

SYLLABUS

Course Information							
Code:	MKA51046	Course:	INTERNATIONAL MARKETING				
Coordination Area / Program:	FAC. CC.EE. MARKETING					Mode:	Presencial
Credits: 03	Teaching hours: 48			Autonomous Learning Hours: 96			
Career: ADMINISTRATION - ADMINISTRATION IN TOURISM - HOTEL ADMINISTRATION - ADMINISTRATION AND ENTREPRENEURSHIP - ARCHITECTURE, URBANISM AND TERRITORY - CULINARY ART - BUSINESS ART AND DESIGN - COMMUNICATIONS - ECONOMY - ECONOMICS AND GLOBAL RESOURCES - GLOBAL RESOURCES - AGROINDUSTRIAL ENGINEERING AND AGRONEGOCIOS - CIVIL ENGINEERING - BUSINESS ENGINEERING - ENGINEERING IN FOOD INDUSTRIES - INDUSTRIAL AND COMMERCIAL ENGINEERING - INFORMATIC AND SYSTEMS ENGINEERING - LOGISTICS AND TRANSPORT ENGINEERING - INTERNATIONAL BUSINESS - RELATIONSHIP - INTERNATIONAL MACHINING - MARKETING - INTERNATIONAL MUSIC - RELATIONSHIP - INTERNATIONAL BUSINESS							
Detail of Teaching hours							
Sum: 48	Theory: 42	Practice: 0	Laboratory: 0	Evaluation Theory: 04	Evaluation Practice: 0	Reinforcement Theory: 02	Reinforcement Practice: 0
Course Pre-requisites							
Code	Course - Credits			Suggested equivalent courses			
DGA-MKTMANAGEME	MARKETING MANAGEMENT			MARKETING MANAGEMENT			
DGB-PRINCIOFMKT	PRINCIPLES OF MARKETING			PRINCIPLES OF MARKETING			
FC-MKT MARKETIN	MARKETING			MARKETING			
DGA-INTROTOBUSN	INTRODUCTION TO BUSINESS			INTRODUCTION TO BUSINESS			
Course Coordinators							
Surname and First Name		Email		Contact Hour		Contact Site	
Abdi Ruelas		aruelas@usil.edu.pe		From 9:00 to 18:00 Hrs.		Cusco Extension Center	
Instructors							
You can check the timetables for each teacher in their INFOSIL in the Classes Development Teachers option Teachers .							
Course Overview							
This course provides an overview of unique aspects of marketing in the world of international business and a framework for multinational marketing management. Emphasis is placed on the role of the international marketing manager in the expansion of marketing strategies for a variety of markets in different cultural, political and economic settings. The areas of focus include the decision-making process in the areas of analysis of foreign markets; the establishment of objectives; and product, promotion and distribution channel planning.							
Course Objectives:							
By the end of the course, students will:							
<ul style="list-style-type: none"> • Understand how basic marketing principles apply in a diverse variety of cultural, political, legal and economic settings. • Understand foreign markets sufficiently to reach a conclusion about their potential for exports. • Know how nations benefit from unrestricted free trade. • Acquire knowledge about the design of strategies for global competition. • Analyze the different methods for entering foreign markets, the degree of commitment required, and the associated risk. • Understand the types of documents required for transactions between companies based in different countries. • Understand the concepts of product life cycle and the classification of merchandise and its importance for acceptance in a foreign market, product adaptation and decision making in general marketing strategy. • Be able to identify sources of information about foreign markets, including secondary data from the government and private industry. 							

Activity Scheduling						
Ses	Sem	(hrs)	Type	Contents	Learning Activities	Resources
Unidad N° 1: International Marketing						

Specific Outcome: By the end of the course, students will: Understand how basic marketing principles apply in a diverse variety of cultural, political, legal and economic settings. Understand foreign markets sufficiently to reach a conclusion about their potential for exports. Know how nations benefit from unrestricted free trade. Acquire knowledge about the design of strategies for global competition. Analyze the different methods for entering foreign markets, the degree of commitment required, and the associated risk. Understand the types of documents required for transactions between companies based in different countries. Understand the concepts of product life cycle and the classification of merchandise and its importance for acceptance in a foreign market, product adaptation and decision making in general marketing strategy. Be able to identify sources of information about foreign markets, including secondary data from the government and private industry.

