

Sílabo

1MN049 - International Marketing

I. Información general

Nombre del Curso: International Marketing
Código del curso: 1MN049
Departamento Académico: Marketing y Negocios Internacionales
Créditos: 2
Horas Teoría: 3
Horas Práctica: 0
Periodo Académico: 2023-01-PRE
Sección: A
Modalidad: Presencial
Idioma: Inglés
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II. Introducción

This course addresses the key factors that impact global marketing management including cultural, economic, political, infrastructure and population variables. Students will explore the inter-relationships among these variables and the implications on global marketing decision-making.

Students will evaluate opportunities and risks and issues related to market entry and distribution options, branding, pricing, global integration vs. local adaptive strategies and implementation of the marketing plan.

Most of the regions of the world will be explored with a particular emphasis placed on emerging markets such as China, India and Latin America.

The course will encompass critical thinking and creative problem solving incorporating a cross-cultural and adaptive perspective. The class format will consist of active class discussion on case studies, articles and today's global marketing issues.

The foundational course elements will cover international marketing theory, concepts, frameworks, and best practices for global marketing decision-making.

The course will culminate in a semester-long international collaborative project involving the application of Global Marketing Strategies in the development of an International Marketing Plan.

III. Logro de aprendizaje final del curso

This course aims to: introduce students to the fundamental principles of global marketing, give students a broad understanding of consumers on an international level and the marketing behavior of firms across borders, encourage students to question the limitations of marketing management in a global setting and

to suggest ways of overcoming its many problems, and develop practical skills by applying learned theories to real-world organizational problems.

This course is ideally suited to those students who wish to develop a sophisticated and critical understanding of global marketing theory. At the end of this course and having completed the essential reading and activities, students should be able to:

- Provide an understanding of the factors that impact international marketing such as population, culture, economics, infrastructure and politics, through the application of concepts, theories, frameworks and real-world examples.
- Understand how local and regional influences can affect building an effective and cohesive global brand and when local adaptations are needed.
- Understand the similarities and differences in the implementation of global marketing strategies for B2B and B2C marketing
- Learn how to develop, recognize, and assess highly effective international marketing strategies and plans.

IV. Unidades de aprendizaje

General introduction

Logro de Aprendizaje / propósito de la unidad:

Contenidos:

What is International marketing?

Logro de Aprendizaje / propósito de la unidad:

Contenidos:

PESTEL analysis

Logro de Aprendizaje / propósito de la unidad:

Contenidos:

What is the influence of culture on international marketing?

Logro de Aprendizaje / propósito de la unidad:

Contenidos:

- Language
- Religion
- Values and Attitudes
- Education

- Social Organizations
- Technology and Material Culture
- Law and Politics
- Aesthetics

Terpstra and Sarathy Cultural Framework

Logro de Aprendizaje / propósito de la unidad:

Contenidos:

The International Market Entry Evaluation Process

Logro de Aprendizaje / propósito de la unidad:

Contenidos:

- Country Identification
- Preliminary Screening
- In-Depth Screening
- Final Selection
- Direct Experience

The International Marketing Mix

Logro de Aprendizaje / propósito de la unidad:

Contenidos:

- PRODUCT
- PRICE
- PLACE
- PROMOTION

V. Estrategias Didácticas

Teacher presentations

Class preparation, participation and attendance

Midterm exam

Written analysis and presentations of different in-class cases

International Marketing final project

VI. Sistemas de evaluación



Nombre evaluación	%	Fecha	Criterios	Comentarios
1. Work in class	50			
2. Mid-term exam	20			
3. Final project	30			

VII. Cronograma referencial de actividades

Unidades de aprendizaje	Contenidos y actividades a realizar	Recursos y materiales	Evaluaciones
Semana 1: del 20/03/2023 al 25/03/2023			
Semana 2: del 27/03/2023 al 01/04/2023			
Semana 3 con feriados el jueves 06, viernes 07 y sábado 08: del 03/04/2023 al 08/04/2023			
Semana 4: del 10/04/2023 al 15/04/2023			
Semana 5: del 17/04/2023 al 22/04/2023			
Semana 6: del 24/04/2023 al 29/04/2023			
Semana 7: del 01/05/2023 al 06/05/2023			
Semana 8 de exámenes parciales: del 08/05/2023 al 13/05/2023			
Semana 9: del 15/05/2023 al 20/05/2023			
Semana 10: del 22/05/2023 al 27/05/2023			
Semana 11: del 29/05/2023 al 03/06/2023			
Semana 12: del 05/06/2023 al 10/06/2023			
Semana 13: del 12/06/2023 al 17/06/2023			
Semana 14: del 19/06/2023 al 24/06/2023			
Semana 15 con feriado jueves 29: del 26/06/2023 al 01/07/2023			
Semana 16 de exámenes finales: del 03/07/2023 al 08/07/2023			

VIII. Referencias bibliográficas

Obligatoria

Terpstra, V & Sarathy, R. (2001). *International Marketing, 8th edn*. Chicago IL: Dryden Press.

Recomendada

Keegan (1997). *Marketing internacional*. Madrid: Ed. Prentice-Hall.