

**SUBJECT SYLLABUS
ACADEMIC OVERVIEW
INTERNATIONAL SCHOOL OF ECONOMIC & ADMINISTRATIVE SCIENCES**

COURSE NAME AND CODE: International Marketing (81128)

PROGRAM:

Bachelor of Business Administration (BBA),

Bachelor of International Marketing & Logistics Administration (BIMLA)

Bachelor of International Business (BIB)

LEVEL OF STUDY: Undergraduate Programme

GENERAL ACADEMIC INFORMATION					
LATEST UPDATE	2020-2				
ACADEMIC DEPARTMENT	Marketing				
SUBJECT TYPE	Mandatory				
LANGUAGE	English				
SEMESTER	Programme	Semester			
	BBA	7			
	BIB	5			
	BIMLA	8			
NUMBER OF ACADEMIC CREDITS	3				
HOURS OF	144	Contact hours	48	Hours of independent/autonomous work	96

ACADEMIC WORK						
LEARNING PREREQUISITES	<ul style="list-style-type: none"> • Gerencia de mercadeo • English VII 					
INTERNATIONAL COMPONENT	<ul style="list-style-type: none"> • National and international standards, policies, regulations and mores related to the professional field. • Vocabulary and technical language to communicate in different cultural contexts. 					
SUSTAINABLE DEVELOPMENT GOALS (SDG)	SDG: 4. Quality Education					
COURSE DETAILS						
COURSE DESCRIPTION	Customize and design appropriate programs to reach international markets, taking into account socio-cultural aspects, socio-economic and political challenges, as well as issues of ethics and social responsibility in the marketing environment and complexities of commercial relations with other countries.					
KEY WORDS:	Marketing, investigation, internationalization, administration.					
COMPETENCES DEVELOPED	EICEA ILOS or Programme ILOS	Course ILOS	Type	Content	Teaching and Learning strategy	Assessment Method

	ILO 01 ILO 02 BIMLA ILO 07 BIMLA ILO 06	Analyses and formulates international marketing strategies in order to generate sustainable short and long-term benefits	Skill	Introduction to International markets World trade institutions and policies Cultural environment Political and legal environment Economic environment Strategic planning Organization Implementation and control	Theoretical Class	Formative Assessment
		Evaluates and select innovation strategies to expand and enter different types of international markets	Skill	International Research Forms of entry and expansion	Discovery Based Learning	Formative Assessment Summative Assessment
	ILO 03 BIMLA ILO 08	Acquires basic tools for the capture, retrieval, search, update, storage and organization of marketing information.	Knowledge	Product-service adaptation Export prices - Price escalation Integrated Communications of International Markets International Distribution	Theoretical Class	Formative Assessment
<p>ILO 01: Global Vision: Demonstrate an understanding of multicultural environments both in local and global contexts.</p> <p>ILO 02: Critical Thinking: Evaluate information using critical and analytical reasoning to address changing economic and business situations.</p> <p>ILO 03: Teamwork: Understand and work with others of different backgrounds to solve problems, develop meaningful relationships, and share knowledge.</p> <p>BIMLA ILO 07: Apply technical skills in marketing and logistics: Apply technical skills associated with marketing and logistics in the decision making process of the firm.</p> <p>BIMLA ILO 08: Understanding marketing tendencies in value chains: Understanding marketing tendencies and demonstrating ability to identify critical components in value chains.</p> <p>BIMLA ILO09: Communication: Communicate effectively in written and spoken manner in Spanish, English, and a third language.</p>						
BIBLIOGRAPHY	<ul style="list-style-type: none"> • Keegan, W., Green, M. Global marketing. Séptima Edición. Boston: Pearson Education; Prentice Hall. 2013. • Keegan, W. Márketing global. Quinta Edición. Madrid: Prentice Hall. 1997. • Keegan, W. Global Marketing Management. Séptima Edición. México: Prentice Hall International. 2002. • COMPLEMENTARIA: • Czinkota M., Ronkainen I. Marketing internacional. Octava Edición. México Cengage Learning Editores. 2008. • Lascu, Dana-Nicoleta. International marketing. Tercera Edición. Mason, OH: Cengage Learning. 2008. • Cateora, p., Gilly, m., Graham, J. International marketing. 16 Ed. New York: McGraw-Hill. 2013 					

