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# International Marketing

**Professor:** Alberto Lempira Guevara

**Guest Professor:** Valentí Camps

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**Office hours:** by appointment

**Course Type:** Compulsory

**Credits:** 3 ECTS

**Term:** 2<sup>nd</sup>

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## 1. COURSE PRESENTATION

### Course Description

International Marketing course focuses on challenges and opportunities of marketing new and existing products and services to the global marketplace. It builds on the knowledge acquired in former academic courses and applies key marketing concepts in the international business context. It introduces students to international-level strategic and operational marketing tools and decision and influence techniques for international markets.

### Objectives

The course accomplishes its objectives through lectures, analyses and discussions of real business cases of actual global marketing issues, and through the establishment of a company's international marketing strategy. It pays special attention to variations from home-country marketing and to strategies used by international marketers. Specifically, the course analyzes the impact of cultural, economic, technological, political, and legal differences on the international marketing process.

On successful completion of this course students should be able to:

- Understand the nature of international marketing strategy and its linkages to corporate strategy vis-à-vis local and national marketing strategy.

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- Develop analytical frameworks in the screening of national markets defining the key factors in the firm's internationalization process by evaluating the international business environment, stressing particularly the economic and cultural dimensions.
- Discuss the complexities and paradoxes that are prevalent in so many successful and failing international marketing operations.
- Explore the tensions in adopting a global standardized action as opposed to a locally responsive action in international marketing and relate these to the overall corporate strategy of companies.
- Consider ethical and social responsibility issues, in the development and implementation of an international marketing strategy

## Competences/Learning Objectives

### BASIC COMPETENCES

CB7. That students know how to apply the acquired knowledge and their ability to solve problems in new or little-known environments within broader (or multidisciplinary) contexts related to their area of study.

CB9. That students know how to communicate their conclusions and their knowledge and reasons that support them to specialized and non-specialized audiences in a clear and unambiguous way.

CB10. That students possess the learning skills that allow them to continue studying in a way that will be largely self-directed or autonomous.

### GENERAL COMPETENCES

#### **Instrumental skills**

G1. Search, analysis, evaluation and synthesis of information. Managing the information acquired from its analysis, its assessment and the synthesis of that information.

G2. Relate concepts, knowledge and tools from different areas.

G3. Communicate orally and in writing in English

#### **Personal generic competencies**

G4. Leadership and management capacity of multicultural, interdisciplinary, competitive, changing and complex groups.

CB8. That students are able to integrate knowledge and face the complexity of formulating

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judgments based on information that, being incomplete or limited, includes reflections on the social and ethical responsibilities linked to the application of their knowledge and judgments

### **Systemic generic competencies**

G7. Understand an organization with a global perspective.

G8. Implement initiatives and changes within an organization.

### **Competencies for applicability**

G10. Make the knowledge and skills acquired effective in an advanced way.

G11. Apply quantitative criteria and qualitative aspects in decision making.

G13. Organize and manage time efficiently in the development of tasks.

### **SPECIFIC COMPETENCES**

E4. Analyze, synthesize and interpret the data and master its application in the analysis of the business potential of a country.

E6. Recognize and identify sources of information and international documentation (public and private) on the business potential of a country and a sector of economic activity.

E7. Evaluate and select the pool of countries with potential for the internationalization of the company, identifying the strategic fit of the company with the opportunity that each one represents.

E9. Analyze in depth the sector, competition, market, consumer, and distribution of each preselected country.

E13. Define and develop a market research project for decision making in an international business environment.

E14. Design, organize and manage the sales force that will be deployed in new markets.

### **LEARNING OUTCOMES**

- Analyze the macro and micro environment of a company at an international level, as well as the most interesting sectors and markets.
- Define the international marketing strategy of the company.
- Implement and control the international marketing strategy.
- Organize and direct the commercial and sales organization in international markets

## Related SDGs

SDG 5: Gender equality

SDG 8: Decent work and economic growth

SDG 9: Industry, innovation and infrastructure

## 2. COURSE LEARNING PLAN

### Methodology

Students are expected to be prepared and participate actively in class discussions. Therefore, students must read prior to the class session the material related to the content of the session.

Students of a specific group will work on the case study analyses and discussions and will elaborate and present the international marketing plan which will be part of the Master Thesis. Case discussions will be evaluated both as a group and on an individual basis. The group presentations will be evaluated and graded on a group basis.

Teaching resources

- Powerpoint slides for each session
- Articles related to subject and case studies

The competences, the learning outcomes, the assessment elements and the quality of the learning process included in this Teaching Plan will not be affected if during the academic trimester the teaching model has to switch either to an hybrid model (combination of face-to-face and on-line sessions) or to a complete on-line model.

Indicate whether you are using case-studies, class discussion, exercise... and explain the teaching method. The competences, the learning outcomes, the assessment elements and the quality of the learning process included in this Teaching Plan will not be affected if during the academic trimester the teaching model has to switch either to an hybrid model (combination of face-to-face and on-line sessions) or to a complete on-line model.

### Evaluation criteria

#### Regular term evaluation

The final grade will be determined by the weighted average of various continuous evaluation activities and a final exam.

