

CFGS COMERÇ INTERNACIONAL M17- INTERNATIONAL MARKETING

1. TIME LINE AND RELATIONSHIP OF EDUCATIONAL UNITS

MP17: INTERNATIONAL MARKETING				
EDUCATIONAL UNITS	Hours min +HLLD	Duration	Start Date	End Date
UF1 INTERNATIONALIZATION STRATEGIES FOR THE COMPANY	33h	33h	09-09-2022	22-11-2022
UF2 INTERNATIONAL OPERATIONAL MARKETING	44h	44 h	25-11-2022	31-03-2023
UF3 INTERNATIONAL MARKETING PLAN	22h	22 h	11-04-2023	30-05-2023

This module requires full-time dedication

UF1 INTERNATIONALIZATION STRATEGIES FOR THE COMPANY		
Learning Program	Hours	Learning outcomes
NF1: Selection, Analysis and diagnostic of foreign market	16	1
NF2: Target market segment and the positioning of the products	17	2

UF2: INTERNATIONAL OPERATIONAL MARKETING (44 h)		
Learning Program	Hours	Learning outcomes
NF1: Product	7	1
NF2: Price	7	2
NF3: Entry in foreign markets	10	3
NF4: Export support devices	10	4
NF5: Communication	10	5

UF3: INTERNATIONAL MARKETING PLAN (21 h)		
Learning Program	Hours	Learning outcomes
NF1: International marketing plan	22	1

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2. METHODOLOGICAL STRATEGIES AND MODULE ORGANIZATION

In order for the students to obtain the necessary skills for international e-business, the following methodologies of teaching will be given during the module:

Theoretical Classes

Classes focused on teaching the educational units of the module (Tools for creating an international marketing plan)

Practical Classes

The students will work in groups, individually and with the professor in real life cases, in class. These cases are focused on an extensive analysis to learn the expected skill and apply it correctly for future development of international marketing.

Case Studies and Presentations

The class will be divided in groups, and each will be given case studies to analyze, develop and present in class. The cases will be regarding the international marketing and focused on the topics been discussed in class.

The Professor of the module will communicate, using one or all the above-mentioned methodologies, during this module the:

- Goal's objectives to obtain from the Module
- Organization of classes and work to do in class.
- Work to do at home.

The aim is to enhance the students' interest in the subject, so the activities are designed to wake up their interest in learning situations, approaching their concerns, needs and level of development of their abilities.

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. In this module the professor promotes the following:

- Use previous knowledge of the students
- Case Simulation as useful tool
- Team working, cooperation and development of responsibility in students

In order to approve the module, the students must attend more than 80% of the classes and complete the activities assigned by the professor: participation, tests, exercises, case studies, etc.

The module M07 of international Marketing works in an interdisciplinary way with the module M08 of Systems of information of markets.

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2.1. Distribution of Learning Units in the module:

The module is divided into three educational units throughout the 1st year of the program of “Ciclo Formativo”.

MODULE DISTRIBUTION			
Course	UNITS	Total hours	Weekly hours
1r	UF1, UF2, UF3	99	3

2.2. Organization:

		Weeks																																
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	
Weekly hours		UF1. International ization Strategies for the company (33 h)											UF2. Operational Marketing (44 h)							UF3. International Marketing Plan (22h)														

3. MODULE EVALUATION: CRITERIA

In order to pass the module criteria, all of the following must be true, and student must complete;

1. Approve the educational unit of Internationalization Strategies for the company with a grade equal or greater than 5
2. Approve the educational unit of Operational Marketing with a grade equal or greater than 5.
3. Approve the educational unit of International Marketing Plan with a grade equal or greater than 5

The weighted average and evaluation formats of the modules will be

- a) **EXAMS (50%)**- Each module will have tests to evaluate the individual development of knowledge of the student
- b) **CASE STUDY (25%)** – Professor will provide a case study to each group which they have to analyze and develop during the entire module and work as a group.
- c) **CASE PRESENTATION (10%)** – Case studies given will need to be presented and exposed in class and presentation will be evaluated as a group. All group members will obtain the same grade.
- d) **PARTICIPATION AND CLASS DISCUSSION (5%)** The student will be evaluated on ability to analyze, work in teams and communicate effectively. If the student is not present, this will highly affect the grading of class participation and in class exercise.