1	1	3	AP	<p>1. Study program.</p> <p>2. Discussion on the Library Orientation course. The instructor will verify completion of the course.</p> <ul style="list-style-type: none"> Examine the five factors that make international marketing complex. 	<ul style="list-style-type: none"> Discussion on the influence of language in marketing. Discussion on differences and similarities between economic systems and political and judicial systems. Define the six stages for leveraging sustainability. Discussion of the curriculum. Instructor-led group activity. 	<ol style="list-style-type: none"> Review the Curriculum. Complete the Library Orientation course. The instructor will verify completion of the course. Assignment: Chapters 2-3, pages 37-111 Case 2, pages 70-71, Questions 1-5 Case 3, page 111, Questions 1-4
2	2	3	AP	<ul style="list-style-type: none"> Discussion on final project and presentation in class. List of topics. Discussion on the characteristics of a franchise agreement. Define the theory of internationalization. Review the influence of free trade in the context of international marketing. Examine the relation between free trade, integration and international marketing. Discussion on how laws and ethical concerns affect trade and international marketing at the global level. Identify the government's use of methods to limit trade. 	<ol style="list-style-type: none"> Participate in a forum. Analyze examples given in class. <p>Group discussion.</p>	<ol style="list-style-type: none"> Assignment: Read chapter 4, pages 114-153 Case 4, pages 153-154, questions 1-5
3	3	3	AP	<ol style="list-style-type: none"> Discussion on students' selection of topics, bibliographical research, tentative bibliography. Define the factors used to identify consumer market segments. Identify the ways in which culture affects purchasing behavior. Discussion on ethical questions related to market segmentation programs. Identify market segment and segmentation. Review of green marketing and how it is related to the concept of sustainability. 	<ol style="list-style-type: none"> Participate in a forum. Analyze examples given in class. <p>Group discussion.</p>	<ol style="list-style-type: none"> Investigate concepts and types of objectives. Library research. Prepare a tentative bibliography. Due: Topic of project Due: Tentative bibliography <p>Assignment: Read chapter 5, pages 156-188.</p>
4	4	3	AP	<ol style="list-style-type: none"> Due: Topic of the project. Due: Tentative bibliography. Examine how nationalism is different from animosity. 	<ol style="list-style-type: none"> Group discussion. Instructor-led group activity. 	<ol style="list-style-type: none"> Continue research and work on final project. Assignment: Read chapter 6, pages 190-222

				<ul style="list-style-type: none"> • Define the meaning of product versus product positioning. • Discusse how does positioning relate to price. • Analyze tangible product benefits and intangible product benefits concepts. • Review how positioning maps show differentiation. • Identify different ways of improving product position. 		3. Case 6, pages 221-222, questions 1-8
5	5	3	AP	<ul style="list-style-type: none"> • Identify the difference between macro and micro-level analysis. • Compare and contrast qualitative and quantitative international market research. • Explain some of the popular qualitative research designs commonly used in international market research. • Review some of the main advantages and disadvantages of quantitative research design. • Explain the main differences between back translation and parallel translation. • Discussion on the four main types of international market studies and some of the main legal restrictions on conducting them. 	<ol style="list-style-type: none"> 1. Read article. 2. Analyze examples given in class. <p>Group discussion.</p>	<ol style="list-style-type: none"> 1. Continue research and work on final project. 2. Assignment: Read chapter 7, pages 226-261 Case 7, pages 260-261, questions 1-6
6	6	3	AP	<ol style="list-style-type: none"> 1. Review the theory of product life and examine how the concept applies to international marketing. <ul style="list-style-type: none"> • Explain the difference between a product line and a product mix. • Explain the concept of total value. • Analyze the three forms of cobranding can be used in national and international marketing. 	<ol style="list-style-type: none"> 1. Participate in a forum. 2. Analyze examples given in class. <p>Watch video.</p>	<ol style="list-style-type: none"> 1. Assignment: Read chapter 8, pages 262 – 288
7	7	3	AP	<ul style="list-style-type: none"> • Discussion on the relation between intellectual property and economic development. • Identify the advantages and disadvantages of arbitration. • Define the four different approaches to product adaptation and the communication or extension model. • Discussion on standardization and the main reasons for it. • Describe how laws affect adaptation and the product areas affected by regulations. 	<ul style="list-style-type: none"> • Discussion on the pros and cons of the three main judicial systems.1. <ol style="list-style-type: none"> 1. Discussion. 2. Instructor-led group activity. <p>Case 8, pages 292-294, in small groups.</p>	<ol style="list-style-type: none"> 1. Continue research and work on final project. 2. Assignment: Read chapter 9, pages 298-333. <ol style="list-style-type: none"> 2.1. Case 9, pages 332-333, questions 1-6. 2.2. Turn in and present Critical Analysis 1.
8	8	3	AP	<ul style="list-style-type: none"> • Identify terms, including elasticity, demand price, elastic demand, and inelastic demand. • Review the three approaches available for pricing based on competition • Define the three circumstances that coincide with profit-oriented pricing. • Describe consumption capacity and how it is related to bottom-of-the-pyramid marketing. • Describe the four main types of 	<ol style="list-style-type: none"> 1. Discussion. 2. Visual aids. 3. Instructor-led group activity 	<ol style="list-style-type: none"> 1. Continue research and work on final project. 2. Assignment: Read chapter 10, pages 334-369 Case 1, pages 368-369, Questions 1-5

