

80129 - New Trends in International Marketing

TEACHING PLAN

1. Basic description

Name of the course: New Trends in International Marketing

Academic year: 2022-2023

Term: 1st

Code: 80129

Degree / Course: International Business Programme (IBP)

Number of ECTS credits: 6

Total number of hours committed: 150

Teaching language: English

Lecturers: Marta Ortega

Timetable: [Schedule Sigma](#)

Office hours: Monday 18.00-19.00 pm

2. Presentation of the course

This course aims to ensure that students understand new trends in the marketing arena and appreciate their relevance to business and the global economy. By linking theory and practice, the course gives students an *international perspective* and hands-on experience developing new marketing trends.

The course has the following main **learning objectives**:

- Equip students with the necessary skills, framework and knowledge in the field of new trends in international marketing and business for them to acquire the knowledge and spirit required to implement new marketing plans.
- Set the context for international marketing and ensure that students understand the role and importance of SMEs in the economic and social development of countries and regions.
- Increase students' knowledge of the characteristics of global marketing as a living science.
- Ensure that students understand the importance of the planning process and learn how to develop, write and present an effective marketing plan.

3. Competences to be worked in the course

General competences	Specific competences
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<p>Instrumental competences</p> <p>G.I.1. Ability to search, analyse, assess and summarise information. G.I.2. Ability to relate concepts and knowledge from different areas.</p> <p>Generic personal competences</p> <p>G.P.2. Ability to manage behaviour and emotions. G.P.4. Critical attitude. G.P.5. Ability to empathise. G.P.6. Ability to foresee events.</p> <p>Generic systemic competences</p> <p>G.S.1. Ability to apply creativity. G.S.7. Promotion of and respect towards multicultural values: respect, equality, solidarity, commitment. G.S.8. Promotion of and respect for gender, environmental and safety-at-work issues.</p> <p>Competences for applicability</p> <p>G.A.2. Ability to use quantitative criteria and qualitative insights when taking decisions. G.A.3. Ability to search and exploit new information sources. G.A.4. Ability to understand and apply the network concept.</p>	<p>Professional competences</p> <p>E.P.1. Ability to understand the decisions taken by economic agents and their interaction in the markets. E.P.5. Ability to take strategic managerial decisions while taking into account the economic, cultural, social and political determinants specific to a particular area.</p>
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The above competences reflect the basic competences set out in Royal Decree 1393/2007, namely:

- a. Competence to **comprehend knowledge, on the basis of general secondary education.**

- b. Competence to **apply knowledge** to day-to-day work in international management or marketing, in particular the ability to develop and defend arguments and to solve problems.
- c. Competence to **gather and interpret** relevant **data**, enabling the development of critical judgements on the economic and social reality.
- d. Competence to **communicate and transmit information** (ideas, problems, solutions) to a specialist and non-specialist audience.
- e. Competence to **develop learning activities** in a relatively autonomous manner.

The competences worked on in the course are divided into two groups: those seen as a development or specification of a basic competence; and those that hone graduates' professional profile with respect to general and specific competences.

Basic competence: **understanding of knowledge**

General competences G.A.2: Ability to use quantitative criteria and qualitative insights when taking decisions.

Specific competences E.P.1: Ability to understand the decisions taken by economic agents and their interaction in the markets.

Basic competence: **application of knowledge**

General competences

G.I.2: Ability to relate concepts and knowledge from different areas.

G.S.1: Ability to apply creativity.

Basic competence: **gather and interpret data**

General competences

G.I.1: Ability to search, analyse, assess and summarise information.

G.P.6: Ability to foresee events.

G.A.3: Ability to search and exploit new information sources.

Basic competence: **communicate and transmit information**

General competences G.P.5: Ability to empathise.

Basic competence: **develop learning activities**

General competences G.P.4: Critical attitude.

Competences that hone graduates' professional profile which are not included under basic competences

In general, these competences combine the following key elements for honing students' professional profile in the area of international business and marketing:

- Provide students with the capacity to adapt to dynamic teams and environments.
- Provide students with the capacity to create their own integral vision of the operation of a business or international marketing project.
- Provide students with the capacity to take complex decisions and carry out negotiation processes.

I. General competences

- G.P.2: Ability to manage behaviour and emotions.

- G.S.7: Promotion of and respect towards multicultural values: respect, equality, solidarity, commitment.
- G.S.8: Promotion of and respect for gender, environmental and safety at work issues
- G.A.4: Ability to understand and apply the network concept.

II. Specific competences E.P.5: Ability to take strategic managerial decisions while taking into account the economic, cultural, social and political determinants specific to a particular area.
Learning outcomes

Students will be able to develop marketing-mix strategies and define brand extension, communication strategies and distribution alternatives, while always striving to look forwards.

The competences, the learning outcomes, the assessment elements and the quality of the learning process included in this Teaching Plan will not be affected if during the academic trimester the teaching model has to switch either to an hybrid model (combination of face-to-face and on-line sessions) or to a complete on-line model.

