



SILABO

INTERNATIONAL MARKETING

I. DATOS INFORMATIVOS

1.1. Código	:	083747
1.2. Ciclo	:	VII
1.3. Créditos	:	4
1.4. Área curricular	:	Formación Profesional
1.5. Condición	:	Obligatoria
1.6. Semestre Académico	:	2017 - I
1.7. Duración	:	16 semanas: 96 horas
1.8. Horas semanales	:	6 HT: 2 HP: 4
1.9. Requisitos	:	Investigación de Mercados Internacionales
1.10. Facultad	:	Ciencias Administrativas
1.11. Escuela Profesional	:	Administración de Negocios Internacionales
1.12. Profesores	:	Comisión Académica
1.13. Texto Básico	:	Czinkota, Michael (2008). International Marketing (8ª. Edición) New York. Prentice Hall.

II. SUMILLA

La asignatura pertenece al área curricular de Formación Profesional, es de naturaleza teórica y práctica.

World trade, international capital inflows and outflows, foreign direct investment, global portfolio investments, technological diffusion, e-commerce and the like are now everyday realities. One ignores these trends only at their own peril. Business executives need to understand the factors driving industries and firms to compete on a global basis and to develop management and marketing strategies and policies to deal with this reality. Although the speed and degree of globalization will vary by industry according to a variety of technological and environmental factors, all modern executives, in any field of specialization, must incorporate a global perspective in the execution of their tasks. As global economic growth occurs, understanding marketing in all cultures is increasingly important. International Marketing addresses global issues and describes concepts relevant to all international business executives, regardless of the extent of their marketing involvement.

Besides that, English language management became a "must" in the list of business abilities for every manager or business researcher; for this reason, even though Spanish is the mother tongue for Peruvian students, this course will be developed fully in English.

This course focuses on marketing strategy and management within the context of global and international markets. It evaluates cultural differences and aims to enhance your skills in developing and implementing marketing strategies and decision making in international contexts.

This course was developed to provide international business students with an opportunity to study interesting aspects of the international business environment and to improve, first, their ability to communicate in English, and secondly, to improve their capacity to assess and solve international business problems. This course will provide practical experience in conducting research and evaluating opportunities existing in international markets, developing plans for exploiting those opportunities, and examine the risks facing business activities in those markets through implementation of marketing plans. Through discussion, research, and practical activity students will develop the ability to prepare marketing programs that effectively reduce risk and take advantage of opportunities in the marketplaces of the world.

In this course you will also learn by participating in a research on a practical project developed by the professor (on the Peruvian textile sector). The course has been designed to introduce greater realism and perspective through actual experiences. Student participation is a key element in the learning situation and your active involvement in the project is expected. You should also be prepared to give and receive criticism on your marketing plans and those of your student colleagues.

Organiza sus contenidos en las siguientes unidades de aprendizaje: I. Marketing Environment, II. Strategic Planning and Marketing Organization. III. Market Entry, Product adaptation and Price. IV. Marketing and Distribution.

III. COMPETENCIA DE ASIGNATURA

Explica los principios generales y específicos del Marketing Internacional

IV. CAPACIDADES

Upon successful completion of this course, students will:

-) Understand how the basic principles of marketing are applied in a variety of diverse cultural, political, legal and economic environments.
-) Be able to analyze foreign markets to determine their overall export potential.
-) Understand the benefits that nations derive from unrestrained free trade.
-) Be able to design basic strategies for global competition.
-) Know how international marketers develop pricing strategies for goods sold abroad.

-) Understand the basic principles, objectives, and problems in developing international channels of distribution.
-) Be aware of the various techniques used by modern marketers for segmenting foreign markets in both the consumer and industrial sectors.

V. PROGRAMACIÓN DE CONTENIDOS

UNIDAD I: MARKETING ENVIRONMENT.				
CAPACIDAD: Understand how the basic principles of marketing are applied in a variety of diverse cultural, political, legal and economic environments.				
Semana	Actitudes:		Estrategias de Aprendizaje	Horas
	Be able to explain the various methods of entering foreign markets, the degree of commitment required and the associated levels of risk.			
	Contenidos Conceptuales	Contenidos Procedimentales		
1	The Kola Real Case. Review of the MIT International Marketing cases.	A Compressed presentation of the history of the company	Estudio de casos	2
			Exposición dialogada	4
2	The global marketing imperative.	What International Marketing is. The global marketplace. Opportunities and challenges in International marketing.	Exposición dialogada	2
			Mesa redonda	4
3	Trade institutions and Trade policy.	The history of trade institutions. Transnational institutions. The impact of trade and investment.	Conferencia dialogada	2
			Discusión en grupos pequeños	4
4	The International Marketing environment: Cultural, economic, political and legal.	The elements of Culture. Cultural analysis. Market characteristics. Emerging markets. Developing markets. The Legal Environment.	Exposición dialogada	2
			Mapas conceptuales	4
Referencias:				
) CZINKOTA. (2007). International Marketing. Mason, OH.: Thomson Southwestern. 8e.				
) www.ocw.mit.edu				

