



SILABO

"Adaptado en el marco de la emergencia sanitaria por el COVID-19"

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	:	Obligatorio
1.6. Semestre Académico	:	2020 - I
1.7. Duración	:	16 semanas: 96 horas
1.8. Horas Semanales	:	6 Hs HT:2 HP:4
1.9. Requisitos	:	Investigación de Mercados Internacionales
1.10. Modalidad	:	No Presencial (Virtual)
1.11. Profesores	:	Camargo Hermosilla, Raúl Hidalgo Sánchez, Augusto
1.12. Correo Institucional	:	rcamargoh@unmsm.edu.pe ahidalgos@unmsm.edu.pe

II. SUMILLA

This course focuses on marketing strategy and management in 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 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.

The course organizes its contents into the following learning units:

- I. Marketing Environment
- II. Strategic Planning and Marketing Organization
- III. Market Entry, Product adaptation and Price
- IV. Marketing and Distribution

III. COMPETENCIA DE ASIGNATURA

Explains the general and specific principles of International Marketing and be aware of the various techniques used by modern marketers for segmenting foreign markets in both the consumer and industrial sectors.

IV. CAPACIDADES

-] Understand how the basic principles of marketing are applied in a variety of diverse cultural, political, legal, and economic environments.
-] 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.



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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.				
Contenidos		Actividades	Recursos	Estrategias
SEMANA 1	<p>Presentation of the syllable. Rules for participation in the virtual classroom.</p> <p>The Kola Real Case. Review of the MIT International Marketing cases. A Compressed presentation of the history of the company</p>	<p>ASYNCHRONIC ACTIVITIES:</p> <ul style="list-style-type: none">) Syllabus review.) Review of the presentation of the contents and the agenda of the session. 	<p>Virtual classroom:</p> <ul style="list-style-type: none">) Syllable) Participation rules.) Presentation of the material: PPT document - week 1 	<ul style="list-style-type: none">) Bibliographic Documentary Analysis) Review of the presentation of the contents.) Form teams of students for academic activities.
		<p>SYNCHRONIC ACTIVITIES:</p> <ul style="list-style-type: none">) Videoconference using a technological platform.) Participatory and immediate class development. 	<p>Virtual platform.</p>	<ul style="list-style-type: none">) Exposition.) Synthesis.) Question formulation.
SEMANA 2	<p>The global marketing imperative.</p> <p>What International Marketing is. The global marketplace. Opportunities and challenges in International marketing.</p>	<p>ASYNCHRONIC ACTIVITIES:</p> <ul style="list-style-type: none">) Review of communications, messages, review of forums and tasks.) Review of the presentation of the contents and the agenda of the session. 	<p>Virtual classroom:</p> <ul style="list-style-type: none">) Presentation of the material: PPT document - week 2) Selected video) Reading: CZINKOTA. (2007). International Marketing. Mason, OH.: Thomson Southwestern. 8e. 	<ul style="list-style-type: none">) Bibliographic Documentary Analysis) Form teams of students for academic activities.) Group homework assignment.
		<p>SYNCHRONIC ACTIVITIES:</p> <ul style="list-style-type: none">) Videoconference using a technological platform.) Participatory and immediate class development. 	<p>Virtual platform.</p>	<ul style="list-style-type: none">) Exposition.) Synthesis.) Question formulation.



