1. Basic description

**Name of the course:** New Trends in International Marketing  
**Academic year:** 2015-2016  
**Term:** First  
**Code:** 80129  
**Degree / Course:** International Business Program  
**Contact hours:** 40  
**Number of ECTS credits:** 6  
**Total number of hours committed:** 150  
**Teaching language:** English  
**Lecturers:** Isabel Martínez-Cosentino Ramos  
**Timetable:**  
Monday, 15:45 – 18:00 h.  
Wednesday, 15:45 – 18:00 h.  

**Office Hours:** Monday and Wednesday 18:00 to 19:00 h

2. Presentation of the course

The purpose of this course is to understand the new trends in the marketing arena and its relevance in the global business and economy. By linking theory and practice the course aims to provide students an international perspective and a hands-on experience in the development of new marketing trends.

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

- Build the skills, framework and knowledge in international marketing and new trends in business in order to acquire the knowledge and spirit for implementing new marketing plans.
- Set the context for international marketing and understand the role and importance of the small to medium sized enterprises in the economic and social development of countries and regions;
- Gain knowledge on the characteristics of global marketing and understand that is an alive science.
- Understand the importance of the planning process and learn how to develop, write and present an effective marketing plan.
### 3. Competences to be achieved in the course

<table>
<thead>
<tr>
<th>General competences</th>
<th>Specific competences</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Instrumental competences</strong></td>
<td><strong>Professional competences</strong></td>
</tr>
<tr>
<td>G.I.1. Ability to search, analyse, assess and summarise information.</td>
<td>E.P.1. Ability to understand the decisions taken by economic agents and their interaction in the markets.</td>
</tr>
<tr>
<td>G.I.2. Ability to relate concepts and knowledge from different areas.</td>
<td>E.P.5. Ability to take strategic managerial decisions whilst taking into account the economic, cultural, social and political determinants specific to a particular area.</td>
</tr>
<tr>
<td><strong>Generic personal competences</strong></td>
<td></td>
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<tr>
<td>G.P.6. Capacity to foresee events.</td>
<td></td>
</tr>
<tr>
<td><strong>Generic systemic competences</strong></td>
<td></td>
</tr>
<tr>
<td>G.S.1. Ability to apply creativity.</td>
<td></td>
</tr>
<tr>
<td>G.S.7. Promotion of and respect toward multicultural values: respect, equality, solidarity, commitment.</td>
<td></td>
</tr>
<tr>
<td>G.S.8. Promotion of and respect for gender, environmental and safety at work issues</td>
<td></td>
</tr>
<tr>
<td><strong>Competences for applicability</strong></td>
<td></td>
</tr>
<tr>
<td>G.A.2. Ability to use quantitative criteria and qualitative insights when taking decisions.</td>
<td></td>
</tr>
<tr>
<td>G.A.3. Ability to search and exploit new information sources.</td>
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<tr>
<td>G.A.4. Ability to understand and apply the network concept.</td>
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</tbody>
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**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, 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 specialised and non-specialised public.

**e. competence to develop learning activities** in a relatively autonomous manner.

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In order to establish a correspondence between the basic competences and those developed in the degree, these are grouped according to two criteria. Thus, the competences developed in the subject are structured into those that are seen as a development or specification of basic competences and those that define the professional profile of the graduate, 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: Capacity 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: Capacity for empathising.

Basic competence: develop learning activities

General competences G.P.4: Critical attitude.

Competences that define the professional profile which are not included under basic competences

In general, these competences combine the following key elements for professionalising students 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 toward 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 whilst taking into account the economic, cultural, social and political determinants specific to a particular area.
Own competences of the subject

To be able to develop the marketing-mix strategy, define the brand extension as well as the communication strategies and distribution alternatives, striving to look towards.

4. Contents

1. Globalization and International Marketing
2. New Marketing perspectives
3. Innovation as a marketing tool
4. Marketing and Cross Cultural Management
5. Marketing in Retail and Multichannel Strategies
6. Digital Marketing
7. Neuro-marketing
8. CSR as a marketing strategy
9. Segmentation/ Sociologic Trends/ CRM
   - Trends in Services (Tourism/ Health / aviation)

5. Assessment

- 60% Exams (20% Mid Term Exam and 40% Final Exam)
- 10% Attendance and Participation
- 10% Case Studies
- 20% Project

<table>
<thead>
<tr>
<th>Assessment elements</th>
<th>Time period</th>
<th>Type of assessment</th>
<th>Assessment agent</th>
<th>Type of activity</th>
<th>Grouping</th>
<th>Weight (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exams</td>
<td>Assigned dates</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>Test</td>
<td>x</td>
</tr>
<tr>
<td>Attendance &amp; Participation</td>
<td>Every day</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>Participation</td>
<td>x</td>
</tr>
<tr>
<td>Case Studies</td>
<td>Every week</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>Reading</td>
<td>x</td>
</tr>
<tr>
<td>Project</td>
<td>Assigned date</td>
<td>X</td>
<td>x</td>
<td>X</td>
<td>Project</td>
<td>x</td>
</tr>
</tbody>
</table>

6. Bibliography and teaching resources

- Recommended bibliography:
  o THOMAS L. FRIEDMAN “Hot, flat and crowded” · USA · Published by Farrar, Straus and Giroux · 2008
7. Methodology

- Face-to-face (in the classroom):
  - Weekly there will be 2 hours of Case Study. Students are expected to attend and participate.
  - Weekly we will discuss news about international marketing new strategies
  - Students will prepare weekly assignments, some individually, some in group, which will be discussed during the seminar classes.

- Directed (outside the classroom)
  - Prepare News and Lessons
  - Prepare final project

8. Tentative schedule of activities

<table>
<thead>
<tr>
<th>Week</th>
<th>Activity in the classroom</th>
<th>Activity outside the classroom</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Grouping/type of activity</td>
<td>Grouping/type of activity</td>
</tr>
<tr>
<td>Week 1</td>
<td>Introduction – Syllabus -Case Study0 - Cosentino</td>
<td></td>
</tr>
</tbody>
</table>
| Week 2 | - Lesson 1: Globalization and International Market Due News of the week  
          - Case Study 1 – Nike | - Due News of the week         |
| Week 3 | - Lesson 2: New marketing Perspective 6 p’s  
          - Case Study 2 – Euro Disney | - Due News of the week         |
| Week 4 | - Lesson 3: Innovation as a Marketing Tool  
          - Case Study 3 – Steve Jobs | - Due News of the week  
          - Blue Oceans         |
| Week 5 | - Lesson 4: Cross Cultural Management  
          - Case Study 4 – International Negotiator | - Due News of the week         |
| Week 6 | - Lesson 5: Retail and Multichannel  
          - Retail Tour | - Due News of the week         |
| Week 7 | - MID TERM EXAM  
          - Lesson 6: Digital Marketing |                               |
| Week 8 | - Lesson 7: Neuromarketing  
          - Presentations Group 1 / 2 / 3 | - Due News of the week         |
| Week 9 | - Lesson 8: CSR Corporate Social Responsibility  
          - Presentations Group 4 / 5 / 6 | - Due News of the week         |
| Week 10 | - Lesson 9: Segmentation / Sociologic Trends / CRM Due News of the week  
          - Presentations Group 7 / 8 / 9 / 10 | - Due News of the week         |
| Week 11 | - Lesson 10: Trends in Services | - Due News of the week         |