CIEE Madrid, Spain

Course title: International Marketing
Course code: (GI) MKTG 3001 MASP
Programs offering course: Madrid Open Campus Block
Open Campus Track: Business
Language of instruction: English
U.S. semester credits: 3
Contact hours: 45
Term: Fall Block I 2020

Course Description

Students will gain an understanding of the issues and processes involved in developing an international marketing and branding strategy and plan, as well as the execution of marketing and PR operations on an international scale. Course content and practical assignments focus on real-world problems such as identifying and evaluating opportunities in international markets, developing and adapting marketing tactics in relation to multiple, specific national market needs and constraints, and coordinating marketing and branding strategies in global markets. Guest lectures by local business professionals and company visits provide first-hand context and experience for the issues explored in the course.

Learning Objectives

By completing this course, students will:

- Apply specific examples of intercultural sensitivity in international marketing tactics
- Identify theoretical frameworks and evaluate real-world factors that contribute to successful and unsuccessful international marketing plans
- Apprehend the full spectrum of international marketing, from startup operations to the formation of virtual alliances
- Recognize the impact of the Internet on the international marketer
- Compare the concerns of emerging and developing markets
- Develop and implement an international marketing plan for a real or hypothetical business, outlining the entire strategic process.
Course Prerequisites

One prior introductory course in principles of marketing and/or marketing management is strongly recommended.

Methods of Instruction

Instruction will be supported by original and secondary materials, and will include films and case studies. The main classroom activity is discussion, initiated by short lectures and informed by the assigned materials. Readings are assigned to help students gain familiarity with key ideas and terms, which they will then be expected to integrate into their oral and written work (including the term paper and a final exam). Active engagement in class will be enhanced through student-led presentations, and the connection and relevance of the course to host country will be illustrated with a business site visit to at least one local company in the area that represents a global brand.

Assessment and Final Grade

1. Case Study Analysis and Discussion 15%
2. Midterm Exam 20%
3. Marketing Plan 25%
4. Research Paper 20%
5. Participation 20%
TOTAL 100%

Course Requirements

Case Study Analysis and Discussion

Students are required to participate in the discussions that will take place in class. Throughout the course there will be several case studies, and it is extremely important that students read and analyze these cases prior to the class discussion.

Midterm Exam

The midterm is designed to assess student comprehension and ability to articulate core concepts related to international marketing. In the midterm students will answer three essay-based questions relating to topics covered in the class up to the midterm.
Marketing Plan

Students will be required to participate in a group project that will allow them to apprehend the full spectrum of international marketing, from startup operations to the formation of virtual alliances through the development of an international marketing plan. Each group will select a product or brand as well as a country in the region that your company will market the product to. The overall project consists of three components: a) a 1500-word paper that focuses on macro-environmental issues (cultural analysis and economic analysis) (40%) b) a 12 minute presentation of your marketing plan during which each group member must present content (40% and c) a peer evaluation form through which you assess your peers’ contribution to the project (20%). The group project should demonstrate that you have identified theoretical frameworks, evaluated real-world factors that contribute to success of your international marketing plans and collaborated effectively with fellow group members.

Research Paper

A 2500 word research paper (typed in 12 font and double-spaced) on a topic related to international marketing is required. The topic of this paper has to be approved by the instructor. Students are expected to use original source materials, photographs, and illustrations. Citations and bibliography are required. Students must submit an annotated bibliography in advance of the research paper submission, which will be worth 25% of the assignment.

Participation

Participation is valued as meaningful contribution in the digital and tangible classroom, utilizing the resources and materials presented to students as part of the course. Meaningful contribution requires students to be prepared in advance of each class session and to have regular attendance. Students must clearly demonstrate they have engaged with the materials as directed, for example, through classroom discussions, online discussion boards, peer-to-peer feedback (after presentations), interaction with guest speakers, and attentiveness on co-curricular and outside-of-classroom activities.
Regular class attendance is required throughout the program, and all absences will result in a lower participation grade for any affected CIEE course. Due to the intensive schedules for Open Campus and Short Term programs, absences that constitute more than 10% of the total course will result in a written warning.

Students who transfer from one CIEE class to another during the add/drop period will not be considered absent from the first session(s) of their new class, provided they were marked present for the first session(s) of their original class. Otherwise, the absence(s) from the original class carry over to the new class and count against the grade in that class.

