



International  
Marketing Master in  
Internationalization of  
companies



UNIVERSIDAD  
NEBRIJA

## **GUÍA DOCENTE**

**Subject:** International Marketing

**Degree:** Master's Degree in Business Internationalization

**Type:** Compulsory

**Language:** Spanish and English

**Mode:** On-site and distance

**Credits:** 6

**Year:** 1<sup>st</sup>

**Semester:** 1<sup>st</sup>

**Professors/Teaching Team:** Lisardo de Pedro

### **1. COMPETENCIES AND LEARNING OUTCOMES**

#### **1.1. Competencies**

##### **Basics Competencies**

CB6: Possess and comprehend knowledge that provides a foundation or opportunity to be original in the development and/or application of ideas, often within a research context.

CB7: Apply the acquired knowledge and problem-solving skills in new or unfamiliar environments within broader (or multidisciplinary) contexts related to their area of study.

CB8: Capable of integrating knowledge and facing the complexity of formulating judgments based on information that, while incomplete or limited, includes reflections on the social and ethical responsibilities linked to the application of their knowledge and judgments.

CB9: Communicate their conclusions and the underlying knowledge and reasons to specialized and non-specialized audiences in a clear and unambiguous manner.

CB10: Possess learning skills that enable them to continue studying in a largely self-directed or autonomous manner.

##### **General Competencies**

CG2: Understand newly posed problems and apply the most appropriate solutions within a national and/or international business context.

CG6: Integrate into multidisciplinary teams in high-pressure situations with a proactive and problem-solving attitude.

CG8: Express themselves correctly, both orally and in writing, in Spanish and English, maintaining a suitable image in their professional activity.

##### **Specific Competencies**

CE17: Analyze the strategic situation of a company and its product or service, and make decisions for the implementation of the marketing strategy outlined in a marketing plan.

CE18: Understand the process of strategic decision-making by a marketing director, from the analysis of the situation to the consequences derived from its implementation, and how these condition the progress and orientation of the company.

## 1.2 Learning Outcomes

Upon completing this course, students should:

Understand the international strategic marketing process, from analyzing the entity's positioning to setting and monitoring objectives.

Know and understand the theoretical and practical methodology for developing and presenting a marketing plan, with an international focus, as well as its execution and control.

Understand the strategic alternatives and rivalry, strategic positioning, strategic reorientation, diversification and integration, strategic product management, strategic distribution management, strategic communication management, and methodology for implementing an International Marketing plan.

## 2. CONTENT

### 2.1. Requirements

None.

### 2.2. Detailed Content

#### Content

- GLOBAL MARKETING.
  - Research of international markets: theoretical and empirical knowledge.
  - Implementation strategies and possible alliances: absorption of company / local brand vs. launch and development of own brand.
  - International marketing strategies: domestic, multidomestic and global. Characteristics, advantages and disadvantages of each one.
  - Adaptation vs. standardization of the marketing mix: product / service, price / delivered value, distribution and communication.
- INTERNATIONAL POSITIONING.
  - International segmentation: identification and sizing, valuation and hierarchy, differentiated marketing mix strategies.
  - Identification of the target and the basic benefit of the product.
  - Analysis of the competition.
  - Positioning maps.
- INTERNATIONAL PUBLICITY AND PROMOTION.
  - International communication: characteristics and barriers.
  - Decisions of communication in international marketing: choice of agency and messages (brand and positioning).
  - The role of communication in international promotion: congresses, fairs, exhibitions, catalogs, etc.
- INTERNATIONAL MARKETING PLAN.
  - Analysis of the situation.
  - Establishment of objectives: turnover, profitability and target audience.
  - Selection of strategies and development of the action plan.
- Economic impact and control plan.

### 2.3. Directed Activities

During the academic year, students will need to complete a certain number of directed activities, either individually or in groups.

The purpose of these Directed Activities is to familiarize students with the applied nature of the concepts discussed in the classroom, so they can appreciate the use of theory in analyzing real-life situations. Each teacher will propose throughout the course the Directed Activities that best suit the course, always with a minimum of two.