The final mark will be calculated as stated in the following formula:

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4. TEACHING SPACE AND EQUIPMENT

Room	Description	Capacity	EQUIPMENT	Usage
Multipurpose	Room of classes	30	<ul style="list-style-type: none"> - Blackboard - Professor PC projector - Sound system 	Explanations of professor Individual work Theoretical activities and preparation of cases, presentation and tests
Multipurpose	Room of classes	30	<ul style="list-style-type: none"> - Blackboard - Professor PC projector - Sound system 	Explanations of professor Individual work Theoretical activities and preparation of cases, presentation and tests
Technical	Technical room	36	<ul style="list-style-type: none"> - Blackboard - Professor PC projector - Student computers (PCs) 	Explanations of professor Individual work Individual and group activities Practical exercises and preparation of presentations

5. PROGRAMING FOR EACH EDUCATIONAL UNIT

UF1: INTERNATIONALIZATION STRATEGIES FOR THE COMPANY

Duration: 33 hours.

Learning outcome and criteria for evaluation

1. Make the selection and diagnostic analysis of the foreign market, monitoring studies and commercial information

- 1.1 . Select foreign markets, applying the selection methodology and establish a schedule of actions.
- 1.2 Carry out a permanent documentary search, gathering information abroad, ensuring its reliability and its relevance to research.
- 1.3 Analyze and select commercial information and identify the regulatory limitations of foreign markets.
- 1.4 Prepare the specifications on the information to be obtained and / or the means to be used in case of outsourcing, total or partially studies and ensure the monitoring of its application in foreign markets, taking into account the costs that are generated
- 1.5 Formulate recommendations to establish an operational action plan in accordance with the company's commercial policy and in the conclusions of the foreign market diagnostic analysis.
- 1.6 Analyze the information collected and present the conclusions report.

2. Determine the target market segments and the positioning of the products, applying the selection and positioning criteria

- 2.1 Identify the general principles of segmentation

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- 2.2 Select the segmentation criteria, respecting the conditions of validity
- 2.3 Identify the particularities of international segmentation, considering European social styles, and ethnic segmentation, among others
- 2.4 Select the target segments, focusing the efforts according to the resources of the company, product, market and phase of the product life cycle
- 2.5 Identify the general principles of positioning.
- 2.6 Use the perceptual maps "mapping", using the semantic scale and the multidimensional scale (multidimensional scaling MDS), among others
- 2.7 Choose the most relevant variables, considering the perception.
- 2.8 Consider the evolution of the markets and their trend, considering the ideal preferences of the segments
- 2.9 Elaborate the strategy of segmentation and positioning of the company, considering the optimal position of the brand

Contents:

1. Marketing support devices

- 1.1 Organizations at the national level: Institute of Foreign Trade (ICEX), Embassies and Consular Representations, Commercial Offices abroad, Higher Council of Chambers of Commerce, Industry and Navigation, among others
- 1.2 Organizations within the scope of Catalonia: Department of Enterprise and Employment. Support Agency for the Catalan company (ACC1Ó), Commercial representation abroad, Chambers of Commerce of Catalonia, among others
- 1.3 Professional organizations: Professional Associations or Associations, Business Organizations, among others
- 1.4 Interregional cooperation projects of the European Union and promotion of internationalization
- 1.5 Lines of credit of the Official Credit Institute (ICO) Spanish Company of Financing of the Development (COFIDES), among others.
- 1.6 Alternative channels of advice and / or non-bank financing: private business angels, among others. Other non-financial contributions

2. Selection and diagnostic analysis of the foreign market:

- 2.1 Selection methodology: Determination of the criteria. Examination of the general and specific criteria.
- 2.2 Application of the selection of markets: The choice of criteria. The selection matrices. The evaluation of specific criteria. The application of the demand analysis method.
- 2.3 Calendar of approximation to the selected markets.
- 2.4 Economic, human, and social indicators
- 2.5 Indicators of development and international exchange
- 2.6 Adaptation of the national economy within the international economy
- 2.7 Principles of organization of international exchanges
- 2.8 Main trends of international exchanges
- 2.9 Particular geographical areas
- 2.10 Assessment and country risks. Country risk indicators.
- 2.11 Identification, specificities and evolution of geopolitical zones
- 2.12 Natural and human resources
- 2.13 Regulatory and legal environment: Legal system. Regulatory field: standards, certification, changes in the regulations. International legal framework. Customs and fiscal regulations

