



## **CENTER FOR INTERNATIONAL PROGRAMS & SUSTAINABILITY STUDIES**

**Course Title: International Marketing Management.**

**Course code: MKTG 3010**

**Total contact hours: 48 hours**

### **COURSE DESCRIPTION**

This course is designed to give the student the concepts of international marketing. It will also introduce the student to the globalization and anti-globalization movements as well the relationship that exist between culture and business. The course will examine the concepts related to international marketing, while the students take advantage of the opportunity of being in a foreign country as a window to visualize some processes from a different perspective and propose ideas through assignments to attain the objectives of the class.

### **Audience**

This course is structured for International Students attending the Study Abroad program at Universidad Veritas. However, courses are not exclusive to foreigners so a few native students could enroll in this course. Some of the courses are also taught in Spanish as part of our Bachelors in Sustainability Management.

### **Attendance**

Students are only allowed a total of 2 non-consecutive (back to back) absences. The student will fail the course if he/she has more than two absences. Students will have a 0 on any assignment evaluated in class (presentations, evaluations, field trips, etc.) if he/she is absent unless the student presents an official document no later than one week after the absence. If the student presents an authoritative report to excuse the absence, he/she must submit the missed assignment on that same day. An unjustified absence to a field trip will immediately mean losing all of the points assigned to the field trip. If an official document is presented for the field trip absence, students will have to present a research assignment to obtain 50% of the points. The only exception to this rule is when two-course field sessions collide in programming. Students can then opt for doing a research assignment not to lose any points. Three late arrivals to class (15 minutes later) are treated as one absence. If you tend to be late for class, you will lose 25% of your total grade.

## **Code of conduct**

Professors have the right to expel a student from the classroom should he / she: 1) Be disruptive in the classroom. 2) Behave in a disrespectful way. 3) Be under the influence of alcohol or even smell like alcohol. 4) Be under the influence of any illegal drug. 5) Hygiene problems that may disturb other students

## **Electronic devices**

The use of cell phones, smart phones, or other mobile communication devices is disruptive, and is therefore prohibited during class. Please turn all devices OFF and put them away when class begins. Devices may be used ONLY when the professor assigns a specific activity and allows the use of devices for Internet search or recording. Those who fail to comply with the rule must leave the classroom for the remainder of the class period. This is a theoretical-practical course and it seeks to clarify the following question: How does being abroad affect the process of marketing? in order to answer this question, the following topics will be studied: • the impact of marketing a product internationally • the opportunities and challenges in international marketing • examples of international marketing strategies • cultural aspects in international marketing • the importance of international marketing research and consumer behavior

## **Knowledge that support the search:**

- Observation of international context
- Marketing theories
- Intercultural Communication theories

## **The development of certain skills is considered along the course:**

- Apply frames that help monitor international contexts differences.
- Identify models and theories to incorporate intercultural knowledge in marketing planning
- Explore the dynamics of consumer behavior.

## **Fomenting among the students, values and attitudes such as:**

- Listening
- Interest for problem solving
- Oral and written communication
- Interest to learn to learn
- Team work and leadership
- Systemic thinking

## **Contents**

### **Unit I:**

#### **Globalization**

- What is it?
- Factors that drove globalization.
- The globalization process and environmental sustainability.
- Culture and globalization. The effects of globalization on local cultures.
- Technology and globalization.
- Economic effects of globalization. Its effects on the balance of trade for each country involved.
- Its effects on income distribution.
- Pro and cons.
- Winners and losers.

#### **Anti-Globalization**

- Why?
- Factors that drove anti-globalization.
- Economic effects of anti-globalization.
- Pro and cons.
- Winners and losers

### **Unit II:**

**Theories International Marketing. From International Marketing. fifteenth edition. Philip R. Cateora, Mary C. Gilly and John L. Graham.**

#### **Introduction**

- The Scope and Challenge of International Marketing.
- The Dynamic Environment of International Trade.

#### **Developing Global Marketing Strategies**

- Global Marketing Management: Planning and Organization.
- Products and Services for Consumers.
- Products and Services for Businesses.
- International Marketing Channels.
- Integrated Marketing Communications and International Advertising.
- Personal Selling and Sales Management.

- Pricing for International Markets.

### **Implementing Global Marketing Strategies**

- Negotiating with International Customers, Partners, and Regulators.

### **Unit III:**

**Intercultural Communication. From International Marketing. fifteenth edition. Philip R. Cateora, Mary C. Gilly and John L. Graham.**

#### **The Cultural Environment of Global Markets**

- History and Geography: The Foundations of Culture.
- Cultural Dynamics in Assessing Global Markets, Culture, Management Style, and Business Systems.
- The Political Environment: A Critical Concern
- The International Legal Environment: Playing by the Rules.

**Unit IV: Marketing plan. From International Marketing. fifteenth edition. Philip R. Cateora, Mary C. Gilly and John L. Graham.**

- Supplementary Material  
THE COUNTRY NOTEBOOK—A Guide for Developing a Marketing Plan.

### **Methodology**

The methodology is planned as experiential learning as to use the study abroad experience as a context but also as a workshop for living the differences that are normally on the way of applying local models in the international arena.