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Assessment elements	Time period	Type of assessment		Assessment agent			Type of activity	Grouping		Weight (%)
		Comp	Opt	Teacher	Self-eval	Co-eval		Indiv.	Group	
Class act&individual work	Throughout the course	X		X			Conceptual and synthesis	X		20%
Int'l Marketing Plan partial submittal	Throughout the course	X		X			Application and synthesis	X	X	10%
Submittals and Discussions Business Cases	Throughout the course	X		X			Application and synthesis	X	X	10%
Int'l Marketing Plan final submittal and oral presentation	Throughout the course	X		X			Application and synthesis	X	X	20%
Final Exam (A minimum score of 4 is required)	Exam week	X		X			Conceptual and synthesis	X		40%

Students need to obtain a **minimum of 4 in the final exam** to pass the course. This condition applies to both the regular exam and the retake exam. The final course grade of students that do not obtain a minimum of 4 in the exam will be the minimum between 4 and the final grade computed from the different evaluation elements (with the weights set above).

### Retake conditions

Students that fail the evaluation of the course will have a retake exam opportunity that will be programmed in accordance with the academic calendar. If a student has to retake the exam, his **maximal grade for the course will be a 5,0 (out of 10,0)**.

### General Issues

Students are required to attend 80% of classes. Failing to do so without justified reason will imply a Zero grade in the participation/attendance evaluation item and may lead to suspension from the program.

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Students who fail the course during the regular evaluation are allowed ONE re-take of the evaluation, in the conditions specified above. If the course is again failed after the retake, the student will have to register again for the course the following year.

In case of a justified no-show to an exam, the student must inform the corresponding faculty member and the director(s) of the program so that they study the possibility of rescheduling the exam (one possibility being during the “Retake” period). In the meantime, the student will get an “incomplete”, which will be replaced by the actual grade after the final exam is taken. The “incomplete” will not be reflected on the student’s Academic Transcript.

Plagiarism is to use another’s work and to present it as one’s own without acknowledging the sources in the correct way. All essays, reports or projects handed in by a student must be original work completed by the student. By enrolling at ESCI UPF BSM Master of Science and signing the “Honor Code,” students acknowledge that they understand the schools’ policy on plagiarism and certify that all course assignments will be their own work, except where indicated, by correct referencing. Failing to do so may result in automatic expulsion from the program.”

## Calendar and Contents

**Total number of hours committed:** 30h of class + 45h of out-of-class work

**Timetable:** Tuesday 09.30 – 13.00

Topic 1 (Jan,9<sup>th</sup>): The Global Marketing Imperative

Topic 2 (Jan,16<sup>th</sup>): International Marketing Macro and Micro-environment .

Assignment Marketing Plan background

Topic 3 (Jan 23<sup>rd</sup>): Introduction to Digital Marketing: state of the art

Topic 4 (Feb,1st): Digital Marketing: Planning and setting up the scope of an International digital strategy.

Topic 5 (Feb,8th): International segmentation, targeting and positioning. Strategic Planning

Assignment: Int’l Marketing Plan Partial Submittal Topic 6 (Feb,15th): Global Product Management and Branding Topic 7 (Feb,22nd): Global Pricing

Assignment: Case HENKEL

Topic 8 (March,1st): Digital Marketing: Implementation, measurement and best practices. Differentiating audiences and markets.

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Topic 9 (March,8th): Global Sales Management. Global Promotional Strategies Topic 10 (March,15<sup>th</sup>):

Assignment: Case WAL-MART IN EUROPE Assignment: Int'l Marketing Plan  
Final Submittal

Final Exam (Date: To be confirmed)

**Total student workload (including self-study): 75**

### 3. PROFESSOR

#### **Alberto Lempira Guevara**

1. Marketing & Business Development Consultant. He is a Ph.D. in Business candidate at the Barcelona University (Spain), MSc. In Marketing from Pompeu Fabra University (Spain), he has a Postgraduate degree from Tecnocampus-UPF (Spain) in Digital Marketing, two Postgraduate degrees from INESDI Online Business School (Spain) in Inbound Marketing, Transmedia Storytelling/Branded Content and he has a Bachelor's degree in Production Engineering by Metropolitan University (Venezuela).
2. Alberto worked in Political Marketing for more than five years. He has also been working on user acquisition, CRO, digital strategy, and advertisement for the last eight years. He has worked as a consultant for the past years and is re-launching the consulting agency BoostingOut. He is the host of the @NotYourMarketer podcast.
3. Alberto is currently the academic coordinator of the Master of Science in Marketing at the Pompeu Fabra University.

#### 4. **Guest Professor – Professor Valentí Camps**

Graduate and MBA at ESADE and Universitat Politècnica de Catalunya. PADE (Top Management Program) at IESE. PDD at INSEAD and Universidad Complutense. Program Suppliers&Retailers at Harvard Business School. Member of Marketing Science Institute. Marketing and Sales Manager at PEPSICO and HENKEL. Vicepresident Sales&Marketing at VF Corporation, the largest world apparel company. Consultant in Strategic Management.

## 4. BIBLIOGRAPHY/RESOURCES/ READING MATERIALS

### Basic bibliography

- Czinkota, M. R. and Ronkainen, I. A. (2009). International Marketing. 9th Edition. South-Western College Pub.

### Supplementary bibliography

- Philip Kotler & K.C. Keller (2012). Marketing Management. 12th Edition. Prentice Hall.

### Teaching resources

- Power point slides slides for each session which will be uploaded in Aul@-Esci (Moodle platform)
- Articles related to subject
- Business case studies

Students are required to read all assigned cases and articles. Although the course will loosely follow Czinkota and Ronkainen's book listed in the basic bibliography section, there is no required text book for this course. Nevertheless, you will not need to buy or borrow any of these books to successfully complete the course.