3. Target market segments and product positioning

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- 3.1 General principles of segmentation.
- 3.2 The segmentation criteria: Categories of segmentation criteria. Conditions of validity for segmentation.
- 3.3 Particularities of international segmentation: European social styles, ethnic segmentation, among others. 3.4 Marketing segmentation strategies.
- 3.5 General principles of positioning: Definition. The positioning. Positioning maps: semantic scale and multidimensional scale)
- 3.6 The selection in the positioning: The selection of the variables. The evolution of markets and preferences of the segments and their specific ideals.
- 3.7 Definition of the strategy of segmentation and positioning of the company.

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Learning and teaching activities:

UF1: INTERNATIONALIZATION STRATEGIES FOR THE COMPANY (33 h).						
NF1: Export support devices						
Learning activities		RA	Cont.	Evaluation		
				CA	Forms of evaluation	
A1- Organizations, Institutions, and aid programs.		6 h.	1	1.1 1.2 1.3 1.4 1.5 1.6	1.1 1.2 1.3 1.4 1.5 1.6	<ul style="list-style-type: none"> • Practical Exercise and class participation (Ex.1) • TEST (PE1)
Description	<ul style="list-style-type: none"> • Theoretical Class: <ul style="list-style-type: none"> • Introduction to the concept of marketing • State organizations and from Catalonia. • Professional organizations • Cooperation projects, Internationalization groups and assistance programs. • Class Activities: Case Studies, videos analysis and debates. 					
A2- Sources of Financing		2h.	1	1.7	1.5 1.6 1.7	<ul style="list-style-type: none"> • Practical Exercise and class participation (Ex.2) • Case study and Oral Presentation (EXP1) • TEST (PE1)
Description	<ul style="list-style-type: none"> • Theoretical Classes: <ul style="list-style-type: none"> • Internationalizations of the company • Identification of the various traditional financing channels • Identification of the alternative ways of consulting and or non-bank financing • Class Activities: Case Studies, videos analysis and debates. 					

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UF1: INTERNATIONALIZATION STRATEGIES FOR THE COMPANY (33 h).						
NF2: Selection, Analysis and diagnosis of foreign market						
Learning activities		RA	Cont.	Evaluation		
				CA	Forms of evaluation	
A1- Study the environment		10 h.	2	2.4	2.4	<ul style="list-style-type: none"> • Practical Exercise (EX2) • Case study presentation (EXP1). • TEST (PE1)
Description	<ul style="list-style-type: none"> • Theoretical Classes: <ul style="list-style-type: none"> • Introduction to the study of micro and macro environment. • Economic environment <ul style="list-style-type: none"> ○ Economic, human and social indicators ○ Development and international exchange indicators ○ Adaptation of the national economy within the international economy • Geographical environment: <ul style="list-style-type: none"> ○ Country risk indicators ○ Geopolitical zones ○ Natural and human resources • Legal environment: <ul style="list-style-type: none"> ○ Legal system ○ Standards, certifications... ○ International legal framework ○ Custom and tax regulations ○ Legal system • International exchanges: Situation world and trends 			2.5	2.5	
				2.6	2.6	
				2.7	2.7	
				2.8	2.8	
				2.9	2.9	
				2.10	2.10	
				2.11	2.11	
				2.12	2.12	
				2.13	2.13	
	A2- Selection of foreign Market		5 h.	2	2.1	2.1
Description	<ul style="list-style-type: none"> • Theoretical Class <ul style="list-style-type: none"> • Selection Methodology: General and specific criteria • Application of the selection: criteria and selection matrix, evaluation of the criteria and application of the method of analysis of the demand • Market approach schedule selected Class Activities: videos analysis and debates 			2.2	2.2	
				2.3	2.3	
					2.4	
					2.5	
					2.6	

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UF1: INTERNATIONALIZATION STRATEGIES FOR THE COMPANY (33 h).

NF3: Target market segment and the positioning of the products

Learning Activities		RA	Cont.	Evaluation	
				CA	Forms of evaluation
A3- Segmentation and positioning	10 h.	3	3.1	3.1	<ul style="list-style-type: none"> • Develop Case study and presentation of market segmentation (EXP 1) • Practical Exercise and class participation (EX3) • TEST (PE2)
Description <ul style="list-style-type: none"> • Theoretical class: <ul style="list-style-type: none"> • Segmentation: <ul style="list-style-type: none"> ○ General principles of segmentation ○ Criteria of segmentation ○ Specialties at international level ○ Strategies of segmentation • Positioning <ul style="list-style-type: none"> ○ Positioning Maps ○ Positioning Selection • Definition of strategy of segmentation and positioning <p>Class Activities: Case Studies, videos analysis and debates.</p>	3.2		3.2		
	3.3		3.3		
	3.4		3.4		
	3.5		3.5		
	3.6		3.6		
	3.7		3.7		
	3.8		3.8		
	3.9		3.9		

Methodology of learning unit

Conceptual activities:

They will be held in the classroom. The conceptual activities will be formed by:

- Work in case studies that require research, capacity for synthesis and decision-making.

Practical activities:

- Work in case studies with oral presentation or group discussion.
- Carry out research projects with oral presentation.

English will be part of the subject and the OFFICIAL language for studying and exposing several practical cases.

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Form of evaluation:

The evaluation of UF1 will be carried via continuous evaluation throughout its duration.

Evaluation tools will be composed of practical exercise, case studies with oral presentation (Exp), written tests (PE). The following table shows how to obtain the rating of each RA, based on the evaluation instruments.

UF1: INTERNATIONALIZATION STRATEGIES FOR THE COMPANY							
EVALUATION TOOLS %							
	Practical Exercise and Class participation			Case study and presentation	Written Test		TOTAL
	EX1	EX2	EX3	EXP 1	PE1	PE2	%
RA1	5%	5%			15%	---	25%
RA2		10%		10%	20%	---	40%
RA3			5%	10%	---	20%	35%

All RAs must be passed separately to be able to do the median average and obtain the grade for the module UF1

If the student does not pass the UF continuously, you will have a test in the recovery period established by the center. This test will consist of a written part and a practical part

Equipment and resources for educational units:

For students:

- Notes posted on campus
- Links to web pages of interest.
- PowerPoint presentations.
- Materials posted on the Virtual Campus.

Other resources:

- The normal equipment of a classroom assigned to the course.
- Computer equipment connected to the Internet.
- General purpose computing applications.
- Computer applications: Microsoft Windows, Microsoft Office Word, Microsoft Office Excel, Microsoft Office PowerPoint.

Bibliography

- 📖 Keggan, W. and Green M. (2014) Global Marketing, 8th Edition, Mc-Graw Hill.
- 📖 Cateora, P. et al (2010) International Marketing, 15th Edition, Mc-Graw Hill. Recommended reading:
- 📖 Kotler, A.; Armstrong, G. (2011) Principles of Marketing, 14th Edition, Prentice Hall.

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UF2: OPERATIONAL MARKETING

Duration: 44 hours

Learning outcomes and format of evaluation:

- 1. Determine the opportunity of entry of a product in an external market, evaluating the commercial characteristics of the products, lines, and ranges of products**
 - 1.1 Identify the dimensions of a product or service, differentiating between line, range, and family. Prepare a report through computer support, delimiting the field of activity and establishing the dimension of the products, services and brands detected
 - 1.2 Prepare a report through computer support, delimiting the field of activity and establishing the dimension of the products, services and brands detected.
 - 1.3 Identify the factors that define the product policy in foreign markets.
 - 1.4 Recognize the need to adapt the characteristics of the product in international markets, making technical and commercial adaptations.
 - 1.5 Identify the phases of development of the life cycle of a product.
 - 1.6 Analyze the causal relationships between marketing mix variables in the different stages of the life cycle of the product.
 - 1.7 Analyze the weaknesses and strengths of a product line in a certain foreign market.
 - 1.8 Select the types of products that can be used in an online marketing strategy (online).
 - 1.9 Prepare reports, using computer tools, evaluating the opportunity of launching a product and the possible positioning in an external market.

- 2. Design policies of process and commercial rates in an external market, analyzing the variables that make up and influence the price of a product**
 - 2.1 Select the methods of pricing, considering the incoterms and the different variables that determine the price of the product abroad
 - 2.2 Evaluate the importance of the purchasing power of the foreign market and its repercussions on the price of the product and / or service in foreign currency.
 - 2.3 Identify the most relevant costs in the setting of competitive prices in the market and the sources that They provide information about the prices of the competition.
 - 2.4 Determine the tendency of market prices for several years, applying statistics regression techniques and planned variation rates, taking into account the turbulence and volatility that may affect the markets.
 - 2.5 Analyze the pricing and distribution channels of brands or competing products in one certain market

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2.6 Compare the prices of a product or brand in a certain market with those of the competition, considering the incoterms used.

2.7 Prepare reports, using computer tools, on the price analysis, for different categories of Products that compete in a particular establishment or channel, depending on the study variables: national, international, category, quality, and others.

2.8 Recognizes the pricing policy of the company and the importance of the price because of a negotiation

3. Select the most appropriate form of entry in an external market, analyzing the factors that define the structure of the distribution channels in international markets.

3.1 Know the difference in international distribution channels.

3.2 Analyze the variables that influence the different types of international distribution channels.

3.3 Calculate the cost for the entry of products in an external market, considering the variables that intervene in a distribution channel.

3.4 Choose between several alternative distributions channels that optimize time and costs.

3.5 Define a network of sales outside that is yours, foreign or mixed, in a given distribution channel, taking into account the internal and external factors of the company.

3.6 Classify the products of a commercial company, based on commercial distribution criteria, costs of distribution and sales.

3.7 Prepare a report on the problems and opportunities of the different products of a commercial company in the different distribution channels, using computer applications. Select the most appropriate form of entry in an external market, analyzing the factors that define the structure of the distribution channels in international markets

3.8 Evaluate the advantages and inconveniences of implanting a product in a foreign country

4. Identify the Marketing tools that serve as support for exporting goods, analyze the services that are available for companies

Research Marketing, its beginnings, the evolution and constant innovation. Most importantly focus on the pillars and strong basis of Marketing to commercialize a product. Understand business how they work in order to go international.

4.1 Research the public, autonomous, local and European Union agencies that provide information and consulting services in the process of internationalization of companies

4.2 Identify the tools needed in the foreign country and the different organisms (public and private) that aid/help to companies.

4.3 Research programs of collaboration between companies and internationalization procedures

4.4 Recognize the assistance programs for the incorporation into the company of professional in the field of international trade.

4.5 Recognize the aids for the promotion of direct investment abroad.

4.6 Describe the ways of support for the internationalization by private investment groups.

4.7 Recognize the commercial, financial, and fiscal instruments of export promotion.

5. Determine the most appropriate commercial communication actions to enter an external market, evaluating the possible alternatives of communication and international promotion.

5.1 Know the best used means, supports and forms of communication most in international commercial practice.

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- 5.2 Analyze the objectives and elements of commercial communication with international clients.
- 5.3 Apply the different psychological techniques in the design of a commercial communication action, considering the international cultural differences.
- 5.4 Analyze the differences between advertising and promotion when entering in a foreign market.
- 5.5 Select the mean of promotion, content, and form of the promotional message, evaluating the alternative of online communication
- 5.6 Identifies the main elements of a website (e commerce or information), specifying its characteristics
- 5.7 Apply methods for the allocation of financial resources and control the budget for an international communication campaign.
- 5.8 Analyze the objectives and criteria for attendance at international fairs and events.
- 5.9 Select communication alternatives other than mass media, assessing the impact they may have on communication policy with the outside world.
- 5.10 Analyze the advantages of using an online marketing plan, for the launch and dissemination of new products.

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Contents:

1. Determination of the opportunity to enter a product in a foreign market:

- 1.1 Factors of product policy.
- 1.2 Causal relationships of the marketing variable mix.
- 1.3 Analysis of weaknesses, threats, strengths, and opportunities (SWOT).
- 1.4 Positioning of the product.
- 1.5 Report on launch opportunities for a product.
- 1.6 Adaptation of technical and commercial characteristics in foreign markets.

2. Design of price policies and commercial rates in a foreign market:

- 2.1 Methods of price fixing.
- 2.2 Variables that determine the price of the product for export: costs, incoterms, currencies, exchange rates, Margins, demand, and competition.
- 2.3 Calculation of the price of the product for export, based on the scale of costs, using different incoterms.
- 2.4 Price policies in foreign markets.
- 2.5 Price strategies.
- 2.6 Price trend.
- 2.7 Pricing at the international level.
- 2.8 Price policy: consistency of prices at the international level, negotiation price limitations, and negotiation intervals for sellers.
- 2.9 Anti-Dumping Regulations

3. Selection of the most appropriate form of entry into an foreign market:

- 3.1 Alternatives to operate in international markets.
- 3.2 Direct operation modes.
- 3.3. Indirect operation methods.
- 3.4 Mixed operation modes.
- 3.5 Distribution cost in foreign markets.
- 3.6 Selection of the distribution channel.
- 3.7 Foreign, own, and mixed sales network. Direct sale to export. The commission agent. The branch office. The subsidiary the subsidiary in common. The franchise. The "piggyback". The grouping of exporters. Sales through the intermediary.
- 3.8 Incoming abroad. Direct foreign investments or commercial agreements, among others "Joint Venture".
- 3.9 Classification of the products associated with its form of distribution.
- 3.10 export on the distribution alternatives of a company's products.

4.0 Marketing Export support devices

- 4.1 Organizations at the national level: Institute of Foreign Trade (ICEX), Embassies and Consular Representations, Commercial Offices abroad, Higher Council of Chambers of Commerce, Industry and Navigation, among others
- 4.2 Organizations within the scope of Catalonia: Department of Enterprise and Employment. Support Agency for the Catalan company (ACC1Ó), Commercial representation abroad, Chambers of Commerce of Catalonia, among others
- 4.3 Professional organizations: Professional Associations or Associations, Business Organizations, among others
- 4.4 Interregional cooperation projects of the European Union and promotion of internationalization
- 4.5 Lines of credit of the Official Credit Institute (ICO) Spanish Company of Financing of the Development

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(COFIDES), among others.

4.6 Alternative channels of advice and / or non-bank financing: private business angels, among others. Other non-financial contributions

5. *Determination of the most appropriate commercial communication actions when entering an external market:*

5.1 Communication tools.

5.2 Means supports and forms of commercial communication in international commercial practice.

5.3 Objectives and elements of commercial communication with international clients.

5.4 Psychological techniques in the design of a commercial communication action.

5.5 Online communication

5.6 Methods for the allocation of financial resources and budgets of an international communication campaign.

5.7 Other means of communication other than the media: Export documentation. Participation in fairs and salons Direct marketing. The promotion of sales. Advertising. Public relations. Sponsorship

5.8 Objectives and criteria for attendance at international fairs and events.

5.9 Online marketing plan for the launch and diffusion of new products.

Learning and teaching activities

UF2: OPERATIONAL MARKETING (44 H)						
Learning Activities		RA	Cont.	Evaluation		
				CA	Forms of evaluation	
A1- Product		14 h.	1	1.1	1.1	<ul style="list-style-type: none"> • Practical Cases. (Ex.1) • Case study (PE1) • EXP1
Description	<ul style="list-style-type: none"> • Theoretical classes: <ul style="list-style-type: none"> • Dimensions of a product • Products and brands • Adaptation of products in international markets • Positioning • Product Life Cycle • SWOT analysis • Online marketing strategy Class Activities: Case Studies, videos analysis and debates 			1.2	1.2	
				1.3	1.3	
				1.4	1.4	
				1.5	1.5	
				1.6	1.6	
				1.7	1.7	
				1.8	1.8	
				1.9	1.9	
				A2- Price		
Description	<ul style="list-style-type: none"> • Theoretical classes: <ul style="list-style-type: none"> • Price Fixing- i INCOTERMS • Purchasing power in the international market • Costs: competitive prices and competitors prices • Pricing Strategy. • Price analysis • Price policy and negotiations 		2.2	2.2		
			2.3	2.3		
			2.4	2.4		
			2.5	2.5		
			2.6	2.6		
			2.7	2.7		
			2.8	2.8		
A3- Entering a foreign market		12 h.	3	3.1	3.1	<ul style="list-style-type: none"> • Practical cases. (Ex.3)

