using all the tools and variables related to the marketing mix following a process of research, planning, execution and control.</p> <p>EC.26. Have the capacity to understand how the distribution channels and the organizations that make up the commercial system are managed, through the knowledge of the structures, flows and techniques of distribution and commercialization, in marketing.</p> <p>EC.38. To have leadership skills in the general strategic decision process. Specifically, in regard to marketing and communications.</p> <p>EC.31. Know and understand the theoretical and practical aspects that govern international trade and international marketing strategies.</p> <p>EC.32. Be able to communicate in English in the fields of marketing and commercial communication.</p>
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Contents

THEORETICAL CONCEPTS

1. Module 1. **Theme Framework**

Contextualización and conceptual definition

International marketing and trade, origins and logic

2. Module 2. **Analysis and selection of international markets**

The environment: Social, political, legal, cultural and technological

International competition and competitive advantages

Segmentation and positioning

3. Module 3. Modes of entry into international markets

Marketing research

Entry strategies

Export

Strategic alliances and hierarchical modes

4. Module 4. International marketing mix

Product decisions

Price decisions

Communication decisions

Distribution decisions

Marketing Plan

5. Module 5. Customs

Customs concepts

Origin of goods

Customs Value

6. Module 6. Incoterms, packaging and transportation

Incoterms terminology and usage

Packaging and transportation

7. Module 7. Means of collection, financing and risk coverage and International negotiations

Foreign exchange

Means of payment options

Export credit information and insurance

International negotiations

8. Module 8. Digital marketing for internationalization

International Website

E-commerce

Social media in international marketing

9. Module 9. Traditional means of international marketing

Fairs and exhibitions

Congresses

International missions

Show rooms

PRACTICAL SESSIONS

In the different modules, activities will be developed that can include group, couple or individual work and consists of the application of practical cases, readings, forums, projects, and debates.

Methodology

METHODOLOGY	Hours	Hours of work Classroom	Hours of work out of class
Theoretical sessions	28	60 (40%)	
Practical sessions	26		
Group or individual tutoring	2		
Class presentations	2		
Evaluation- (quizzes)	2		
Self study hours	25		90 (60%)
Homework and research	30		
Final Project	35		
TOTAL		60	90

Theoretical Sessions

The teaching is developed through theoretical lessons, complemented with examples, exercises and case analysis linked to the subjects studied. In the theoretical session's students are expected to learn the fundamentals processes and techniques specific to the subject to then apply it in the case studies that will be developed in practical sessions.

Practical sessions

The practical program of this subject is based on developing exercises and practical cases by the students under the guidance of the teacher. To solve these study cases the students will form groups or work in pairs.

Tutorials

The teacher will monitor the students' knowledge and help them with aspects covered in the subject. In addition, online tutorials will be available for any specific subject matter. In the tutorials the students can clear the doubts and queries related to the content of the assignment, exercises, cases or other related.

Evaluation Criteria

ORDINARY CALL

The evaluation of the subject materializes as follows:

CONTENT quizzes: Individual quizzes to evaluate the knowledge that has been acquired of the subject. 30% of the final grade of the assignment will be determined this way.

DIRECTED PRACTICAL ACTIVITIES: They consist of group and individual written classwork. In addition, students will have case analysis, problem solving chores and quizzes where the acquired knowledge will be put into practice. It consists of:

- Performance of group or individual written works and case analysis. These activities represent 40% of the final grade of the assignment.
- Final group project. This represents 20% of the final assignment grade.

CONTINUOUS EVALUATION: Includes:

- Participation in the classroom, follow-up of topics and attendance and expositions. This represents 10% of the total grade of the subject.

Other considerations:

Homework, classwork and exercises must be delivered on the specified dates and in the requested form. No work will be accepted that violates the dates and form.

EXTRAORDINARY CALL

The students will only have to repeat the part they fail (theoretical or practical).

If the student has failed the theoretical part, he/she must take an exam that will include questions about theoretical contents.

If the student has failed the practical part of the assignment, he/she must take an exam that will include case studies and exercises seen in class.

Materials Required, References and Tutoring

REFERENCES

- Arteaga Ortiz, J. (2013). Manual de internacionalización: técnicas, herramientas y estrategias necesarias para afrontar con éxito el proceso de internacionalización. Madrid: ICEX: CECO.
- Ballesteros Román, A.J. (2001). Comercio exterior: teoría y práctica, Murcia: Universidad de Murcia, Servicio de Publicaciones.
- Benincasa, J.M.C. (1997) Manual de comercio exterior. Buenos Aires, Belgrado.
- Bradley, F. (2006). Marketing internacional. 5 edición, Madrid: Pearson Prentice Hall.
- Cabello Perez, M. Las aduanas y el comercio internacional. Madrid: Esic.
- Cateora, P.R. (2001). Marketing internacional. 2 edición, México: Ma Graw Hill.
- Cervino, J. (2006). Marketing internacional: Nuevas perspectivas para un Mercado globalizado. Madrid: Pirámide.
- Chabert Fonts, J. (2007). Manual de comercio exterior, Barcelona: Colección Management Deusto.
- Czinkota, M.R. (2004). Marketing internacional. 7 edición, Madrid: Thomson.
- García Cruz, R. (2000). Marketing Internacional. 3 edición, Madrid: Editorial Esic.
- Keegan, W.J. (2017). Global Marketing. Ninth Edition. Pearson.
- Keegan, W.J. (1997). Marketing Global. 5 edición, Madrid: Pearson education S.A.
- Hacer negocios en el extranjero (2015), vol. 3., Banco Santander, España: Expansión.
- Hollensen, S. (2010). Estrategias de marketing internacional. 4 edición, Madrid: Pearson Education.

