



Anexo 8.3

Programa Condensado



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| Subject: International Marketing | Last Update: January 2016 |
| Major: International Relations | Plan: 401 |
| Semester: 7 | Credits: 3 |

| Week | Topic | Activities, Homeworks and Exams | Bibliography |
|------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------|--------------|
| 1 | <ul style="list-style-type: none"> • Differences between domestic and international marketing • Insight Diagnostics Company • International market Diagnosis • Relationship of strength and weaknesses of the company, opportunities and threats | Essay. | |
| 2 | <ul style="list-style-type: none"> • Selection Methods markets • Development of objectives and goals on the international market • Planning Process international market • Control Tools | Comparative chart | |
| 3 | Product strategies <ul style="list-style-type: none"> • Decision of adaptation and standardization • Critical elements to product strategy • Components of a Product • Influence of culture and other environmental factors | Class Participation | |
| 4 | <ul style="list-style-type: none"> • International Industrial Products • Ratio of price and quality • International Standards • Services to international • The importance of the services sector globally | Essay | |
| 5 | <ul style="list-style-type: none"> • Strategies service internationally • Process development of new international products | Project | |



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| 6 | DISTRIBUTION STRATEGY <ul style="list-style-type: none">• Distribution channel and traffic• Types of channels• Variables in channel selection• Types of intermediaries | Summary | |
| 7 | <ul style="list-style-type: none">• Contracts intermediaries• Factors in choosing the strategy of international traffic PRICE <ul style="list-style-type: none">• Role of the price• price Escalation Methods of fixing prices <ul style="list-style-type: none">• Dumping and gray market | Conflict resolution | |
| 8 | <ul style="list-style-type: none">• Basic incoterms• International Transfer Pricing and Counter trade• Hedging against currency risk | Class Participation | |
| 9 | INTERNATIONAL PROMOTION STRATEGY <ul style="list-style-type: none">• promotional mix elements International sales strategy staff Situations recommended use <ul style="list-style-type: none">• Personal Selling Restrictions• Direct sales and Tools | Essay | |
| 10 | <ul style="list-style-type: none">• International PR Strategy• Public company• PR Tools | Class Participation | |



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| 11 | <ul style="list-style-type: none"> • International Trade • Requirements exposure in international fairs • Direct Marketing Strategy | Class Participation | |
| 12 | <ul style="list-style-type: none"> • Utility media • Direct and telemarketing Coreo Database Development • Use in different countries <p>Sales Forecast , Statistical review of basic concepts</p> <p>Analysis of simple and multiple correlation , Using excel as a tool to forecast sales</p> | Class Presentation | |
| 14 | INTERNATIONAL MARKETING <ul style="list-style-type: none"> • Importance of international • Strategic Program | | |
| 15 | <ul style="list-style-type: none"> • Final Projects presentations | Final Project Presentation | |
| 16 | Grades in SIASE | | |
| 17 | Tutoring | | |
| 18 | 2nd Opportunity | | |
| 19 | 2nd Opportunity | | |
| 20 | Grades in SIASE | | |

EVALUATION

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|-----------------------------|--------------------------------|
| Evidence 1: | 10% Essay |
| Evidence 2: | 10% Comparison chart |
| Evidence 3: | 10% Essay |
| Evidence 4: | 10%: Proyect |
| Evidence 5: | 10%. Summary |
| Evidence 6: | 10% Conflict resolution |
| Evidence 7: | 10% Essay |
| Values/Conduct : | 10% |
| Integration Product: | 20% |
| Total: 100 | |



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Bibliography

Marketing Management Kotler Ohilip Ed Pearson 2012

Czinkota, Michael. 2006. International Marketing. Ed. Thomson

Book: Fundamentos de Marketing
Author(s): LAMB HAIR MC, Daniel
Editorial: Thomson
Date Published: 2006

Book: Dirección de Mercadotecnia
Author(s): KOTLER PHILIP
Editorial: Pearson
Date Published: 2010

Book: Marketing
Author(s): LAMB HAIR MC, Daniel
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Date Published: 1998

Book: Simulación Estratégica de Mercadotecnia
Author(s): LARRECHE, Jean Claude
Editorial: Thomson
Date Published: 2000

Book: El Nuevo posicionamiento
Author(s): TROUT, Jack, RIVKIN, Steve
Editorial: McGraw-Hill
Date Published: 1992

Book: Principios de Mercadotecnia en Internet
Author(s): WARD, Hanson
Editorial: Thomson
Date Published: 2000

ccp. Secretarios Académicos
ccp. Auxiliar Académico
ccp. Alumno