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Description	<ul style="list-style-type: none"> • Theoretical Classes: <ul style="list-style-type: none"> • Penetrating foreign markets • Distribution in foreign market : Channels and main differences Class Activities: videos analysis and debates 		3.2 3.3 3.4 3.5 3.6 3.7 3.8 3.9 3.10	3.2 3.3 3.4 3.5 3.6 3.7 3.8 3.9 3.10	<ul style="list-style-type: none"> • TEST (PE2) 	
A4 Organizations, Institutions, and aid programs.		10 h.	1	4.1 4.2 4.3 4.4 4.5 4.6 4.7	4.1 4.2 4.3 4.4 4.5 4.6 4.7	<ul style="list-style-type: none"> • Practical Exercise and class participation (Ex.1 and 2) • EXP1 • Test (PE2)
Description	<ul style="list-style-type: none"> • Theoretical Class: <ul style="list-style-type: none"> • Introduction to the concept of marketing • State organizations and from Catalonia. • Professional organizations • Cooperation projects, Internationalization groups and assistance programs. • Internationalizations of the company • Identification of the various traditional financing channels • Identification of the alternative ways of consulting and or non-bank financing • Class Activities: Case Studies, videos analysis and debates. 					
A5- Communication		10 h.	5	5.1 5.2 5.3 5.4 5.5 5.6 5.7 5.8 5.9 5.10	5.1. 5.2 5.3 5.4 5.5 5.6 5.7 5.8 5.9 5.10	<ul style="list-style-type: none"> • Case Study Ad and promotion. (Ex3) • Test (PE2)
Description	<ul style="list-style-type: none"> • Theoretical Classes: <ul style="list-style-type: none"> • Means and forms of communication • Objective • Psychological techniques • Publicity and promotion • Promotional message • Online Communication • Resources and Budgets • International Fairs • Online marketing plan 					

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Methodology of learning unit

Conceptual activities:

They will be held in the classroom. The conceptual activities will be formed by:

- Class exercises: The exercises will be done in class and lead by the professor and students.
- Work in case studies that require research, capacity for synthesis and decision-making.

Practical activities:

- Work in case studies with oral presentation or group discussion.
- Carry out research projects with oral presentation.

English will be part of the subject as a work in the OFFICIAL language for studying and exposing several practical cases.

. Form of evaluation:

The evaluation of UF2 will be carried via continuous evaluation throughout its duration.

Evaluation tools will be composed of Practical cases (EX), case studies with oral presentation and written tests (PE).

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The following table shows how to obtain the rating of each RA, based on the evaluation instruments:

	UF2: OPERATIONAL MARKETING						
	EVALUATION TOOLS %						
	Practical Exercise and Class participation			Case study and presentation	Written Test		TOTAL
	EX1	EX2	EX3	EXP 1	PE1	PE2	%
RA1	5%			5%	15%	-----	25%
RA2		5%		5%	10%	-----	20%
RA3		5%		5%	15%	-----	25%
RA4			5%		-----	10%	15%
RA5			5%		-----	10%	15%

All RAs must be passed separately to be able to do the median average and obtain the grade for the module UF2

If the student does not pass the UF2 continuously, he/she will have a test in the recovery period established by the center. This test will consist of a written part and a practical part

Equipment and resources for educational units:

For students:

- Notes posted on campus
- Links to web pages of interest.
- PowerPoint presentations.
- Materials posted on the Virtual Campus.

Other resources:

- The normal equipment of a classroom assigned to the course.
- Computer equipment connected to the Internet.
- General purpose computing applications.
- Computer applications: Microsoft Windows, Microsoft Office Word, Microsoft Office Excel, Microsoft Office PowerPoint.

Bibliography

- 👤 Keggan, W. and Green M. (2014) Global Marketing, 8th Edition, Mc-Graw Hill.
- 👤 Cateora, P. et al (2010) International Marketing, 15th Edition, Mc-Graw Hill. Recommended reading:
- 👤 Kotler, A.; Armstrong, G. (2011) Principles of Marketing, 14th Edition, Prentice Hall.

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UF3: INTERNATIONAL MARKETING PLAN

Duration: 22 hours

Learning outcomes and format of evaluation:

- 1.1 Select the baseline information.
- 1.2 Develop the marketing planning phases of the marketing plan.
- 1.3 Analyze the company's environment and the potential market.
- 1.4 Develop the international marketing plan in accordance with the company's image and the parameters set in the strategy of the company.
- 1.5 Establish the objectives of the international marketing plan based on the information available in the market information system and the analysis of the environment.
- 1.6 Define the strategies of the international marketing plan to develop the set goals. Optimize the international marketing plan, considering the budgetary limits.
- 1.8 Establish the action plan to accomplish the established strategies.
- 1.9 Conduct the control of the actions of the international marketing plan, using the predefined indicators.
- 1.10 Incorporate the results obtained to rethink the objectives, strategies, and actions of the subsequent international marketing plan.
- 1.11 Propose alternatives in case of changes to the initial planning, and rethinking the objectives, strategies, and actions of the international marketing plan.
- 1.12 Uses computer tools to gather the information.
- 1.13** Write the international marketing plan using computer tools

Contents:

1. International marketing plan:
 - 1.1 Commercial planning phases: analysis of current situation, goals setting, strategies, action plans.
 - 1.2 Situation analysis: external situation of the company, internal situation of the company, commercial investigation, diagnosis. Analysis of weaknesses, threats, strengths, and opportunities (SWOT) among others.
 - 1.3 Objectives of the marketing plan: quantitative, qualitative
 - 1.4 Marketing strategies: corporate strategies, portfolio strategies (matrix growth and participation Boston Consulting Group -BCG-, among others), strategies for segmentation and positioning,
 - 1.5 Optimization of the international marketing plan: Budget limits. Choose an adequate distribution of resources. Consider the cultural and regulatory policies.
 - 1.5 Action plans: product plan, price plan, distribution plan, communication plan, and priority plan. Reaction to variations and external causes in the company's strategy.
 - 1.6 Preparation of the international marketing plan in accordance with the positioning, branding of the company and its products and the life cycle of the product for each market surveyed.
 - 1.7 KPI: Performance of the indicators. Room for improvement.
 - 1.8 Rethinking of new scenarios.

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Learning and teaching activities

UF3: INTERNATIONAL MARKETIG PLAN					
Teaching and learning activities		RA	Cont.	Evaluation	
				CA	Forms of evaluation
A1 International plan of marketing	22 h.	1	1.1 1.2 1.3 1.4 1.5 1.6 1.7 1.8	1.1 1.2 1.3 1.4 1.5 1.6 1.7 1.8	Case Study Elaboration of a marketing plan. (EX1, EX2, EX3, EX4) Oral presentation of the Marketing plan (PE1)
Description	<ul style="list-style-type: none"> • Theoretical Classes <ul style="list-style-type: none"> • Planning Phases • SWOT ANALYSIS • Objectives: qualitative and quantitative. • Strategies: Growing matrix (BCG) Segmentation and positioning • Action plan: 4Ps • Control: KPI. • Marketing plan according to the positioning branding and life cycle of the product. • Drafting of the marketing plan in English. Class Activities: analysis and debates 				

Methodology of learning unit

Conceptual activities:

They will be held in the classroom. The conceptual activities will be formed by:

- Class exercises: The exercises will be done in class and lead by the professor and students.
- Work in case studies that require research, capacity for synthesis and decision-making.

Practical activities:

- Work in case studies with oral presentation or group discussion.
- Carry out research projects with oral presentation.

English will be part of the subject and the OFFICIAL language for studying and exposing several practical cases.

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. Form of evaluation:

The evaluation of UF3 will be carried via continuous evaluation throughout its duration.

Evaluation tools will be composed of Case Study (Ex), that consisting in 4 exercises that will be performed continuously in class, and the final oral presentation (PE).

The non-presentation of an exercise in the indicated time, will be recorded as 0. In order to reach the oral presentation, the average grade of the 4 exercises must be at least 4.5 points.

The following table shows how to obtain the rating of each RA, based on the evaluation instruments:

UF3:	INTERNATIONAL MARKETING PLAN					TOTAL
	EVALUATION TOOLS %					
	Exercise and				Presentation	%
	Class participation				Final work + Oral	
	EX1	EX2	EX3	EX4	Presentation	
RA1	15%	15%	15%	15%	40%	100%

If the student does not pass the UF continuously, he/she will have a test in the recovery period established by the center. This test will consist of a written part and a practical part

Equipment and resources for educational units:

For students:

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- Links to web pages of interest.
- PowerPoint presentations.
- Materials posted on the Virtual Campus.

Other resources:

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Bibliography

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PLEASE NOTE: The UF3 will be developed in GROUP EVALUATION. In order for the student to develop the marketing plan once the contents of strategic and operational marketing have been discussed.