



# SAINT LOUIS UNIVERSITY, MADRID CAMPUS

## Faculty of Business Administration & Economics

### 1 Course Information

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Course Title:	International Marketing
Course Number:	MKT4550
Prerequisite:	MKT3000
Semester:	Spring 2018
Meeting Time(s):	16:00-17:15
Meeting Day(s):	M-W
Room:	Padre Rubio Hall, PRH-16

### 2 Instructor Information

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Name:	Nicolás (Niko) Muñoz, PhD.
E-mail:	<a href="mailto:nicolas.munoz@slu.edu">nicolas.munoz@slu.edu</a>
Office Location:	Padre Arrupe Hall, attic
Office Hours:	Monday and Wednesday, 15.00 to 18:30. <b>Always on appointment.</b>

### 3 Textbook and Other Instructional Material

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Required Reading:	Cateora, Gilly, Graham, International Marketing, 17th. International Ed. 2016, McGraw Hill. (Available in the bookstore) Older editions of this book (if available) can be used with little loss of relevance to the course. Students should check-chapter numbers in their copy with those suggested on my chapter slides to ensure consistency.
Supplements:	Cases, articles or relevant pieces will be made available during the course.

### 4 Course Description

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This course is designed to introduce you to the key issues affecting International Marketing, within a global business environment.

Throughout the semester we will deepen in already well known marketing topics, adapting them to an International environment: Market Segmentation and Targeting (Country selection, Modes of entry, Strategies for exploiting foreign markets, etc.); Analyzing Uncontrollable elements (Global economic trends, regional economic integration, Social, Cultural and Environmental aspects of international trade, etc.); and Managing Controllable variables (Strategies for exploiting foreign markets, etc.)

Classes will be a mix of lecture and real-life case studies discussion.

## 5 Learning Objectives

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The global objective of this course is to provide students with the necessary knowledge and tools to develop marketing strategies for a variety of markets in diverse cultural, political and economic situations. Thus, upon completion of the course students should:

1. Understand the benefits that nations derive from unrestrained free trade.
2. Understand how the basic principles of marketing are applied in diverse cultural, political, legal and economic environments.
3. Be able to analyze foreign markets, managing various techniques used by modern marketers for segmenting foreign markets in both, consumer and industrial sectors.
4. Be able to design strategies for global competition, explain the various methods of entering foreign markets, the degree of commitment required and the associated levels of risk.
5. Understand the concepts of product life cycle and classification of goods and their importance for foreign market acceptance, product adaptation and overall marketing strategy decision making.
6. Know how international marketers develop pricing strategies for goods sold abroad.
7. Understand the basic principles, objectives, and problems in developing international channels of distribution.
8. Be able to identify sources of foreign market information including secondary data from both governments and private industry.
9. Be able to apply the principal concepts and models in the workplace; as well as to perform a more advanced coursework in any area of Business Administration.
10. Have improved their communication, teamwork, and critical thinking skills.
11. Have enjoyed accomplishing the above objectives.

## 6 Course Outline

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The course is composed of 23 lectures, and 4 presentation sessions. Overall, it will proceed in three stages:

- The first will consist in introduction to the course, its main contents, and the course project. Also, up to 3 days will be dedicated to catch-up and refresh on General Marketing concepts and today's global and digital business environment (MKT-3000).
- The second stage will consist in a 4-week international environment analysis, in order to prepare the first part of the course project.
- Finally, the last weeks will put focus on Global Marketing Management, and International Marketing common problems, solutions and strategies.

Open-book online quizzes will take place as the different parts are covered, and an essay-type final exam (also open-book) will take place on Spring Final Exams week.

**DO NOT be overconfident on the “open-book” aspect!! – The textbook is dense and time will be a major constraint if you don't prepare the contents ahead.**

## 7 Lectures and Reading Schedule

The course layout is tentatively presented in the next table. Sessions will match with different chapters of textbook. Lectures would be designed for discussion, interaction and forward thinking on the topics covered by textbook. Therefore reading assignments must be completed before class for successful understanding and fruitful contribution at in class discussions.

