

COURSE OUTLINE

Year: 2006/2007

LEVEL: III

NAME OF THE SUBJECT: International Marketing

NO. CREDITS: 6

NAME OF THE TEACHER: Stephen Campbell

SHORT CV OF THE TEACHER: Teaching at ESEI for 4 years Stephen's main areas of interest include sports marketing, Brand Development and the trends impacting marketing in the 21st Century.

SEMESTER 2

COURSE DESCRIPTION: This section of the course will introduce the main elements of strategic marketing management. As part of this course students will undertake a final project in which they will develop a strategic marketing plan for an international brand.

COURSE OBJECTIVE: At the end of the course students will be able to demonstrate a full understanding of the marketing plan, the role of marketing planning and how to actually design, develop and implement a marketing plan

COURSE STRUCTURE: Students will have to work in groups of 3 for the presentation of the strategic marketing plan. Case studies will also be used to illustrate how companies implement their strategic marketing plans

SYLLABUS

SEMESTER 2			
			CLASS SUBJECT
08 Jan -12 Jan	Teaching Week 1	Wk 1	Final Presentations
15 Jan -19 Jan	Teaching Week 2	Wk 2	Final Presentations
22 Jan -26 Jan	Teaching Week 3	Wk 3	Case Studies: Opening an Eco Hotel
29 Jan -02 Feb	Teaching Week 4	Wk 4	Case Studies: Opening an Eco Hotel
05 Feb -09 Feb	Teaching Week 5	Wk 5	Case Studies: Planet Hollywood
12 Feb -16 Feb	Teaching Week 6	Wk 6	Industrial Visit to Hotel Florida , Barcelona
19 Feb -23 Feb	Teaching Week 7	Wk 7	Presentation of Hotel Project
26 Feb -02 Mar	Teaching Week 8	Wk 9	Approval of Hotel Proposals
05 Mar -09 Mar	Teaching Week 9	Wk 9	Group Meetings: Marketing of Location
12 Mar -16 Mar	Teaching Week 10	Wk 10	Group Meetings: Marketing of Location
19 Mar -23 Mar	Teaching Week 11 19 Mar Bank Holiday	Wk 11	Group Meetings: Hotel Features
26 Mar -30 Mar	MIDTERM EXAMS	Wk 12	Progress Presentations
02 Apr -06 Apr	Easter vacation	Wk 13	
09 Apr - 13 Apr	Teaching Week 12	Wk 14	Group Meetings: Promotional & CRM Strategies
16 Apr 20 Apr	Teaching Week 13	Wk 15	Group Meetings: Promotional & CRM Strategies

23 Apr-27 Apr	Teaching Week 14	Wk 16	Group Meetings: Launching & Long Term Strategies
30 Apr-04 May	Teaching Week 15 30 Apr – 01 May Bank Holiday	Wk 17	Group Meetings: Launching & Long Term Strategies
07 May -11 May	Teaching Week 16	Wk 18	Final Feedback Sessions
14 May -18 May	Teaching Week 17	Wk 19	Final Feedback Sessions
21 May -25 May	Teaching Week 18	Wk 20	Final Presentations
28 May -31 May	EXAMS	Wk 21	Final Presentations

Notes, cases and slides will be placed on the ESEI Intranet at least a week before the lecture takes place.