Classes are of an interactive nature, stimulating the collective construction of knowledge; so, the students are able to recognize, by their own means, the context in which they are and how they can use it to understand the topics of the course. **Class presentations will take place in a weekly basis and they will be related to each units cover in this course.**

**Assistance is mandatory.**

## Pedagogic Resources

The following learning strategies will be used:

- **Class presentations:** The following aspects will always be taken into account for class presentations.  
**Preparation and content:** topic relevance, knowledge assimilation, answers to classmates' and professor questions, and content deepness due to evident research.  
**Organization and style:** smoothness, independence from notes and devices, speaking clarity, slides clarity and aesthetics, text and images balance.
- **Movie reviews.** Movies related to international experiences in business or connecting/understanding local cultures will be shown. A comment about it should be brought for the following class.
- **Final Project: Marketing Plan.** In order to apply the concepts of the class the students will work on a final project, the marketing plan, in which they will draft a strategy for a product to be introduced in the chosen country. There will be updates presented in class about the product and the research made about it. The Final Project-Marketing plan will be presented at the end of the course (with a written summary of the process and the results of the research).

## Teaching resources

The students will have access to VERITAS' libraries and free access to wireless internet in order to get needed information. The professor will also provide readings and other sources of information that will be posted in VERITAS-CANVAS. All class rooms are fully equipped to assist students in their learning process.

**Evaluation.** Evaluation by competencies is the process by which evidence is collected and an opinion is given, having in consideration the pre-established criteria. There are rubrics that give a quantitative and qualitative description of the student development.

## Learning evaluation:

Indicator:	Grade
Class Presentation	30 %
Film reviews	30 %
Final Project: The Marketing Plan.	40%
Final grade	100%

**Rubric for the evaluation of Class Presentation. Total value 30%**

<b>Criteria</b>	<b>Insufficient (69% or less)</b>	<b>Good (70% up to 79%)</b>	<b>Excellent (80% up to 100%)</b>	<b>Observations</b>
Relevance: to what degree ideas, data and arguments relates to the topics under consideration.	Irrelevant participation or very little relevant.	Relevant participation but not extraordinary.	Extraordinary ideas and analysis.	
Clarity: Does the participation conveys clear ideas and arguments?	Participation hard to understand	Participation with clear and orderly ideas	Extraordinary articulation of ideas and excellent communication with the group.	
To what degree is the presentation assisted with relevant data and statistics?	It lacks data and literature relevant to the presentation.	Presentation assisted with some data and literature.	Presentation assisted with extraordinary amount of data and literature.	
Coordination among team members of the group making the presentation interesting and well organized.	Poor coordination among members of the group.	Good coordination among members of the group.	Extraordinary coordination among members of the group	

**Rubric for the evaluation of Film reviews. Total value 30%**

<b>Criteria</b>	<b>100</b>	<b>90</b>	<b>75</b>	<b>50</b>	<b>0</b>
Film summary					
Minimum 3 key aspects according to class topics					
Minimum 2 conclusions					
Due date respected					
Total					

**Rubrics for the evaluation of The Final Research Project and Presentation: The Marketing Plan.** With the elaboration of a Marketing Plan the student will have the opportunity to apply knowledge and ideas from class discussions and readings. **Total value 40%**

<b>Indicator</b>	<b>Excellent 80% or higher</b>	<b>Good 70% up to 79%</b>	<b>Insufficient (69% or less)</b>	<b>Observations</b>
It establishes a research problem and a research question, hypothesis or objectives, of high impact and relevance in the discipline.				
The justification for the study is clear.				
Shows mastery of the context in which the question is posed and explains it clearly.				
Describes the structure of the document clearly and logically				

Answers the question or hypothesis raised. It assumes a position with respect to the findings.				
The analysis is broad and deep, reflecting a diversity in nuances.				
The quality and quantity of information provides evidence to support the arguments.				
Expresses articulately the knowledge obtained during the investigation.				
It describes the purpose and justification of the project clearly and convincingly.				
It offers convincing elements about the validity of methodological decisions.				
Describe the results for the problem or issue that the author is proposing.				
Validates the importance of its recommendations				



and mentions at least one significant implication.				
Validates the importance of its recommendations and mentions at least one significant implication.				

## Bibliography

### Mandatory:

Philip R. Cateora, Mary C. Gilly, John L. Graham. Fifteenth edition. International Marketing. Mc Graw-Hill Irwin.

### Opcional:

Kate Gillespie. Fifteenth edition. Global Marketing.

Kotler Keller. Second edition. Marketing Management.

Alexander Cherney. Ninth edition. Strategic Marketing Management

## Schedule

Week	Sub competence	Content	Teaching Strategies
<b>1</b>	<b>Review main topics related to the globalization</b>	<b>Topic 1:</b> Factors that drove globalization.	Topic Presentation. Text book readings. Class discussion.

	<b>movement and the anti-globalization.</b>	The globalization process and environmental sustainability. Culture and globalization. The effects of globalization on local cultures. Technology and globalization. Economic effects of globalization. Its effects on the balance of trade for each country involved	
<b>2</b>	<b>Theories International Marketing</b>	The Scope and Challenge of International Marketing. The Dynamic Environment of International Trade.	Topic Presentation. Text book readings. Class discussion.
<b>3</b>	<b>Intercultural Communication</b>	The Foundations of Culture. Cultural Dynamics in Assessing Global Markets, Culture, Management Style, and Business Systems.	Topic Presentation. Text book readings. Class discussion.
<b>4</b>	<b>The main components of a Marketing plan.</b>	<b>The components of a marketing plan. The cope of a Marketing plan.</b>	Topic Presentation. Text book readings. Class discussion.
<b>5</b>	<b>FINAL PRESENTATIONS</b>		

### General observations

The student must comply with the provisions of the Student Regime Regulations of Veritas University. For reference you must go to the Student Self-Management Portal at the following address: <http://autogestion.veritas.cr/> and download it.