



# International Marketing (36h)

## Objectives

At the end of the course the student should be able to:

- to understand the concepts and characteristics of international marketing;
- to understand the influence of culture in the design of the marketing program and planning;
- analyze practical cases of the international insertion of companies.

## Syllabus

Exploration of the global market and competition at a global level. Decisions on entering the international market.

## Methodology

Lectures with the use of multimedia.

Individual and / or group work.

Case Studies.

## Program Content

1. Exploring the global market and competition at a global level
2. Decisions about entering the international market: which markets to join in
  - 2.1 How many markets to enter in
  - 2.2 Developed markets and developing markets
  - 2.3 Evaluation of potential markets



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3. Decisions about entering the international market: how to enter the market

3.1 Direct and indirect exports

3.2 Licensing

3.3 Joint-ventures

3.4 Direct investment

4. Decisions about entering the international market: the marketing program

4.1 Global similarities and differences

4.2 Market adaptation

4.3 Global Product Strategy

4.4 Global communication strategies, price and distribution

5. Effects of the country of origin

5.1 The construction of the country's image

5.2 Consumer perceptions about the country of origin

6. Decision on the form of marketing organization

6.1 Export Department

6.2 International division

6.3 Global Organization