W	DAY	Sess.	CONTENT	CHAPTERS FOR ADVANCED READING	
1	WED	10-ene	1	Introduction to the course	--
2	MON	15-ene	2	CATCHING UP - General Marketing Concepts in today's globalized and digital environment: Changes, challenges and the XXI Century Consumer.	--
	WED	17-ene	3		
3	MON	22-ene	4	OVERVIEW: The scope of International Marketing	1
	WED	24-ene	5		
4	MON	29-ene	6	OVERVIEW: International Trade	2
	WED	31-ene	7	<b>Couse Project Launch</b>	--
5	MON	05-feb	8	CULTURE: Assesing Global Markets	3 & 4
	WED	07-feb	9	CULTURE: Managemt style and Business Sistems	5
6	MON	12-feb	10	CULTURE: Politica environment	6
	WED	14-feb	11	CULTURE: The International legal environment	7
7	MON	19-feb	12	Free Sesion: First Presentation Preparation	--
	WED	21-feb	13	NO CLASS (make-up for Quiz Time along the semester)	--
8	MON	26-feb	14	PRESENTATIONS I	--
	WED	28-feb	15	PRESENTATIONS II	--
9	MON	05-mar	16	Developing Global Vision: Marketing Research	8 (and PPT)
	WED	07-mar	17		
10	MON	12-mar	18	World Regions with concentration in Emerging Markets	9, 10 & 11
	WED	14-mar	19	Global Marketing Management: Planning and Organization (4 Ps of marketing)	12
11	MON	19-mar	20		
	WED	21-mar	21	EASTER HOLIDAYS	
12	MON	26-mar			
	WED	28-mar			
13	MON	02-abr	22	B2C and B2B Products and Services in International Markets	13 & 14
	WED	04-abr	23	Distribution: International Marketing Channels	15
14	MON	09-abr	24	Integrated Marketing Communications and Advertising	16
	WED	11-abr	25	Personal Selling and Sales Management	17
15	MON	16-abr	26	Pricing for International Markets	18
	WED	18-abr	27	Course wrapp-up and conclusions	--
16	MON	23-abr	28	Guided Sesion: Second Presentation Preparation.	--
	WED	25-abr	29	PRESENTATIONS III	--
17	MON	30-abr	30	PRESENTATIONS IV	--
	WED	02-may		BANK HOLIDAY: Día de la Comunidad de Madrid	
	MON	07-may		<b>FINAL EXAM - PROJECT PRESENTATIONS</b>	

## 8 Course Requirements

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Grading: Class participation is strongly encouraged. Students that participate in class discussions gain a much clearer understanding of the key concepts and ideas. Reading assignments therefore must be completed before class for successful class participation!!!

Grading Scale:

	B+	87%-89%	C+	77%-79%			
A	94%-100%	B	84%-86%	C	74%-76%	D	60%-69%
A-	90%-93%	B-	80%-83%	C-	70%-73%	F	0% -59%

Grade Breakdown:	4 Midterm quizzes:	10% x 4	40%
	Final exam:		15%
	Presentations	15%+20%	35%
	<u>Attendance and participation:</u>		<u>10%</u>
	<b>Total:</b>		<b>100%</b>

Quizzes: The 4 quizzes will be done Online (through Blackboard). Each quiz will only cover the preceding content block (e.g. 1, 2, 4 & 5 // 6, 7, 9 & 10 // 8, 11, 12 & 13 // 14, 16, 17 & 18). Most of the material will be taken from the textbook. Nevertheless, anything discussed in class is potential test material.

Course Project: Each student will, firstly, analyze a Multinational Market Region and the free trade areas in it: Tentatively we may refer to North America (NAFTA), Latin America (CARICOM, CAFTA, Mercosur), Asia-Pacific (ASEAN), EMEA (EU, Arab Common Market, OIC, African Union, ECOWAS, SADC), but these may change.  
Secondly, upon termination of the analysis, they will propose a Marketing Strategy for the regional launch of just one common product.  
This project will be graded individually based on creativity, thoroughness of the analysis and application of contents taught in this course.

Final Exam: The final examination will be cumulative (i.e., cover all material covered during the semester).

Attendance: Consistent attendance is strongly encouraged for a thorough understanding of the concepts at hand. **Active participation in classroom discussions is an instrumental component of this process.** Concepts that are unclear to you personally are likely concerns shared among your peers as well. Marketing cannot be learned in isolation quickly prior to being graded.  
Students will be responsible for all announcements, information, problems or course changes that are made during lecture times. Students who wish to refrain from classroom participation may see me, and alternatives may be arranged.

Late Policy for Mid-terms and Final exams:

Midterm and final examinations must be written on their respective dates. No alternative examinations will be scheduled except in the case of excused medical absences. Cases of excused medical absences must be petitioned for through the Chair of the department. Make-up midterms are subject to approval by the professor, the Chair and the Department of Business and Economics. All changes to the final examination must be approved by the Academic Dean.

Important Dates:

- Jan. 17 - Last day to drop class without a grade of W and/or add a class
- Jan. 17 - Last day to choose audit (AU) or Pass/No Pass (P/NP) options
- March 9 - Last day to drop class and receive a grade of W
- April 4 - Registration for fall 2018 semester opens.