				<p>price discounts offered to consumers and companies.</p> <ul style="list-style-type: none"> • Review of how Weber's Law applies to price changes. • Identify the four main ethical issues that affect international pricing programs. 		
9	9	3	AP	<ul style="list-style-type: none"> • Discussion on the five components of the balance of payments statement. • Describe how transaction demand and currency speculation affect currency values. • Discussion on some of the results of the Bretton Woods Agreement. • Identify where companies can find capital and the common forms of capital. • Define the different types of compensatory trade. • Identify how it affects international financial markets. • Define payment conditions and review some examples. 	<ol style="list-style-type: none"> 1. Analysis of examples given in class. Group discussion. 	<ol style="list-style-type: none"> 1. Continue research and work on final project. 2. Assignment: Read chapter 11, pages 372-405 3. Case 11, pages 404-405, questions 1-3
10	10	3	AP	<ul style="list-style-type: none"> • Identify the three distribution intensity strategies marketers can use. • Compare and contrast an agent middleman and a merchant middleman. • Define the factors that influence the selection of international distribution systems. • Identify a push strategy and a pull strategy. • Define grey market. • Review the three types of channel arrangements that marketers can use. 	<ol style="list-style-type: none"> 1. Discussion. 2. Instructor-led group activity. <p>Analysis of examples evaluated in class.</p>	<ol style="list-style-type: none"> 1. Continue research and work on final project. 2. Assignment: Read chapter 12, pages 406-437 Case 12, pages 436-437, Questions 1-4
11	11	3	AP	<ul style="list-style-type: none"> • Identify the main types of merchants and agents used in indirect exportation. • Review the three approaches that can be used to price export products. • Discussion on the five tasks of physical distribution. • Describe the modes of transportation used in international marketing. 	<ol style="list-style-type: none"> 1. Discussion. 2. Analysis of examples evaluated in class. <p>Watch video.</p>	<ol style="list-style-type: none"> 1. Due: First draft of Final Project 2. Assignment: Read chapter 13, pages 440-479 Case 13, page 479, Questions 1-5
12	12	3	AP	<ul style="list-style-type: none"> • Name the four methods that can be used to create international advertising budgets. • List the traditional and non-traditional media advertising. • Identify the three most commonly used message strategies. • Discussion on the four most common alternative marketing programs. 	<ol style="list-style-type: none"> 1. Instructor-led group activity. 2. Activity in small groups. 3. Open discussion. 	<ol style="list-style-type: none"> 1. Assignment: Read chapter 14, pages 480 – 511 2. Case 14, pages 510 – 511, questions 1 – 6
13	13	3	AP	<ul style="list-style-type: none"> • Compare and contrast an international contest and an 	<ol style="list-style-type: none"> 1. Participate in a forum. 	<ol style="list-style-type: none"> 1. Editing and revision of Final Project.

