New Topics in Marketing Management: International Marketing

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Course Description

Oftentimes companies have the opportunity to enter a new market but they lack the necessary knowledge to successfully do so. By the end of this course, students will have a global vision of how to do business, and will have acquired the theoretical and practical means to establish sustainable business operations in an international setting.

To reach these goals the course will be based on theory sessions and case studies. The case studies will give students the opportunity to analyze the internationalization strategies employed by the top companies in the world.

Objectives

This course has the following objectives:

- Developing practical tools about how to internationalize a company.
- Determining the most suitable strategies to enter a new market.
- Developing a global marketing programme.
- Exposing how to use international strategic alliances.
- Establishing what are the most suitable manufacturing and distribution strategies when entering a new market.
- Shedding light on the best strategies to protect a company’s intellectual property.
- Mitigating the risks when doing business internationally.
- Indicating how international payments should be managed.

Methodology

The course will use case studies as its main teaching tool. The case studies that will be used throughout the course have been meticulously elaborated by business schools such as Harvard, IESE, Stanford, IMD or Thunderbird. The case studies will always revolve around the internationalization strategies adopted by real companies and, to offer a broader perspective on the topic, they will focus on a variety of industries, sectors and countries.
Bio of Professor

*Academic formation:* PhD in International Tax Law (third year) at University of Barcelona, Spain. MBA in International Management awarded by Thunderbird, School of Global Management, USA. MBA awarded by IESE Business School, Spain. Postgraduate diploma in International Trade at FITT (Forum for International Trade Training), Canada.

*Professional experience:* expert in International Tax Law and Money Laundering (European Commission – REA), Brussels. Consultant for the European Bank for Reconstruction and Development (EBRD), London. More than 17 years of consulting experience, acquired in Europe, North America, Asia and LATAM, on the topic of company internationalization. Speaker in Congresses and Professor in top universities and business schools. Collaborates with the Wharton Business School magazine ‘Universia Knowledge@Wharton’ on topics of international business.