4. Contents

1. Introduction to International Marketing
2. The 4th Industrial Revolution
3. Innovation as a Marketing Tool
4. International Marketing Plan
5. New Trends in Digital Marketing
6. Content Marketing
7. Social Media Marketing
8. Neuromarketing
9. Outbound Marketing and Advertising Channels
10. Gamification
11. Consumer Behaviour
12. Diversity Marketing
13. Retail Marketing

5. Assessment

- **60% Exams (20% midterm exam and 40% final exam)**
- **20% Final team project**
- **20% News presentation, use cases and participation**

Assessment elements	Time period	Type of assessment		Assessment agent			Type of activity	Grouping		Weight (%)
		Mandatory	Optional	Lecturer	Self-assessment	Co-assessment		Ind.	Group (#)	
Exams	Assigned dates	X		X	X		Test	x		60%

Participation, news presentation and use cases	Every day	X		X	X		Participation	x		20 %
Final Team Project	Assigned date	X		X		X	Project		X	20 %

It is required to obtain a weighted minimum grade of 4.0 in the continuous evaluation activities. If the weighted continuous evaluation grade is below 4.0, this score will become the final course grade. Taking the final exam is a necessary condition to obtain a quantitative grade. Not taking the final exam will imply a “not attended” final grade.

Resits

In accordance with ESCI-UPF academic regulations, students whose weighted final grade for the regular term evaluation is below 5.0 but whose grade for the continuous evaluation activities (quizzes, assigned exercises and case studies, midterm exam and group project) is above 4.0 will be required to retake their final exam, which will account for 40% of their total final grade. The rest of their final total grade will be made up of their grades in the other areas of continuous evaluation.

Taking the final exam is a necessary condition to obtain a quantitative grade. Not taking the final exam will imply a “not attended” final grade.

Any students found copying and/or plagiarising work, in whole or in part, will fail the subject. They will receive a final grade of zero and will not be allowed to take the make-up exam. In accordance with the UPF Disciplinary Rules and Regulations for Students, other additional sanctions may apply depending on the seriousness of the offense.

Working competences and assessment of learning outcomes:

	GI1	GI2	GP2	GP4	GP5	GP6	GS1	GS7
Project	x	x	x	x	x	x	x	x
Case studies	x	x	x	x	x	x	x	x
Final exam	x	x	x	x	x	x	x	x

	GS8	GA2	GA3	GA4	EP1	EP5	Learning outcomes
Project	x	x	x	x	x	x	x
Case studies	x	x	x	x	x	x	x
Final exam	x	x	x	x	x	x	x

6. Bibliography and teaching resources

- Recommended bibliography:
 - Kim, W.C., and R. Maubourgne. *Blue Ocean Strategy*. Boston: Harvard Business School Publishing Corporation, 2005.
 - Friedman, T.L. *Hot, Flat and Crowded*. New York: Farrar, Straus and Giroux, 2008.
 - Isaacson, W. *Steve Jobs: A Biography*. New York: Simon & Schuster, 2011.

- o Martínez-Barea, J. *El mundo que viene*. Barcelona: Ediciones Gestión 2000, 2014.

7. Methodology

Face-to-face (in the classroom):

Every week there will be 4 hours of lessons. The content of the lessons will be divided in theoretical lectures, use cases, presentations, debates and workshops.

Directed (after the lessons):

At the beginning of the course, every student will have to prepare a presentation of news related to International Marketing Trends. In every session, two students will be picked randomly to present the news in front of the class.

Team work on the final project.

8. Scheduled activities

Week 1	28-09-22 (Wednesday)	30-09-22 (Friday)
	0. Presentation of the course and Syllabus 1. Introduction to International Marketing	<i>Presentation of International Marketing Trends news</i> 2. The 4th Industrial Revolution 3. Innovation as a Marketing Tool
Week 2	3-10-22 (Monday)	5-09-22 (Wednesday)
	<i>Presentation of International Marketing Trends news</i> 4. International Marketing Plan Guidelines for the final team project	<i>Presentation of International Marketing Trends news</i> 5. New trends in Digital Marketing 6. Content Marketing
Week 3	10-10-22 (Monday)	14-10-22 (Friday)
	<i>Presentation of International Marketing Trends news</i> <u>7. Social Media Marketing</u>	<i>Presentation of International Marketing Trends news</i> Debate: pros and cons of Social Media as a Marketing Tool
Week 4	17-10-22 (Monday)	19-10-22 (Wednesday)

	<i>Presentation of International Marketing Trends news</i> 8. Outbound Marketing and Advertising Channels	<i>Presentation of International Marketing Trends news</i> 9. Neuromarketing
Week 5	24-10-22 (Monday)	26-10-22 (Wednesday)
	<i>Presentation of International Marketing Trends news</i> Presentations of Neuromarketing by the students	MIDTERM EXAM
Week 6	2-11-22 (Wednesday)	4-11-22 (Friday)
	<i>Presentation of International Marketing Trends news</i> 10. Gamification	<i>Presentation of International Marketing Trends news</i> Guest Speaker
Week 7	7-11-22 (Monday)	9-11-22 (Wednesday)
	<i>Presentation of International Marketing Trends news</i> 11. Consumer Behaviour	<i>Presentation of International Marketing Trends news</i> Use case in class
Week 8	14-11-22 (Monday)	16-11-22 (Wednesday)
	<i>Presentation of International Marketing Trends news</i> 12. Diversity Marketing	<i>Presentation of International Marketing Trends news</i> <u>13. Retail Marketing</u>
Week 9	21-11-22 (Monday)	23-11-22 (Wednesday)
	<i>Presentation of International Marketing Trends news</i> Work on the presentations of the final project supervised by the lecturer	FINAL PROJECT PRESENTATIONS
Week 10	28-11-22 (Monday)	30-11-22 (Wednesday)

	FINAL PROJECT PRESENTATIONS	FINAL PROJECT PRESENTATIONS
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