				<ul style="list-style-type: none"> international sweepstakes. Describe how international marketers use the social networks in marketing campaigns. Identify the main types of trade subsidies. Define the three types of consumer reactions in response to international consumer promotions. 	<ul style="list-style-type: none"> Analyze examples given in class. Group discussion. 	<ul style="list-style-type: none"> Assignment: Read Chapter, 15 pages 512 – 547 Case 15, page 547, questions 1 – 4
14	14	3	AP	<ul style="list-style-type: none"> Compare and contrast sales in low-context and high-context cultures. Describe the three primary international sales closing techniques. Identify the three main tasks involved in international sales management. Define cross-selling. Describe the three types of expatriate salespersons. 	<ul style="list-style-type: none"> Analyze examples given in class. Group discussion. Read article. 	<ul style="list-style-type: none"> Editing and revision of Final Project Assignment: Read Chapter 16, pages 548 – 581. Turn in and present Critical Analysis 2.
15	15	3	AP	<ul style="list-style-type: none"> Identify the four elements of SWOT analysis. Define the components of an international marketing plan. Discussion on the four steps of the control process. Describe cultural convergence, cultural divergence and cultural convergence. 	<ul style="list-style-type: none"> Analyze examples given in class. Group discussion. 	<ul style="list-style-type: none"> Assignment: Case 16, pages 582, Questions 1 – 4. Turn in and present Applied Group Project (AGP or Final Research Project).

Basic and Supplemental References Required Reading: • Fundamentos de Marketing Internacional by Donald L. Brady. • Marketing Internacional by Philip Cateora. • Marketing Internacional y Gestión de Exportación by Gerald Albaum.

Methodology

In the development of methodological strategies, it is best for instructors and students to discuss them in an atmosphere of free expression and mutual agreement, for the purpose of ensuring that the students assume responsibility for their performance in order to achieve the objectives of the course.

The following strategies may be used in class:

- Review of the questions at the end of each chapter.
- Reading quiz.
- Analysis of assigned reading.
- Group discussions.
- Discussions in pairs and as a group.
- Report preparation.
- Preparation of a teaching plan.
- Hold a micro-group class.

Assessment System

Each of the items of the evaluation scheme and the final grade of the course are rounded to whole numbers. The final grade of the course is the weighted average of the corresponding items: permanent evaluation, partial exam and final exam.

The averages calculated components of the item 'Permanent Evaluation' will keep your calculation with 2 decimals.

Type Evaluation	%Weighing	Observation	Week Assessment	Rezag.
Evaluación Permanente	100%			
Promedio de Prácticas	30%			
Práctica 1	0%	Two best grades will be averaged.	Semana 4	No
Práctica 2	0%	Two best grades will be averaged.	Semana 6	No
Práctica 3	0%	Two best grades will be averaged.	Semana 13	No

Tareas	10%	Autonomous Learning.	Semana 14	No
Trabajo Final	60%		Semana 14	No

General Guidelines

Title III: Attendance

Article 11: Attendance to theory lessons, practice lessons, lab sessions and workshops is regulated in each course's syllabus.

Article 12: The student will be able to do the follow –up of their attendance record in Infosil. In case he notices an irregularity, there is a three-day deadline (working days) to ask for an official revision of it.

Title V: Evaluation process

Article 23: The student who does not take one or more exams of the Ongoing Evaluation will be able to ask for a make-up exam of only one of them only if the syllabus allows it.

The Academic Calendar indicates the deadline for requesting a make-up exam, the date to pay for it, the fee and the dates when it will be administered. This exam will be about all the topics developed in the syllabus and will replace the exam the student did not take.

Article 25: The exams have to be taken personally and in-campus or in the branches authorized by the Academic Vice-Presidency. In case that branch is not the regular one where students have their lessons, they will be previously informed. Exams taken through the Virtual Campus are an exception to this article

Midterm, final and make-up exams of the e-learning mode will be administered in-campus, in the classrooms assigned by the university

Course Specific Rules

- Three quizzes will be taken and the two highest grades will be averaged.
- The student who has 30% or more of absences will be disqualified to take the final exam.
- The working groups will be of 5 members. All work must be exposed to be creditor to the corresponding note. If the student does not expose, its note is zero.
- If the student does not respect the rules of discipline within class, the teacher can sanction him by asking him to leave.

Attendance Policy

Total Percentage Absences Permitted	30%
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The students who reaches or exceeds the total percentage absences permitted for the course, defined by the total of effective hours, will not be able to take the final exam or the equivalent evaluation defined by the course coordination and therefore will get zero (00) as the score.

Basic and Supplemental References Required Reading

Basic References:

[1] Baack, Daniel W (2013). *International marketing / Daniel W. Baack, Eric Harris, Donald Baack* Thousand Oaks: SAGE. Recuperado de Biblioteca USIL.