UNIDAD II: STRATEGIC PLANNING AND MARKETING ORGANIZATION.				
CAPACIDAD: Be able to design basic strategies for global competition.				
Semana	Actitudes:		Estrategias de Aprendizaje	Horas
	Curiosity to distinguish between national and international marketing strategies			
	Contenidos Conceptuales	Contenidos Procedimentales		
5	Strategic Planning in International Marketing	Global marketing. The strategic planning process. The international marketplace.	Problematización	2
			Problematización	4
6	International Marketing organization	Organizational structure. The decision making.	Discusión en grupos pequeños	2
			Discusión en grupos pequeños	4
7	Implementation and Control	The role of country organizations. Types of Control	Conferencia dialogada	2
			Conferencia dialogada	4
8	Review of main topics. Discussion		Solución de problemas	2
	Evaluación Parcial		Estudio de casos	4
Referencias:				
) CZINKOTA. (2007). International Marketing. Mason, OH.: Thomson Southwestern. 8e.				
) www.ocw.mit.edu				

UNIDAD III: MARKET ENTRY, PRODUCT ADAPTATION AND PRICE				
CAPACIDAD: Know how international marketers develop pricing strategies for goods sold abroad.				
Semana	Actitudes:		Estrategias de Aprendizaje	Horas
	To understand and explain the process of penetration in foreign markets.			
	Contenidos Conceptuales	Contenidos Procedimentales		
9	Market entry and expansion.	Proactive and Reative Stimuli. Internal and external change agents..	Conferencia dialogada	2
			Discusión en grupos pequeños	4
10	Stages of the Market penetration	E-commerce. Licensing and Franchising. Foreign Direct Investment.	Conferencia dialogada	2
			Discusión en grupos pequeños	4
11	Product adaptation.	Standardization vs. Adaptation. Government regulations. Nontariff barriers. Competitive offerings. Product constituents and characteristics.	Conferencia dialogada	2
			Estudio de casos	4
12	Export pricing.	Price dynamics. The setting of export prices. Terms of sale and terms of payment.	Conferencia dialogada	2
			Estudio de casos	4
Referencias:) CZINKOTA. (2007). International Marketing. Mason, OH.: Thomson Southwestern. 8e.) www.ocw.mit.edu				

UNIDAD IV: MARKETING AND DISTRIBUTION				
CAPACIDAD: Understand the basic principles, objectives, and problems in developing international channels of distribution.				
Semana	Actitudes:		Estrategias de Aprendizaje	Horas
	To understand the details behind the penetration of foreign markets.			
	Contenidos Conceptuales	Contenidos Procedimentales		
13	Marketing communication.	The marketing communication process. International negotiations. Strategies. Communications tools.	Conferencia dialogada	2
			Conferencia dialogada	4
14	Distribution Management	Channel Structure and Design. Selection of Intermediaries. Channel management. E-commerce.	Conferencia dialogada	2
			Conferencia dialogada	4
15	Global product management and branding.	Global product development. Testing of new product concepts. The global product launch.	Discusión en grupos pequeños	2
			Discusión en grupos pequeños	4
16	Course Review	Cases discussion	Redemostración	2
	Final review	Review		
	Examen Final			
Referencias:) CZINKOTA. (2007). International Marketing. Mason, OH.: Thomson Southwestern. 8e.) www.ocw.mit.edu				

VI. METODOLOGÍA

6.1. Estrategias centradas en la enseñanza

- a. Lluvia de ideas
- b. Clase magistral
- c. Exposición problémica
- d. Demostración

6.2. Estrategias centradas en el aprendizaje

- a. Inducción
- b. Solución de casos
- c. Solución de problemas
- d. Método personalizado

VII. RECURSOS PARA EL APRENDIZAJE

- a. Fuentes de información
- b. Multimedia
- c. Separatas

VIII. EVALUACIÓN

La evaluación es un componente del proceso formativo que implica el recojo de información sobre los rendimientos y desempeños del estudiante. Permite el análisis para mejorar el proceso de enseñanza – aprendizaje. Se evalúa antes, durante y al finalizar el proceso , según la siguiente Tabla:

Evaluación Académicas	Peso
Prueba de entrada	Sin nota
Evaluación de Proceso	60%
Examen Parcial	20%
Examen Final	20%

- Antes: prueba de entrada.-Se realiza una evaluación inicial, diseñada para recoger los saberes que posee el estudiante para asumir la asignatura y cuyo resultado no interviene en el cálculo de la calificación de la asignatura.
- Durante: Evaluación de Proceso.- De acuerdo al objetivo de aprendizaje de la asignatura se evalúan las competencias adquiridas por el estudiante utilizando los criterios establecidos en el anexo N° 1
- Examen: Parcial y Final.- Se evalúa los productos del aprendizaje, al finalizar una o más unidades de aprendizaje, usándose la prueba escrita como instrumento de medición (examen parcial y examen final).

IX. FUENTES DE INFORMACIÓN COMPLEMENTARIAS

9.1. Fuentes bibliográficas

) Czinkota. (2007). International Marketing. Mason, OH.: Thomson Southwestern. 8e. Digital version.

9.2. Fuentes hemerográficas

) The Marketing Reserarch Journal
) Journal of Marketing

9.3. Fuentes electrónicas

) www.ocw.mit.edu