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SEM ANA 3	Trade institutions and Trade policy.	<p>ASYNCHRONIC ACTIVITIES:</p> <ul style="list-style-type: none">) Review of communications, messages, review of forums and tasks.) Review of the presentation of the contents and the agenda of the session. 	<p>Virtual classroom:</p> <ul style="list-style-type: none">) Presentation of the material: PPT document - week 3) Selected video) Reading: CZINKOTA. (2007). International Marketing. Mason, OH.: Thomson Southwestern. 8e. 	<ul style="list-style-type: none">) Bibliographic Documentary Analysis) Form teams of students for academic activities.) Group homework assignment.
	The history of trade institutions. Transnational institutions. The impact of trade and investment.	<p>SYNCHRONIC ACTIVITIES:</p> <ul style="list-style-type: none">) Videoconference using a technological platform.) Participatory and immediate class development. 	<p>Virtual platform.</p>	<ul style="list-style-type: none">) Exposition.) Synthesis.) Question formulation.
SEM ANA 4	The International Marketing environment: Cultural, economic, political, and legal.	<p>ASYNCHRONIC ACTIVITIES:</p> <ul style="list-style-type: none">) Review of communications, messages, review of forums and tasks.) Review of the presentation of the contents and the agenda of the session. 	<p>Virtual classroom:</p> <ul style="list-style-type: none">) Presentation of the material: PPT document - week 4) Selected video) Reading: CZINKOTA. (2007). International Marketing. Mason, OH.: Thomson Southwestern. 8e. 	<ul style="list-style-type: none">) Bibliographic Documentary Analysis) Form teams of students for academic activities.) Group homework assignment.
	The elements of Culture. Cultural analysis. Market characteristics. Emerging markets. Developing markets. The Legal Environment.	<p>SYNCHRONIC ACTIVITIES:</p> <ul style="list-style-type: none">) Videoconference using a technological platform.) Participatory and immediate class development. 	<p>Virtual platform.</p>	<ul style="list-style-type: none">) Exposition.) Synthesis.) Question formulation.



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UNIDAD II: STRATEGIC PLANNING AND MARKETING ORGANIZATION				
CAPACIDAD: Be able to design basic strategies for global competition.				
Contenidos		Actividades	Recursos	Estrategias
S E M A N A 5	Strategic Planning in International Marketing	ASYNCHRONIC ACTIVITIES:) Review of communications, messages, review of forums and tasks.) Review of the presentation of the contents and the agenda of the session.	Virtual classroom:) Presentation of the material: PPT document - week 5) Selected video) Reading: CZINKOTA. (2007). International Marketing. Mason, OH.: Thomson Southwestern. 8e.) Bibliographic Documentary Analysis) Form teams of students for academic activities.) Group homework assignment.
	Global marketing. The strategic planning processes. The international marketplace.	SYNCHRONIC ACTIVITIES:) Videoconference using a technological platform.) Participatory and immediate class development.	Virtual platform.) Exposition.) Synthesis.) Question formulation.
S E M A N A 6	International Marketing organization.	ASYNCHRONIC ACTIVITIES:) Review of communications, messages, review of forums and tasks.) Review of the presentation of the contents and the agenda of the session.	Virtual classroom:) Presentation of the material: PPT document - week 6) Selected video) Reading: CZINKOTA. (2007). International Marketing. Mason, OH.: Thomson Southwestern. 8e.) Bibliographic Documentary Analysis) Form teams of students for academic activities.) Group homework assignment.
	Organizational structure. The decision making.	SYNCHRONIC ACTIVITIES:) Videoconference using a technological platform.) Participatory and immediate class development.	Virtual platform.) Exposition.) Synthesis.) Question formulation.



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SEMANA 7	Implementation and Control.	<p>ASYNCHRONIC ACTIVITIES:</p> <ul style="list-style-type: none">) Review of communications, messages, review of forums and tasks.) Review of the presentation of the contents and the agenda of the session. 	<p>Virtual classroom:</p> <ul style="list-style-type: none">) Presentation of the material: PPT document - week 7) Selected video) Reading: CZINKOTA. (2007). International Marketing. Mason, OH.: Thomson Southwestern. 8e. 	<ul style="list-style-type: none">) Bibliographic Documentary Analysis) Form teams of students for academic activities.) Group homework assignment.
	The role of country organizations. Types of Control.	<p>SYNCHRONIC ACTIVITIES:</p> <ul style="list-style-type: none">) Videoconference using a technological platform.) Participatory and immediate class development. 	<p>Virtual platform.</p>	<ul style="list-style-type: none">) Exposition.) Synthesis.) Question formulation.
SEMANA 8	Review of main topics.	<p>ASYNCHRONIC ACTIVITIES:</p> <ul style="list-style-type: none">) Review of communications, messages, review of forums and tasks.) Review of the presentation of the contents and the agenda of the session. 	<p>Virtual classroom:</p> <ul style="list-style-type: none">) Presentation of the material: PPT document - week 8 	<ul style="list-style-type: none">) Bibliographic Documentary Analysis) Form teams of students for academic activities.) Group homework assignment.
	Discussion.	<p>SYNCHRONIC ACTIVITIES:</p> <ul style="list-style-type: none">) Videoconference using a technological platform.) Participatory and immediate class development. 	<p>Virtual platform.</p>	<ul style="list-style-type: none">) Exposition.) Synthesis.) Question formulation.
	Evaluación Parcial		Plataforma virtual) Demostración



