



INTERNATIONAL TRADE

PRESENTATION AND OBJECTIVES OF THE COURSE

Decisions taken at the beginning of an export process will determine the future success or failure of a company willing to go abroad.

International Trade II focuses in the entry strategies to international markets. We will study what are the steps we need to take, as exporters, to make sure that our presence abroad is successful and sustainable.

Unit 1: Going International

- 1.1. Reasons for going abroad
- 1.2. Are we ready? The export diagnosis

Unit 2: Exports: Initial Stages

- 2.1. Selling through trading companies
- 2.2. Piggyback sales
- 2.3. Direct Sales
- 2.4. Export Consortia

Unit 3: Exporting through agents

- 3.1. When shall we work with an agent?
- 3.2. Recruitment and contract
- 3.3. Key facts to succeed
- 3.4. The salaried agent

Unit 4: Exporting through distributors

- 4.1. The distributor: why so many companies are exporting through distributors?
- 4.2. Exclusive and non-exclusive agreements
- 4.3. How to develop a marketing plan with a distributor
- 4.4. Sales performance
- 4.5. Beyond a supplier-customer relationship

Unit 5: Entering in other markets in cooperation with other companies

- 5.1. Licensing

- 5.2. Franchising
- 5.3. The Joint Venture

Unit 6: Investing abroad

- 6.1. The sales subsidiary: transfer prices, legal status
- 6.2. Manufacturing (and selling) in the country of destination
- 6.3. Project valuation
- 6.4. Acquisition of a company

Unit 7: Countertrade

- 7.1. Introduction to Countertrade
- 7.2. Commercial countertrade
- 7.3. Industrial countertrade

BIBLIOGRAPHY

- Root, Franklin R.: *Entry Strategies for International Markets*
Jossey-Bass, 1994
- Branch, Alan: *Export Practice and Management*
Thomson, 2006 5th ed.
- Albaum, Gerald / Duerr, Edwin / Strandkov, Jesper: *International Marketing and Export Management*
Prentice Hall, 2005, 5th ed.
- Cateora, Philip R. / Graham, John L.: *International Marketing*
Mc Graw Hill, 2005, 12th ed.
- Díez Vergara, Marta: *Manual práctico de comercio internacional*
Ediciones Deusto, 1996
- Esteban de la Rosa, Gloria: *Comercio Internacional Compensado (Normas y estrategias empresariales)*
Atelier, 2005

INTERNATIONAL TRADE

GRADING POLICY:

- Participation and class attendance: 10%
- Preparation of cases, articles and exercises: 25%
- Final Exam: 65%

Student participation and homework is essential for the development of the course. Students will be requested to prepare an assignment based on a case or an article before its discussion in class.

Minimal grade needed to be obtained at the final exam, in order to consider the remaining course grading elements, is 4.0.

In the event of an evaluation in September, the grading policy will be as follows:

- Preparation of a special assignment : 30%
- Final Exam: 70%

The special assignment should be delivered before the Final Exam in September, and minimal grade needed to be obtained at the final exam, in order to consider the remaining course grading elements, will be 4.0.