For CIEE classes, excessively tardy (over 15 minutes late) students must be marked absent.

Attendance policies also apply to any required co-curricular class excursion or event, as well as to any required field placement. Students may not miss placement/work hours at an internship or service learning site unless approved in advance by the Academic Director and placement supervisor. All students must complete all of the requisite 100 minimum work hours on site at the internship or service learning placement to be eligible for academic credit.

Students who miss class for personal travel, including unforeseen delays that arise as a result of personal travel, will be marked as absent. No make-up or re-sit opportunity will be provided.

Attendance policies also apply to any required class excursion, with the exception that some class excursions cannot accommodate any tardiness, and students risk being marked as absent if they fail to be present at the appointed time.

Absences for classes will lead to the following penalties:
N.B. Course schedule is subject to change due to study tours, excursions, and local holidays. Final schedules will be included in the final syllabus provided to students on site.

**Weekly Schedule**

**Week 1**

**Class: 1.1** What are challenges and opportunities of international marketing?

- Core concepts / terms of art
- Global environmental drivers
- Case study: TBA Company in host country will be explored

**Class: 1.2** Marketing for a local (national) versus a global (multinational) audience

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<thead>
<tr>
<th>Percentage of Total Course Hours Missed</th>
<th>Minimum Penalty</th>
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<tr>
<td>Up to 10%</td>
<td>Participation graded as per class requirements</td>
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<tr>
<td>10 – 20%</td>
<td>Participation graded as per class requirements; 3% grade penalty &amp; written warning</td>
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<tr>
<td>More than 20%</td>
<td>Automatic course failure, and possible expulsion</td>
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Key factors that go into and distinguish both international trade frameworks and policy

Case study: TBA Company in host country will be explored

Readings: Czinkota, Chapters 1-2;

Week 2
Class: 2.1 The international marketing imperative

The international marketing plan

The role of culture

Case Study: TBA Company in host country will be explored

Readings: Czinkota, Chapters 3-4

Class: 2.2 Leveraging in international marketing

Analysis of resources and capabilities

Economic environment

Case Study: TBA Company in host country will be explored

Readings: Czinkota, Chapter 8

Class: 2.3 The political and legal environment

Consumer, industrial, and government markets

Readings: Czinkota, Chapter 5

Research Paper Outline Due

Week 3
Class: 3.1 The international marketing environment
Strategic planning

Case Study: TBA

Readings: Czinkota, Chapters 6-7

Class:  3.2  Analyzing people and markets

Market entry and expansion. Review all notes, readings, and articles to prepare for Midterm Exam

Readings: Czinkota, Chapter 9

Class:  3.3  Midterm Exam

Week 4

Class:  4.1  Key analysis

Microenvironment: industry and competition analysis

Microenvironment: market and consumer analysis

Marketing organization, implementation, and control

Case study: TBA Company in host country/city will be explored

Readings: Czinkota, Chapters 10

Class:  4.2  SWOT Analysis

Product management and global brands

Case Study: TBA Company in host country will be explored

Readings: Czinkota, Chapters 11, 12

Class:  4.3  Advertising, promotion, and sales
Pricing strategies and tactics
Readings: Czinkota, Chapters 13, 14

Research Paper Draft Annotated Bibliography Due

Week 5
Class: 5.1 International marketing strategies

Global distribution and logistics
Target market entry decisions
Case study: TBA Company in host country will be explored
Readings: Czinkota, Chapters 15
Marketing Plans will be presented in classes 5.1, 5.2 and 5.3

Class: 5.2 Joint ventures and alliances
Readings: Czinkota, Chapter 16

Class: 5.3 Social networks and communication
Case Study: TBA Company in host country will be explored
Readings: Czinkota, Chapter 17

Week 6
Class: 6.1 Going to the global market: Product, promotion, price, place
Leadership, corporate social responsibility, and sustainability
Case Study: TBA Company in host country will be explored
Readings: Czinkota, Chapter 18
Class: 6.2  Peer Review Session

In small groups students will discuss the content of their research and assist one another in improving and revising their research papers.

Bring a draft of your research paper today

Class: 6.3  New directions and challenges

In-class review of topics to date and discussion of future challenges in the field.

Research Paper Due

Course Materials
Readings

All readings and cases will be provided by the professor and emailed to the students

Required Textbook: