

80129 - New Trends in International Marketing

TEACHING PLAN

1. Basic description

Name of the course: New Trends in International Marketing

Academic year: 2019–2020

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: Marta Ortega

Timetable:

Monday 2.15–4.30 pm

Wednesday 2.15–4.30 pm

Office hours: Monday 4.30–5.30 pm

2. Presentation of the course

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 in the course

General competences	Specific competences
Instrumental competences	Professional competences

<p>G.I.1. Ability to search, analyse, assess and summarise information. G.I.2. Ability to relate concepts and knowledge from different areas.</p> <p style="text-align: center;">Generic personal competences</p> <p>G.P.2. Ability to manage behaviour and emotions. G.P.4. Critical attitude. G.P.5. Ability to empathise. G.P.6. Ability to foresee events.</p> <p style="text-align: center;">Generic systemic competences</p> <p>G.S.1. Ability to apply creativity. 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.</p> <p style="text-align: center;">Competences for applicability</p> <p>G.A.2. Ability to use quantitative criteria and qualitative insights when taking decisions. G.A.3. Ability to search and exploit new information sources. G.A.4. Ability to understand and apply the network concept.</p>	<p>E.P.1. Ability to understand the decisions taken by economic agents and their interaction in the markets. 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>
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The above competences reflect the basic competences set out in Royal Decree 1393/2007, namely:

- a. Competence to **comprehend knowledge, on the basis of general secondary education**.
- b. 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.
- c. Competence to **gather and interpret relevant data**, enabling the development of critical judgements on the economic and social reality.
- d. Competence to **communicate and transmit information** (ideas, problems, solutions) to a specialist and non-specialist audience.
- e. 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 to International Marketing
2. The 4th Industrial Revolution
3. Innovation as a Marketing Tool
4. International Marketing Plan
5. Digital Marketing
6. Design Thinking
7. Neuromarketing
8. Cross Cultural Marketing
9. Personal Branding

5. Assessment

- **60% Exams (20% midterm exam and 40% final exam)**
- **25% Final team project**
- **15% News presentation, use cases and participation**

Assessment elements	Time period	Type of assessment		Assessment agent			Type of activity
		Mandatory	Optional	Lecturer	Self-assessment	Co-assessment	
Exams	Assigned dates	X		X	X		Test
Participation, news presentation and use cases	Every day	X		X	X		Participation
Final Team Project	Assigned date	X		X		X	Project

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 offense.

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:
 - Kim, W.C., and R. Maubourgne. *Blue Ocean Strategy*. Boston: Harvard Business School Publishing Corporation, 2005.
 - Friedman, T.L. *Hot, Flat and Crowded*. New York: Farrar, Straus and Giroux, 2008.
 - Isaacson, W. *Steve Jobs: A Biography*. New York: Simon & Schuster, 2011.
 - 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 4 hours of lessons. The content of the lessons will be divided in theoretical lectures, use cases, presentations, debates and workshops.

Directed (after the lessons):

At the beginning of the course, every student will have to prepare a presentation of news related

to International Marketing Trends. In every session, two students will be picked randomly to present the news in front of the class.

Team work on the final project.

8. Scheduled activities

Week 1	25-09-19	
	0. Presentation of the course and Syllabus <u>1. Introduction to International Marketing</u>	
Week 2	30-09-19	02-10-19
	<i>Presentation of International Marketing Trends news</i> <u>2. The 4th Industrial Revolution</u> <u>3. Innovation as a Marketing Tool</u>	<i>Presentation of International Marketing Trends news</i> <u>4. International Marketing Plan</u> Guidelines for the final team project
Week 3	07-10-19	09-10-19
	<i>Presentation of International Marketing Trends news</i> <u>5. Digital Marketing</u>	<i>Presentation of International Marketing Trends news</i> <u>5. Digital Marketing</u>
Week 4	14-10-19	16-10-19
	<i>Presentation of International Marketing Trends news</i> Debate: pros and	<i>Presentation of International Marketing Trends news</i> <u>6. Design Thinking</u>

	cons of Social Media as a Marketing Tool	
Week 5	21-10-19	23-10-19
	<i>Presentation of International Marketing Trends news</i> Design Thinking Workshop	MID TERM EXAM
Week 6	28-10-19	30-10-19
	<i>Presentation of International Marketing Trends news</i> Use Case	<i>Presentation of International Marketing Trends news</i> <u>7. Neuromarketing</u>
Week 7	04-11-19	06-11-19
	<i>Presentation of International Marketing Trends news</i> Research and presentation of neuromarketing use cases by the students	<i>Presentation of International Marketing Trends news</i> <u>8. CSR as a Marketing Strategy</u>
Week 8	11-11-19	13-11-19
	<i>Presentation of International Marketing Trends news</i> Use Case	<i>Presentation of International Marketing Trends news</i> <u>9. Cross Cultural Marketing</u>
Week 9	18-11-19	20-11-19
	<i>Presentation of International</i>	<i>Presentation of International</i>

	<i>Marketing Trends news</i> <u>10. Personal Branding</u>	<i>Marketing Trends news</i> Work on the presentations of the final project supervised by the lecturer
	22-11-19**	
	FINAL PROJECT PRESENTATIONS	
Week 10	*	*
Week 11	2-12-19	3-12-19**
	FINAL PROJECT PRESENTATIONS	FINAL PROJECT PRESENTATIONS

* There won't be lessons on the 10th week due to lecturers' business commitments abroad.

** The lessons will be extraordinary re-taken on the 9th and 11th week of the course on the same schedule.