

## COURSE: INTERNATIONAL MARKETING VIDEOCONFERENCE

<b>Language</b>	English
<b>Level of Spanish required</b>	Not required
<b>Hours</b>	45h
<b>Credits</b>	6 ECTS

### Introduction

The Spanish culture courses by videoconference are spread out over the semester. During this time, the student has access to the study materials, a syllabus of practical exercises, complementary self-learning materials, etc. offered weekly in the Campus Virtual so the students can work with it whenever they want. These materials, alongside synchronous group videoconferences (from Monday to Thursday) or asynchronous depending on the time zones (almost half of the course hours), and individualized tutorials also by videoconference (almost half of the course hours), as well as the use of forums to be in contact with the class group will be the basis of your learning.

The personalized attention, the professionalism of our teachers, the quality of the materials and constant feedback are our guarantee of success.

### Course description

This course focuses on the important aspects of the International Marketing Management. We will cover the main characteristics of the environment of international marketing, the discussion of the organization of the markets and the different consumer behavior.

A prerequisite to follow this course is a basic knowledge in marketing.

### Methodology

The class will consist on a lecture but also in discussion with the students about the notes and other supplementary material that may be uploaded on the course website at least one day before the scheduled lecture.

### Certification and assessment

During the course, the student will do continued work through the virtual campus with the materials provided by the teacher. Also, will participate actively in the group videoconferences, the forums and the individualized tutorials, by videoconference too.

To obtain the ECTS credits a final grade will be necessary, based on the following percentages:

30% Continued work through the Campus Virtual

30% Participation in the videoconferences and tutorials

40% Exam or written work

### Syllabus

- **Overview**
  - Challenge of International Marketing
  
- **Global Cultural Environment**
  - Foundations of Culture
  - Cultural Dynamics in Global Markets
  - Culture, Management and Business Systems
  
- **Global Market Opportunities**
  - Global Vision through Marketing Research
  - Economic Development and the Americas
  - Europe, Africa, and the Middle East
  - Asia Pacific Region
  
- **Global Marketing Strategies**
  - Global Marketing Management
  - International Marketing Channels
  - Marketing Communications
  - Sales Management
  - Pricing for International Markets

### Bibliography

Cateora, P. Graham, J, Gilly, M. (2016). International Marketing. New York: McGraw-Hill/Irwin, 17th Edition

International Business & International Marketing, Willimans, L. Ebook, Amazon 2017  
Principles of marketing ,KOTLER,ph Armstrong,G Ebook Amazon 2017

Chernatony, L. and Segal-Horn, S. (2003). The criteria for successful services brands. European Journal of Marketing, 37(7/8), pp.1095-1118.