

## TEACHING PLAN FOR

### • NEW TRENDS IN INTERNATIONAL MARKETING

#### 1. Basic Description

**Name of the course:** New Trends in International Marketing

**Academic year:** 2018–2019

**Term:** 1st

**Code:** 80129

**Degree / Course:** International Business Programme

**Contact hours:** 40

**Number of ECTS credits:** 6

**Total number of hours committed:** 150

**Teaching language:** English

**Lecturers:** Isabel Martínez, Cosentino Ramos

**Timetable:**

Monday 3.30–5.45 pm

Wednesday 3.30–5.45 pm

**Office hours:** Monday and Wednesday 6.00–7.00 pm

#### 2. Course Overview

This course aims to ensure that students understand new trends in the marketing arena and appreciate their relevance to business and the global economy. By linking theory and practice, the course gives students an *international perspective* and hands-on experience developing new marketing trends.

The course has the following main **learning objectives**:

- Equip students with the necessary skills, framework and knowledge in the field of new trends in international marketing and business for them to acquire the knowledge and spirit required to implement new marketing plans.
- Set the context for international marketing and ensure that students understand the role and importance of SMEs in the economic and social development of countries and regions.
- Increase students' knowledge of the characteristics of global marketing as a living science.

- Ensure that students understand the importance of the planning process and learn how to develop, write and present an effective marketing plan.

### 3. Competences to Be Worked on in the Course

| General competences  | Specific competences  |
|--|---|
| <p data-bbox="204 517 568 551">Instrumental competences</p> <p data-bbox="108 584 740 645">G.I.1. Ability to search, analyse, assess and summarise information.</p> <p data-bbox="108 647 740 707">G.I.2. Ability to relate concepts and knowledge from different areas.</p> <p data-bbox="215 741 632 775">Generic personal competences</p> <p data-bbox="108 808 740 869">G.P.2. Ability to manage behaviour and emotions.</p> <p data-bbox="108 871 421 904">G.P.4. Critical attitude.</p> <p data-bbox="108 907 480 940">G.P.5. Ability to empathise.</p> <p data-bbox="108 943 539 976">G.P.6. Ability to foresee events.</p> <p data-bbox="204 999 624 1032">Generic systemic competences</p> <p data-bbox="108 1066 552 1099">G.S.1. Ability to apply creativity.</p> <p data-bbox="108 1102 740 1184">G.S.7. Promotion of and respect towards multicultural values: respect, equality, solidarity, commitment.</p> <p data-bbox="108 1187 740 1270">G.S.8. Promotion of and respect for gender, environmental and safety-at-work issues.</p> <p data-bbox="215 1292 612 1326">Competences for applicability</p> <p data-bbox="108 1359 740 1420">G.A.2. Ability to use quantitative criteria and qualitative insights when taking decisions.</p> <p data-bbox="108 1422 740 1482">G.A.3. Ability to search and exploit new information sources.</p> <p data-bbox="108 1485 740 1545">G.A.4. Ability to understand and apply the network concept.</p> | <p data-bbox="842 517 1193 551">Professional competences</p> <p data-bbox="767 584 1489 680">E.P.1. Ability to understand the decisions taken by economic agents and their interaction in the markets.</p> <p data-bbox="767 683 1489 808">E.P.5. Ability to take strategic managerial decisions while taking into account the economic, cultural, social and political determinants specific to a particular area.</p> |

The above competences reflect the basic competences set out in Royal Decree 1393/2007, namely:

- Competence to **comprehend knowledge, on the basis of general secondary education.**
- Competence to **apply knowledge** to day-to-day work in international management or marketing, in particular the ability to develop and defend arguments and to solve problems.
- Competence to **gather and interpret** relevant **data**, enabling the development of critical judgements on the economic and social reality.
- Competence to **communicate and transmit information** (ideas, problems, solutions) to a specialist and non-specialist audience.
- Competence to **develop learning activities** in a relatively autonomous manner.

The competences worked on in the course are divided into two groups: those seen as a development or specification of a basic competence; and those that hone graduates' professional profile with respect to general and specific competences.

**Basic competence: understanding of knowledge**

General competences G.A.2: Ability to use quantitative criteria and qualitative insights when taking decisions.

Specific competences E.P.1: Ability to understand the decisions taken by economic agents and their interaction in the markets.

**Basic competence: application of knowledge**

General competences

G.I.2: Ability to relate concepts and knowledge from different areas.

