International Marketing Management

2017-18

Professor: Valenti Camps
E-mail: valenti.camps@esci.bsm.upf.edu
Office hours: by appointment

Course Description

International Marketing course focuses on challenges and opportunities of marketing new and existing products and services to the global marketplace. It builds on the knowledge acquired in former academic courses and applies key marketing concepts in the international business context. It introduces students to international-level strategic and operational marketing tools and decision and influence techniques for international markets.

Objectives

The course accomplishes its objectives through lectures, analyses and discussions of real business cases of actual global marketing issues, and through the establishment of a company’s international marketing strategy. It pays special attention to variations from home-country marketing and to strategies used by international marketers. Specifically, the course analyzes the impact of cultural, economic, technological, political, and legal differences on the international marketing process.

On successful completion of this course students should be able to:

- Understand the nature of international marketing strategy and its linkages to corporate strategy vis-à-vis local and national marketing strategy
- Develop analytical frameworks in the screening of national markets defining the key factors in the firm’s internationalization process by evaluating the international business environment, stressing particularly the economic and cultural dimensions
- Discuss the complexities and paradoxes that are prevalent in so many successful and failing international marketing operations
- Explore the tensions in adopting a global standardized action as opposed to a locally responsive action in international marketing and relate these to the overall corporate strategy of companies
- Consider ethical and social responsibility issues, in the development and implementation of an international marketing strategy
Methodology

Students are expected to be prepared and participate actively in class discussions. Therefore, students must read prior to the class session the material related to the content of the session.

Students of a specific group will work on the case study analyses and discussions and will elaborate and present the international marketing plan which will be part of the Master Thesis. Case discussions will be evaluated both as a group and on an individual basis. The group presentations will be evaluated and graded on a group basis.

Teaching resources

- Powerpoint slides for each session
- Articles related to subject and case studies

Evaluation criteria

Regular term evaluation

The final grade will be determined by the weighted average of various continuous evaluation activities and a final exam.

<table>
<thead>
<tr>
<th>Assessment elements</th>
<th>Time period</th>
<th>Type of assessment</th>
<th>Assessment agent</th>
<th>Type of activity</th>
<th>Grouping</th>
<th>Weight (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class participation</td>
<td>Through the course</td>
<td>X</td>
<td>X</td>
<td>Conceptual and synthesis</td>
<td>X</td>
<td>10%</td>
</tr>
<tr>
<td>Int’l Marketing Plan partial submittal</td>
<td>Through the course</td>
<td>X</td>
<td>X</td>
<td>Application and synthesis</td>
<td>X</td>
<td>20%</td>
</tr>
<tr>
<td>Submittals and Discussions Business Cases</td>
<td>Through the course</td>
<td>X</td>
<td>X</td>
<td>Application and synthesis</td>
<td>X</td>
<td>10%</td>
</tr>
<tr>
<td>Int’l Marketing Plan final submittal and oral presentation</td>
<td>Through the course</td>
<td>X</td>
<td>X</td>
<td>Application and synthesis</td>
<td>X</td>
<td>20%</td>
</tr>
<tr>
<td>Final Exam (A minimum score of 4 is required)</td>
<td>Exam week</td>
<td>X</td>
<td>X</td>
<td>Conceptual and synthesis</td>
<td>X</td>
<td>40%</td>
</tr>
</tbody>
</table>

International Marketing Management | MSc in International Business 2017-2018

Note: This document is only informational, detailed contents and faculty may change.
Taking the final exam and obtaining a minimum score of 4 are necessary conditions in order to pass the course.

If the student does not obtain a minimum of 4 in the exam, the final grade will be the minimum between 4 and the average of the exam and the continuous evaluation elements.

**Extraordinary evaluation**

The elements of continuous evaluation cannot be reexamined.

The extraordinary final exam will take place the day the School decides.

Students will have as a final course qualification:

- Extraordinary exam: 40%
- Elements of continuous evaluation: 60%

If the student does not obtain a minimum of 4 in the extraordinary exam the final grade will be the minimum between 4 and the average of the exam and the continuous evaluation elements.

Students are required to attend 80% of classes. Failing to do so without justified reason will imply a Zero grade in the participation/attendance evaluation item and may lead to suspension from the program.

As with all courses taught at the UPF BSM, students who fail the course during regular evaluation will be allowed ONE re-take of the examination/evaluation. Students that pass any Retake exam should get a 5 by default as a final grade for the course. If the course is again failed after the retake, students will have to register again for the course the following year.

In case of a justified no-show to an exam, the student must inform the corresponding faculty member and the director(s) of the program so that they study the possibility of rescheduling the exam (one possibility being during the “Retake” period). In the meantime, the student will get an “incomplete”, which will be replaced by the actual grade after the final exam is taken. The “incomplete” will not be reflected on the student’s Academic Transcript.

Plagiarism is to use another’s work and to present it as one’s own without acknowledging the sources in the correct way. All essays, reports or projects handed in by a student must be original work completed by the student. By enrolling at any UPF BSM Master of Science and signing the “Honor Code,” students acknowledge that they understand the schools’ policy on plagiarism and certify that all course assignments will be their own work, except where indicated by correct referencing. Failing to do so may result in automatic expulsion from the program.”

**Calendar and Contents**

**Total number of hours committed:** 30h of class + 45h of out-of-class work

*International Marketing Management | MSc in International Business 2017-2018*

Note: This document is only informational, detailed contents and faculty may change.
**Timetable:** Tuesday 09.30 – 13.00

Topic 1: The Global Marketing Imperative

   Assignment: International Marketing Plan background

Topic 3: International Marketing Macro-environment: Political and legal


Topic 5: International segmentation, targeting and positioning. Strategic Planning
   Assignment: Int’l Marketing Plan Partial Submittal

Topic 6: Global Product Management and Branding

Topic 7: Global Pricing
   Assignment: Case HENKEL

Topic 8: Global Sales Management
   Assignment: Case WAL-MART IN EUROPE

Topic 9: Global Promotional Strategies
   Assignment: Int’l Marketing Plan Final Submittal

Topic 10: Wrap-up

Final Exam

**Reading Materials/ Bibliography/Resources**

- Basic bibliography
- Supplementary bibliography
MSc in International Business

- Teaching resources
  - Power point slides for each session which will be uploaded in Aul@-Esci (Moodle platform)
  - Articles related to subject
  - Business case studies

Students are required to read all assigned cases and articles. Although the course will loosely follow Czinkota and Ronkainen’s book listed in the basic bibliography section, there is no required text book for this course. Nevertheless, you will not need to buy or borrow any of these books to successfully complete the course.

**Bio of Professor**

Professor Valentí Camps

Graduate and MBA at ESADE and Universitat Politècnica de Catalunya. PADE (Top Management Program) at IESE. PDD at INSEAD and Universidad Complutense. Program Suppliers&Retailers at Harvard Business School. Member of Marketing Science Institute. Marketing and Sales Manager at PEPSICO and HENKEL. Vicepresident Sales&Marketing at VF Corporation, the largest world apparel company. Consultant in Strategic Management.