

UNIVERSIDAD VERACRUZANA
Especialidad en Administración del
Comercio Exterior.

DATOS GENERALES
Nombre del Curso
Marketing and international competitiveness

PRESENTACIÓN GENERAL
Justificación
International trade has never before had such a broad and simultaneous impact among countries, companies and individuals; as it has today. In this context, the growing competition in national and international markets, coupled with the global economic crisis, generates greater knowledge and preparation needs of companies on market strategies in order to remain and compete in the race. That is why specialists in the administration of foreign trade should receive adequate preparation in this field.

OBJETIVOS GENERALES DEL CURSO
The general objective of the course is that the student can develop international marketing strategies, and also they will be able to asses global marketing opportunities.

UNIDADES, OBJETIVOS PARTICULARES Y TEMAS
UNIDAD 1
1. Introduction to International Strategic Marketing.
Objetivos particulares
To introduce the student to the basic concepts and background of International Marketing.
Temas
1.1. International Marketing: Concepts, objective and importance. 1.2. International Strategic Marketing. 1.3. Reasons for marketing abroad. 1.4. Differences between national and international Marketing. 1.5. International Marketing Plan.

UNIDAD 2
2. International Marketing Intelligence.
Objetivos particulares
That the student understands the need to analyze the information of their environment as a fundamental element to identify business opportunities.
Temas
2.1. Introduction. 2.2. Economic Environment. 2.3. Cultural Environment. 2.4. Legal-Political Environment. 2.5. The international competition. 2.6. Competitive Analysis and Strategy.

UNIDAD 3
3. International marketing strategy.
Objetivos particulares
<ul style="list-style-type: none"> • That the student is trained to identify and develop Strategic International Business Units. • That the student learn to adapt the marketing-mix strategy to an international environment.
Temas
3.1. Introduction. 3.2. International Segmentation. 3.3. Identification of International Opportunities: target market. 3.4. Entering the international markets. 3.5. International marketing mix.

UNIDAD 4
4. Formal Marketing Research.
Objetivos particulares
To develop a market research in the international field.
Temas
1.1 The Marketing Research Process. 1.2 Types of Marketing Research. 1.3 Data Collection. 1.4 Measurement Instruments. 1.5 Data Analysis. 1.6 Presenting Research Results.

TÉCNICAS DIDÁCTICAS Y ASPECTOS METODOLÓGICOS

I. Teaching.

The following teaching strategies will be applied: organization of collaborative groups, seminars, simultaneous dialogues, case studies, direction of practices, directed discussion, plenary, presentation with varied technological support, debates, commented reading, illustrations, conceptual maps, summaries, and problem-based learning.

II. Learning.

The following learning strategies will be applied:

- a) Cognitive: search for sources of information, consultation in sources of information, reading, synthesis and interpretation, case studies, concept maps, analogies, imitation of models, simple and cumulative repetition, hypothesis, research.
- b) Metacognitive: elaboration of personal logs in which it manifests what has been done, the form and the sense of doing it, group discussions around the mechanisms followed to learn and the difficulties encountered.

EQUIPO NECESARIO

- Mobile phone applications (Apps).
- Social networks.
- Multimedia computing resources.
- Personal computers.
- Projector.
- Internet connection.
- Blackboard.

BIBLIOGRAFÍA

1. Cateora, P., Gilly, M. & Graham, J. (2013). *International Marketing*. McGraw-Hill.
2. Doole, I. (2008). *International marketing strategy: analysis, developmente an implementation*. Cencage Learning.
3. Ghauri, P. & Cateora, P. (2014). *International Marketing*. McGraw-Hill.
4. Keegan, W. (2014). *Global Marketing Management*. Pearson.
5. Kother, P. & Trias de Bes, F. (2008). *Lateral marketing: new techniques for finding breakthrough ideas*.Wiley.
6. Parasauraman, A., Grewal, D. & Krishnan, R. (2006). *Marketing Research*. Cencage Learning.
7. Onkvisit, S. & Shae, J. (2007). *International Marketing: analysis and strategy*.

Taylor & Francis.

REFERENCIAS ELECTRÓNICAS (Última fecha de acceso:)

1. American Marketing Association. Disponible en: <http://www.ama.org> . Consultado: 12 de diciembre de 2018.
2. International Marketing Review. Disponible en: <http://emeraldinsight.com/loi/imr>. Consultado: 17 de diciembre de 2018.
3. Journal of International Business Studies. Disponible en: <http://www.jibs.net> Consultado el 15 de diciembre de 2018.
4. Journal of International Marketing. Disponible en: <https://www.jstor.org/journal/jintermarket>. Consultado el 15 de diciembre de 2018.
5. Journal of Marketing. Disponible en: <http://journals.ama.org/loi/jmkg>. Disponible el 15 de diciembre de 2018.
6. SEDECOP. Disponible en: <http://www.veracruz.gob.mx/desarrolloeconomico/> . Consultado: 10 de diciembre de 2018.

Otros Materiales de Consulta:

1. Publicaciones en twitter:
 - a. @AMAMxCity

EVALUACIÓN

SUMATIVA

Aspecto a Evaluar	Forma de Evaluación	Evidencia	Porcentaje
1. Final Project.	Content of the final project.	Development of the final project.	50%
2. Test.	Final test.	Results in the final test.	20%
3. Homework and research tasks.	Delivery of homework and research tasks assigned.	Results in the evaluation of the homework and research tasks.	20%
4. Participation in class and programmed activities.	Involvement in the activities in and out of class.	Results in the active participation of student.	10%
Total			100%