G.S.1: Ability to apply creativity.

**Basic competence: gather and interpret data**

General competences

G.I.1: Ability to search, analyse, assess and summarise information.

G.P.6: Ability to foresee events.

G.A.3: Ability to search and exploit new information sources.

**Basic competence: communicate and transmit information**

General competences G.P.5: Ability to empathise.

**Basic competence: develop learning activities**

General competences G.P.4: Critical attitude.

**Competences that hone graduates' professional profile which are not included under basic competences**

In general, these competences combine the following key elements for honing students' professional profile in the area of international business and marketing:

- Provide students with the capacity to adapt to dynamic teams and environments.
- Provide students with the capacity to create their own integral vision of the operation of a business or international marketing project.
- Provide students with the capacity to take complex decisions and carry out negotiation processes.

**I. General competences**

- G.P.2: Ability to manage behaviour and emotions.
- G.S.7: Promotion of and respect towards multicultural values: respect, equality, solidarity, commitment.
- G.S.8: Promotion of and respect for gender, environmental and safety at work issues
- G.A.4: Ability to understand and apply the network concept.

II. Specific competences E.P.5: Ability to take strategic managerial decisions while taking into account the economic, cultural, social and political determinants specific to a particular area.

Learning outcomes

Students will be able to develop marketing-mix strategies and define brand extension, communication strategies and distribution alternatives, while always striving to look forwards.

**4. Contents**

1. Introduction of Marketing
2. Globalization and International Marketing
3. Personal Branding
4. Innovation as a marketing tool
5. Marketing and Cross Cultural Management
6. Marketing in Retail and Multichannel Strategies
7. Digital Marketing
8. Neuro-marketing
9. Gamification
10. CSR as a marketing strategy
11. Segmentation/ Sociologic Trends/ CRM

**5. Assessment**

- **60% Exams (20% midterm exam and 40% final exam)**
- **20% Case studies / Entries**
- **20% project**

| Assessment elements        | Time period    | Type of assessment |          | Assessment agent |                 |               | Type of activity | Grouping |           | Weight (%) |
|----------------------------|----------------|--------------------|----------|------------------|-----------------|---------------|------------------|----------|-----------|------------|
|                            |                | Mandatory          | Optional | Lecturer         | Self-assessment | Co-assessment |                  | Ind.     | Group (#) |            |
| Exams                      | Assigned dates | X                  |          | X                | X               |               | Test             | x        |           | 60%        |
| Attendance & participation | Every day      | X                  |          | X                | X               |               | Participation    | x        |           | 10%        |
| Case studies               | Every week     | X                  |          | X                | X               |               | Reading          | x        |           | 10%        |
| Project                    | Assigned date  | X                  |          | X                |                 | X             | Project          |          | x         | 20%        |

**It is required to obtain a weighted minimum grade of 4.0 in the continuous evaluation activities. If the weighted continuous evaluation grade is below 4.0, this score will become the final course grade.**

### Resits

In accordance with ESCI-UPF academic regulations, students whose weighted final grade for the regular term evaluation is below 5.0 but whose grade for the continuous evaluation activities (quizzes, assigned exercises and case studies, midterm exam and group project) is above 4.0 will be required to retake their final exam, which will account for 40% of their total final grade. The rest of their final total grade will be made up of their grades in the other areas of continuous evaluation.

**Any students found copying and/or plagiarising work, in whole or in part, will fail the subject. They will receive a final grade of zero and will not be allowed to take the make-up exam. In accordance with the UPF Disciplinary Rules and Regulations for Students, other additional sanctions may apply depending on the seriousness of the offence.**

### Working competences and assessment of learning outcomes:

|              | GI1 | GI2 | GP2 | GP4 | GP5 | GP6 | GS1 | GS7 |
|--------------|-----|-----|-----|-----|-----|-----|-----|-----|
| Project      | x   | x   | x   | x   | x   | x   | x   | x   |
| Case studies | x   | x   | x   | x   | x   | x   | x   | x   |
| Final exam   | x   | x   | x   | x   | x   | x   | x   | x   |

|              | GS8 | GA2 | GA3 | GA4 | EP1 | EP5 | Learning outcomes |
|--------------|-----|-----|-----|-----|-----|-----|-------------------|
| Project      | x   | x   | x   | x   | x   | x   | x                 |
| Case studies | x   | x   | x   | x   | x   | x   | x                 |
| Final exam   | x   | x   | x   | x   | x   | x   | x                 |

## 6. Bibliography and Teaching Resources

- Recommended bibliography:
  - o Kim, W.C., and R. Maubourgne. *Blue Ocean Strategy*. Boston: Harvard Business School Publishing Corporation, 2005.
  - o Friedman, T.L. *Hot, Flat and Crowded*. New York: Farrar, Straus and Giroux, 2008.
  - o Isaacson, W. *Steve Jobs: A Biography*. New York: Simon & Schuster, 2011.