Icex (1999). Segmentación de mercados internacionales de consumo: Cuadernos básicos de exportación. Madrid, España.

John Day, D. (2004). Negocios Internacionales, 10 Edición., México: Pearson Education.

Keegan, W.J. (2000). Global marketing management, 5ta. Edición, España: Prentice Hall.

Llamazares García. L.O. (1999). Estrategias y gestión del comercio exterior: Curso superior. Instituto español de comercio exterior: Consejo superior de cámaras de comercio, industria y navegación de España, España.

Llamazares García. L.O. (1999). Segmentación de mercados internacionales de consumo, Madrid: Instituto Español de Comercio Exterior.

Llamazares García. L.O. (1999). La investigación de mercados exteriores, Madrid: Instituto Español de Comercio Exterior.

Llamazares, O. (2015). Casos de marketing Internacional, España: Global Marketing Strategies.

Martin, Martin, M. A y Martínez Gormaz R. (2009). Manual práctico de comercio exterior para saber cómo vender en el exterior. Madrid: Fundación confemetal.

Nieto Churruca, A. (1997). Marketing internacional: Casos y ejercicios prácticos. Madrid: Pirámide.

Nieto Churruca, A. (1998). Marketing internacional., Madrid: Pirámide.

Students will also be given access to other documents through MOODLE.

Tutorials

There is a classroom tutorial attendance schedule so that the student receives the support he/she needs. There is also the possibility to contact the professor via e mail or if it is in the interest of the student by Skype. It is recommended that the student notifies the teacher in advance of the specific time requested by the tutoring date (24 hours before).

Professor Resumee

Sandra Hernández Zelaya is a professor at the communication faculty of the Pontifical University of Salamanca in which she teaches different subjects to several bachelor's degrees. She has a degree in marketing and international business with three master's degrees related to marketing management, business management (MBA), business scientific research and a doctorate in marketing. She has academic experience as a professor and researcher in national and foreign universities and professional experience based on brand management, loyalty programs, promotion and business communication.

ADDENDUM ONLINE TEACHING GUIDE

In the case of confinement due Covid-19 during the 2020-21 academic year

International marketing and trade

Methodology in the online environment

METHODOLOGY (ACTIVITIES)		TOTAL HOURS	SCHEDULE SYNCHRONOUS ACTIVITIES	HOURS ASYNCHRONOUS STUDENT ACTIVITIES	
SYNCHRONOUS CLASSES	Synchronous theoretical classes	24	60 (40%)		
	Synchronous practical classes	24			
SYNCHRONOUS TESTS AND PRESENTATIONS	Synchronous written quizzes	2			
	Synchronous Oral Tests and Presentations	10			
ASYNCHRONOUS EVALUATION TESTS	Individual Tutorials	2			90 (60%)
ACADEMIC CHALLENGES	Statement, delivery and feedback of tasks	10			
	Creation, storage and search of information	20			
	Making inquiries and surveys	3			
	Discussions, debates or dialogues	15			
	Practical lesson of interactive activities and content	20			
	Collective generation of material	20			
TOTAL		150	60	90	

Evaluation criteria in the online environment

EVALUATION		POINTS (out of 10)
SYNCHRONOUS TESTS AND PRESENTATIONS	Final project	2,00
	Synchronous written quizzes	3,0
ASYNCHRONOUS EVALUATION TESTS	Asynchronous written quizzes	0
ACADEMIC CHALLENGES	Practices	4,00
	Assistance	0,50
	Class participation	0,50
TOTAL		10

- ONLINE ASSESSMENT ACADEMIC TESTS AND CHALLENGES
- In the different modules, activities will be developed that can include group, couple or individual work and consists of the application of practical cases, readings, forums, projects, and debates.

* The challenges and practices may suffer adjustments depending on the situation of covid-19.

Learning resources and online tutorial support

REFERENCES

- Arteaga Ortiz, J. (2013). Manual de internacionalización: técnicas, herramientas y estrategias necesarias para afrontar con éxito el proceso de internacionalización. Madrid: ICEX: CECO.
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- Llamazares García. L.O. (1999). Segmentación de mercados internacionales de consumo, Madrid: Instituto Español de Comercio Exterior.
- Llamazares García. L.O. (1999). La investigación de mercados exteriores, Madrid: Instituto Español de Comercio Exterior.
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