## 2.4 Educational Activities

### In-Person Attendance

Educational Activity	Hours	Percentage of In-Person Attendance for the Educational Activity
AF1 Lecture	45	100%
AF4 Tutorials	10	80%
AF6 Practical Classes. Seminars and Workshops	20	100%
AF7 Internships	10	100%
AF9 Individual Study and Independent Work	29	0%
A10 Individual or Group Assignments for Students	10	0%
A13 Activities Through Virtual Resources	20	0%
A14 Assessment	6	100%
<b>TOTAL</b>	<b>150</b>	

### Distance Learning Mode

Educational Activity	Hours	Percentage of In-Person Attendance for the Educational Activity
AF2 Lectures	60	0%
AF4 Tutorials	10	0%
AF9 Individual Study and Independent Work	19	0%
A12 Individual Student Assignments	20	0%
A13 Activities Through Virtual Resources	20	0%
A14 Assessment	6	100%
A15 Study, Understanding, and Assessment of the Subject	15	0%
<b>TOTAL</b>	<b>150</b>	

## Teaching Methodologies

In-person and Distance Learning:

<b>MD1</b>	Expository Method / Lecture
<b>MD2</b>	Problem-Solving and Exercises
<b>MD3</b>	Cases Studies
<b>MD5</b>	Project-Based Learning

<b>MD10</b>	Cooperative learning
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### 3. Evaluation system

#### 3.1. Grading system

*The grading system (R.D. 1125/2003, of September 5) will be as follows:*

*0 - 4.9 Fail (F)*

*5.0 - 6.9 Pass (P)*

*7.0 - 8.9 Good (G)*

*9.0 - 10 Outstanding (O)*

The "honors" designation may be awarded to students who have obtained a grade equal to or higher than 9.0. Its number cannot exceed five percent of the students enrolled in the subject in the corresponding academic year, unless the number of enrolled students is less than 20, in which case only one "honors" designation may be granted.

#### 3.2. Evaluation criteria

##### Face-to-face modality

###### Regular session

Evaluation system	Minimum weighting	Maximum weighting
SE1. Class attendance and participation	25%	25%
SE2. Presentation of assignments and projects (individual practices and teamwork)	25%	25%
SE4. Final individual in-person exam	50%	50%

###### Extraordinary session

Evaluation system	Minimum weighting	Maximum weighting
SE2. Presentation of assignments and projects (individual practices and teamwork)	25%	25%
SE4. Final individual in-person exam	75%	75%

##### Distance modality

###### Regular session

Evaluation system	Minimum weighting	Maximum weighting
SE1. Class attendance and participation	20%	20%
SE2. Presentation of assignments and projects (individual practices and	20%	20%

teamwork)		
SE4. Final individual in-person exam	60%	60%

Extraordinary session

Evaluation system	Minimum weighting	Maximum weighting
SE2. Presentation of assignments and projects (individual practices and teamwork)	25%	25%
SE4. Final individual in-person exam	75%	75%

The passing of any subject is subject to passing the corresponding final individual in-person exams.

**3.3. Restrictions**Minimum grade

To calculate the average with the previous weightings, it is necessary to obtain at least a grade of 5 in the final exam.

Writing Standards:

Special attention will be paid to written assignments, practices, and projects, as well as exams, regarding both presentation and content, ensuring grammatical and spelling aspects are accurate. Failure to meet acceptable standards may result in points being deducted from the assignment.

**3.4. Warning about plagiarism**

The Antonio de Nebrija University will not tolerate plagiarism or copying under any circumstances. Plagiarism will be considered as the reproduction of paragraphs from sources other than the student's own work (Internet, books, articles, classmates' work, etc.), without citing the original source. The use of citations cannot be indiscriminate. Plagiarism is a serious offense.

If such practices are detected, it will be considered a serious offense and the sanction provided in the Student Regulations may be applied.

**4. References**

- Aranzadi, & Thomson. (n.d.). Factbook® comercio exterior. Aranzadi & Thomson.
- Czinkota, M. R., & Ronkainen, I. A. (2007). International marketing (Thomson ed.). Thomson.
- Cateora, P. R., & Graham, J. L. (2007). International marketing (McGraw-Hill ed.). McGraw-Hill.
- Cámara Internacional de Comercio. (2010). INCOTERMS® 2010. Cámara Internacional de Comercio.
- Dahlquist, S. H., & Griffith, D. A. (2015). A framework for the formation of governance portfolios in international interfirm marketing collaborations. *AMS Review*, 5(1–2), 45–59.
- Mohr, A., Fastosa, F., Wang, C., & Shirodkar, V. (2014). Testing the regional performance of multinational enterprises in the retail sector: The moderating effect of timing, speed and experience. *British Journal of Management*, 25(S1), S100–S115
- Shen, Z., Puig, F., & Paul, J. (2017). Foreign market entry mode research: A review and research agenda. *The International Trade Journal*, 31(5), 429–456
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 **Web Resources**

- Asociación de Marketing de España. (n.d.). *Asociación de Marketing de España*. Retrieved October 22, 2025, from <https://www.asociacionmkt.es>
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  - El Programa de la Publicidad. (n.d.). *El Programa de la Publicidad*. Retrieved October 22, 2025, from <https://www.programapublicidad.com>
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