



I. Course Information					
Department	Semester in English DCI				
Course Title	Marketing Trends in Latin America (Formerly International Marketing Strategies)				
Prerequisites					
Weekly Schedule	4UD	In Class	64	Workshop	N/A
Class Schedule	TBD				
Professor	TBD				
E-mail					
Office Hours					

II. Learning Results
<p>At the end of the course the students will be able to:</p> <ol style="list-style-type: none"> 1. Understand the concept of marketing environment and its application in L.A. 2. Assess the importance of understanding the process of market research and consumer behavior for developing company strategies. 3. Understand the meaning of the concepts market segmentation, targeting & positioning. 4. Understand the concept of marketing mix (4p: product, price, promotion & place). 5. Understand the concept of business intelligence related to marketing environment. 6. Understand how the process of the data mining and impact company strategies in L.A

III. Teaching Methodology
<p>We will employ lecture, discussion, case study, research and presentation as our learning methods. We will discuss Latin America doing business cases in every class that relates to our scheduled topic area.</p> <p>You will be expected to come to class prepared to discuss the issues and dynamics at play, as well as offer solutions and strategies. Discussions will be frequent, and you will need to participate to get participation credit in the course. For each class students will be required to read relevant material in advance.</p>

IV. Evaluation Methodology			
Description of the methodology			
Evaluation Type	Learning Result being evaluated	Date	Percentage
Active classroom interaction and self initiatives	Active class participation	Throughout the Semester	20%
Business Case Presentations	Country Presentations Case Presentations		30% (20% as a group, 10% as an individual grade)
Case Quiz	Case Quiz		20%
Final exam	Final exam		30%

V. Course Rules
<p>A minimum 80% attendance is required.</p> <p>Plagiarism is not tolerated. Any student caught plagiarizing will automatically fail the course, and a formal letter will be sent to their home university informing of their grave infraction.</p> <p>Students presenting a doctor's note to justify missing class must present it within one week of missing class. The teacher will not receive any notes outside of this time frame. Failure to present a doctor's note when absent from class will result in a missed class in the student's attendance.</p> <p>All participants must contribute to group effort. Thus, it is expected that each brings his/her experience and knowledge and finds ways to contribute to a constructive discussion between the professor and the students.</p> <p>Each participant should adopt a positive and respectful attitude during classes, presentations and when working with other members of his team. Also, get to class on time and be prepared to complete the works established in the course.</p> <p>To maintain maximum concentration during class sessions, the following is required:</p> <ul style="list-style-type: none"> • Be punctual throughout the semester. • Avoid side conversations. • Be courteous when others are speaking in class or presenting.

- If for some reason you have to leave before the end of the class period, you should notify the professor beforehand.
- Keep mobile phones and computers on silent mode during class.
- Once a student exits the class without a justified reason, he cannot reenter and will be considered absent for the class.

VI. Course Calendar

Learning Results (LR)				Units, or Modules (include topic content)	
Classes	Unit	Date	Class Objective	Class Activity, or Evaluation	Readings/assignments
1			Marketing concepts and drives of international expansion in Latin America		TBD
2			Marketing Strategy		TBD
3			Marketing Strategy and Principles		TBD
4			Retail Formats: Variations in Different Markets, International Market Research.	Case Study: Home Depot	TBD
5			An overview of the Latin America Retail Marketing Environment	Case Study: Cencosud & Falabella	TBD
6			Failed Retailers in Latam		TBD
7			Segmenting and Targeting International Markets	Case Study: Juan Valdez	TBD

8			Positioning in International Markets.	Case Study: Natura	TBD
10			Branding Decisions in International Markets.	Case Study: Gaston Acurio	TBD
11			Cultural Influences on International Marketing		TBD
12			Consumer Behavior. Cultural Influences on International Marketing. The Latam Case.	Case Study: Himalaya	TBD
13			Cultural Differences when doing management	Case Study: US vs Latam	TBD
14			Pricing within an International Market	Case Study: Latam	TBD
15			Expansion Strategies and Entry Mode. The Wine Industry. Summary and Conclusion of the course	Case Study: Concha y Toro	TBD
16			Marketing Leadership		TBD
17			Exam		

Bibliography

Kotler, P., Keller, K ; Marketing Management. 14th Edition. Prentice Hall 2012

Stanton, W.J.; Etzel,M.J; Walker B. : Fundamentals of Marketing. Mc Graw- Hill 2007

References

1. Australia–Latin America Trade and Business Relations. Pierre van der Eng and Don Kenyon.

<http://press.anu.edu.au/apps/bookworm/view/Australia+and+Latin+America%3A+Challenges+and+Opportunities+in+the+New+Millennium/11131/Ch05.xhtml>

2. Business Opportunities and Challenges for the U.S. in Latin America. Alexander Monge-Naranjo

3. Doing Business in the New Latin America: Keys to Profit in America's Next-Door Markets, Second Edition. Becker, Thomas H., Santa Barbara: ABC-CLIO, 2010.

4. Latin American Business Cultures. Edited by Robert Crane, CarlosRizowy. Basingstoke, Palgrave Macmillan, 2010

5. Doing business in emerging markets: entry and negotiation strategies. S. Tamer Cavusgil, Pervez N. Ghauri, Milind R. Agarwal, Thousand Oaks: Sage Publications, c2002.

6. Cracking Latin America: a country-by-country guide to doing business in the world's newest emerging markets / Allyn Enderlyn, Oliver C. Dziggel. Chicago: Probus, c1994.

7. Development connections unveiling the impact of new information technologies. Basingstoke, Palgrave Macmillan, 2011.

8. The United Nations in Latin America: Aiding Development. Adams, Francis

9. Asia-Pacific Economic Cooperation. www.apec.org

10. CEPAL - Comisión Económica para América Latina y el Caribe. www.eclac.org

11. Chile's Free Trade Agreements: How big is the deal? Central Bank of Chile. Working paper, 2004. www.bcentral.cl
12. OECD en America Latina. www.oecd.org
13. Organization of American States. www.oas.org
14. Ministry of Economy of Chile. www.economia.cl
15. Inter- American Development Bank. www.iadb.org
16. U.S. versus Latin America: business & culture, Stanley M. Davis, Harvard Business Review 2000.
17. How do retailers from emerging markets internationalize? The case of Chilean retailers. Bianchi, Constanza (2009) In: AMS/ACRA 2009. Conference, September 30 - October 04, 2009, New Orleans, USA.
18. Getting to Know the Neighbours: Groups in Mexico. John Sargent. Business Horizons, 2001.
19. Lessons learned from unsuccessful internationalization attempts: Examples of multinational retailers in Chile. Constanza C. BianchiT, Enrique Ostale, Journal of Business Research 2006