- o Martínez-Barea, J. *El mundo que viene*. Barcelona: Ediciones Gestión 2000, 2014.

## 7. Methodology

- Face-to-face (in the classroom):
  - Every week there will be 2 hours of work on case studies. Students are expected to attend and participate.
  - Every week we will discuss news about international marketing new strategies.
  - Students will prepare weekly assignments (some individually, some in groups) for discussion during the seminar classes.
- Directed (outside the classroom)
  - Prepare news and lessons
  - Prepare final project

## 8. Timetable (Tentative)

| Week   | Activity in the classroom<br>Grouping/type of activity   | Activity outside the classroom<br>Grouping/type of activity   |
|--------|--|---|
| Week 1 | <ul style="list-style-type: none"> <li>- Introduction – Syllabus</li> <li>- Case Study0 - Cosentino</li> </ul>   | <ul style="list-style-type: none"> <li>- Entry 1. Cosentino</li> </ul>                                    |
| Week 2 | <ul style="list-style-type: none"> <li>- Lesson 1: Introduction of Marketing</li> <li>- Case Study 1 – Disney</li> </ul>                               | <ul style="list-style-type: none"> <li>-Entry 2 Disney Case study</li> </ul>                              |
| Week 3 | <ul style="list-style-type: none"> <li>- Lesson 2: Globalization and International Marketing</li> <li>- Lesson 3: Cross Cultural Management</li> </ul> | <ul style="list-style-type: none"> <li>- Entry 3: News</li> <li>- Entry 4: Exercise CCM</li> </ul>        |
| Week 4 | <ul style="list-style-type: none"> <li>- Lesson 4: Digital Marketing</li> <li>- Case Study 2 – Sainsbury in Egypt</li> </ul>                           | <ul style="list-style-type: none"> <li>- Entry 5: News</li> <li>- Entry 6: Sainsbury</li> </ul>           |
| Week 5 | <ul style="list-style-type: none"> <li>- Lesson 5: Personal Branding</li> <li>- Personal Branding exercise</li> </ul>                                  | <ul style="list-style-type: none"> <li>- Entry 7: News</li> <li>- Entry 8: Your personal brand</li> </ul> |
| Week 6 | <ul style="list-style-type: none"> <li>- Lesson 6: Retail Marketing and Multichannel</li> <li>- Case Study 3: Zara</li> </ul>                          | <ul style="list-style-type: none"> <li>- Entry 9: News</li> <li>- Entry 10: Zara</li> </ul>               |
| Week 7 | <ul style="list-style-type: none"> <li>- MID TERM EXAM</li> <li>- Lesson 7: Market Places</li> </ul>   | <ul style="list-style-type: none"> <li>- Entry 11: News</li> <li>- Entry 12: Alibaba</li> </ul>           |
| Week 8 | <ul style="list-style-type: none"> <li>- Lesson 8: Innovation</li> <li>- Lesson 9: Gamification</li> </ul>   | <ul style="list-style-type: none"> <li>- Entry 13: News</li> <li>- Entry 14: Retail Tour</li> </ul>       |

|                |  |   |
|----------------|--|---|
| <b>Week 9</b>  | <ul style="list-style-type: none"> <li>- Lesson 10: CSR Corporate Social Responsibility</li> <li>- Lesson 11: Neuromarketing, nEthnography.</li> </ul> | <ul style="list-style-type: none"> <li>- Entry 15: News</li> <li>- Entry 16: CSR</li> </ul>                 |
| <b>Week 10</b> | <ul style="list-style-type: none"> <li>- Group Presentations</li> <li>- Group Presentations</li> </ul>   | <ul style="list-style-type: none"> <li>- Entry 17: News</li> <li>-Entry 18: Upload Presentation</li> </ul>  |
| <b>Week 11</b> | <ul style="list-style-type: none"> <li>- Group Presentations</li> </ul>  | <ul style="list-style-type: none"> <li>- Entry 19: News</li> <li>- Entry 20: Recap Presentation.</li> </ul> |