



**Anexo 8.3**  
**Programa Condensado**



<b>Subject: International Marketing</b>	<b>Last Update: July 2016</b>
<b>Major: International Relations</b>	<b>Plan: 401</b>
<b>Semester: 7</b>	<b>Credits: 3</b>

Week	Topic	Activities, Homeworks and Exams	Bibliography
1	<p>Basic concepts in international marketing</p> <p>International marketing and international business</p> <p>The Scope and Challenge of International Marketing</p>		Recomended bibliography
2	<p>Marketing mix in the international arena (4P's)</p> <p>The Cultural Environment of Global Markets :</p> <ul style="list-style-type: none"> <li>- History and Geography</li> <li>- Cultural Dynamics in Assessing Global Markets</li> <li>- Influence of culture and other environmental factors</li> <li>- The Political and Legal Environment</li> </ul>	Evidence 1: ESSAY: Explain a real case where the cultural environment affects a company to enter in a country.	Recomended bibliography



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3	SWOT Analysis Marketing Research Target Market Product ( elements and components ) Products and Services for Consumers Products and Services for Businesses Brand and Product Decisions in Global Marketing Packing in international markets	Evidence 2: Summary of the company assigned, SWOT analysis and description of the product assigned.	Recomended bibliography
4	Segmentation, Targeting, and Positioning Licensing, Investment, and Strategic Alliances Product Life Cycle Adaptation and standardization Process development of new international products	Evidence 3: A Mind Map developing the Market Analysis and a chart developing and explaining the target market.	Recomended bibliography



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5	<p>Negotiating with International Customers, Partners, and Regulators</p> <p>Global Marketing Channels and Physical Distribution</p> <p>International Marketing Channels</p> <ul style="list-style-type: none"><li>• Distribution channel and traffic</li><li>• Types of channels</li><li>• Variables in channel selection</li><li>• Types of intermediaries</li></ul>		Recomended bibliography
6	<p>Pricing for International Markets</p> <p>PRICE</p> <p>Pricing Decisions</p> <ul style="list-style-type: none"><li>• Role of the price</li><li>• price Escalation</li></ul> <p>Methods of fixing prices</p> <ul style="list-style-type: none"><li>• Dumping and gray market</li></ul> <p>Basic incoterms</p> <p>International Transfer Pricing and Counter trade</p>		Recomended bibliography
7	1 <sup>ST</sup> Exam		



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8	Integrated Marketing Communications and International Advertising  INTERNATIONAL PROMOTION STRATEGY • promotional mix elements		Recomended bibliography
9	Global Marketing Communications Decisions I PROMOTIONAL MIX ELEMENTS: Advertising and Public Relations	Evidence 4 : Exposition of the advertising of your product	Recomended bibliography
10	Global Marketing Communications Decisions II: Sales Promotion, Personal Selling, and Special Forms of Marketing Communication		Recomended bibliography
11	Global Marketing and the Digital Revolution		Recomended bibliography
12	Strategic Elements of Competitive Advantage		Recomended bibliography
13	Corporate Social Responsibility		Recomended bibliography
14	2 <sup>nd</sup> Exam		
15	<ul style="list-style-type: none"> <li>• PIA</li> <li>• Final Projects presentations</li> </ul>	Final Project Presentation	
16	Grades in SIASE		
17	Tutoring		
18	2nd Opportunity		
19	2nd Opportunity		
20	Grades in SIASE		

### EVALUATION

<b>Evidence 1:</b>	<b>10% Essay</b>
<b>Evidence 2:</b>	<b>10% Summary</b>
<b>Evidence 3:</b>	<b>10% Mind Map and chart</b>
<b>Evidence 4:</b>	<b>10% Exposition</b>



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<b>EXAM 1:</b>	<b>12%</b>
<b>EXAMN 2:</b>	<b>12%</b>
<b>Values/Conduct :</b>	<b>6%</b>
<b>Integration Product:</b>	<b>30% International Marketing Plan</b>
<b>Total:</b>	<b>100</b>

#### **FINAL INTEGRATION PRODUCT (PIA)**

The student must develop an International Marketing Plan; it should contain all the steps and methodology to apply it to the assigned country.

The student will work through the semester in some parts of this plan.

It should contain the following points :

- **Executive Summary**
- **Index**
- **List of figures, Tables and Matrices**
- **Introduction**
- **Research Methodology**
- **Company Analysis**
- **Product analysis**
- **Market Analysis**
- **Competitor**
- **SWOT analysis**
- **Objectives**
- **Recommended marketing strategy**
- **Marketing mix strategies and tactics**
- **Planning budget**
- **Implementation and control**
- **Bibliography and APA references**
- **Appendices**



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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

**Editorial:** Thomson

**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