## 9 Academic Accommodations and Learning Resources

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In recognition that people learn in a variety of ways and that learning is influenced by multiple factors (e.g., prior experience, study skills, learning disability), resources to support student success are available on campus. Students who think they might benefit from these resources can find out more about:

1. Course-level support (e.g., faculty member, departmental resources, etc.) by asking your course instructor.
2. University-level support (e.g., tutoring/writing services, Disability Services) by visiting the Academic Dean's Office (San Ignacio Hall) or by going to <http://www.slu.edu/madrid/learning-resources>

Students with a documented disability who wish to request academic accommodations **must** contact Disability Services to discuss accommodation requests and eligibility requirements. Once successfully registered, the student also **must** notify the course instructor that they wish to access accommodations in the course. Please contact Disability Services at [disabilityservices-madrid@slu.edu](mailto:disabilityservices-madrid@slu.edu) or +915 54 58 58, ext. 230 for an appointment. Confidentiality will be observed in all inquiries. Once approved, information about the student's eligibility for academic accommodations will be shared with course instructors via email from Disability Services. For more information about academic accommodations, see "Student Resources" on the SLU-Madrid webpage.

Note: Students who do not have a documented disability but who think they may have one are encouraged to contact Disability Services.

## 10 Academic Integrity Statement

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*Academic integrity is honest, truthful and responsible conduct in all academic endeavors.* The mission of Saint Louis University is "the pursuit of truth for the greater glory of God and for the service of humanity." Accordingly, all acts of falsehood demean and compromise the corporate endeavors of teaching, research, health care and community service via which SLU embodies its mission. The University strives to prepare students for lives of personal and professional integrity, and therefore regards all breaches of academic integrity as matters of serious concern.

The governing University-level Academic Integrity Policy can be accessed on the Provost's Office website at: [http://www.slu.edu/Documents/provost/academic\\_affairs/University-wide%20Academic%20Integrity%20Policy%20FINAL%20%206-26-15.pdf](http://www.slu.edu/Documents/provost/academic_affairs/University-wide%20Academic%20Integrity%20Policy%20FINAL%20%206-26-15.pdf)

Additionally, SLU-Madrid has posted its academic integrity policy online at <http://www.slu.edu/madrid/academics>. As a member of the University community, you are expected to know and abide by these policies, which detail definitions of violations, processes for reporting violations, sanctions and appeals.

The professor will review these matters during the first weeks of the term. Please direct questions about any facet of academic integrity to your faculty, the chair of the department of your academic program or the Academic Dean of the Madrid Campus.

## 11 Student Outcome Assessment

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Saint Louis University-Madrid Campus is committed to excellent and innovative educational practices. In order to maintain quality academic offerings and to conform to relevant accreditation requirements, we regularly assess our teaching, services, and programs for evidence of student learning outcomes achievement. For this purpose we keep on file anonymized representative examples of student work from all courses and programs such as: assignments, papers, exams, portfolios, and results from student surveys, focus groups, and reflective exercises. *Thus, copies of your work for this course, including any exams, assignments and/or submitted papers may be kept on file for institutional research, assessment and accreditation purposes.* If you prefer that Saint Louis University-Madrid Campus does not keep your work on file, you will need to communicate your decision in writing to your professor.

## 12 Title IX

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Saint Louis University and its faculty are committed to supporting our students and seeking an environment that is free of bias, discrimination, and harassment. If you have encountered any form of sexual misconduct (e.g. sexual assault, sexual harassment, stalking, domestic or dating violence), we encourage you to report this to the University. If you speak with a faculty member about an incident of misconduct, that faculty member must notify SLU's Title IX deputy coordinator, Marta Maruri, whose office is located on the ground floor of Padre Rubio Hall, Avenida del Valle, 28 ([mmaruri@slu.edu](mailto:mmaruri@slu.edu); 915-54-5858 ext. 213) and share the basic fact of your experience with her. The Title IX deputy coordinator will then be available to assist you in understanding all of your options and in connecting you with all possible resources on and off campus.

If you wish to speak with a confidential source, you may contact the counselors at the SLU-Madrid's Counseling Services on the third floor of San Ignacio Hall ([counselingcenter-madrid@slu.edu](mailto:counselingcenter-madrid@slu.edu); 915-54-5858 ext. 230) or Sinews Multipletherapy Institute, the off-campus provider of counseling services for SLU-Madrid ([www.sinews.es](http://www.sinews.es); 91-700-1979) To view SLU-Madrid's sexual misconduct policy and for resources, please visit the following web address:  
[www.slu.edu/Documents/Madrid/campus-life/SLUMadridSexualMisconductPolicy.pdf](http://www.slu.edu/Documents/Madrid/campus-life/SLUMadridSexualMisconductPolicy.pdf)