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UNIDAD III: MARKET ENTRY, PRODUCT ADAPTATION AND PRICE				
CAPACIDAD: Know how international marketers develop pricing strategies for goods sold abroad.				
Contenidos		Actividades	Recursos	Estrategias
SEMANA 9	Market entry and expansion.	ASYNCHRONIC ACTIVITIES: <ul style="list-style-type: none">) Review of communications, messages, review of forums and tasks.) Review of the presentation of the contents and the agenda of the session. 	Virtual classroom: <ul style="list-style-type: none">) Presentation of the material: PPT document - week 9) Selected video) Reading: CZINKOTA. (2007). International Marketing. Mason, OH.: Thomson Southwestern. 8e. 	<ul style="list-style-type: none">) Bibliographic Documentary Analysis) Form teams of students for academic activities.) Group homework assignment.
	Proactive and Reactive Stimuli. Internal and external change agents.	SYNCHRONIC ACTIVITIES: <ul style="list-style-type: none">) Videoconference using a technological platform.) Participatory and immediate class development. 	Virtual platform.	<ul style="list-style-type: none">) Exposition.) Synthesis.) Question formulation.
SEMANA 10	Stages of the Market penetration.	ASYNCHRONIC ACTIVITIES: <ul style="list-style-type: none">) Review of communications, messages, review of forums and tasks.) Review of the presentation of the contents and the agenda of the session. 	Virtual classroom: <ul style="list-style-type: none">) Presentation of the material: PPT document - week 10) Selected video) Reading: CZINKOTA. (2007). International Marketing. Mason, OH.: Thomson Southwestern. 8e. 	<ul style="list-style-type: none">) Bibliographic Documentary Analysis) Form teams of students for academic activities.) Group homework assignment.
	<ul style="list-style-type: none">) E-commerce.) Licensing and Franchising.) Foreign Direct Investment. 	SYNCHRONIC ACTIVITIES: <ul style="list-style-type: none">) Videoconference using a technological platform.) Participatory and immediate class development. 	Virtual platform.	<ul style="list-style-type: none">) Exposition.) Synthesis.) Question formulation.



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S E M A N A 11	Product adaptation:	<p>ASYNCHRONIC ACTIVITIES:</p> <ul style="list-style-type: none">) Review of communications, messages, review of forums and tasks.) Review of the presentation of the contents and the agenda of the session. 	<p>Virtual classroom:</p> <ul style="list-style-type: none">) Presentation of the material: PPT document - week 11) Selected video) Reading: CZINKOTA. (2007). International Marketing. Mason, OH.: Thomson Southwestern. 8e. 	<ul style="list-style-type: none">) Bibliographic Documentary Analysis) Form teams of students for academic activities.) Group homework assignment.
	<ul style="list-style-type: none">) Standardization vs. Adaptation.) Government regulations.) Nontariff barriers.) Competitive offerings.) Product constituents and characteristics. 	<p>SYNCHRONIC ACTIVITIES:</p> <ul style="list-style-type: none">) Videoconference using a technological platform.) Participatory and immediate class development. 	<p>Virtual platform.</p>	<ul style="list-style-type: none">) Exposition.) Synthesis.) Question formulation.
S E M A N A 12	Export pricing:	<p>ASYNCHRONIC ACTIVITIES:</p> <ul style="list-style-type: none">) Review of communications, messages, review of forums and tasks.) Review of the presentation of the contents and the agenda of the session. 	<p>Virtual classroom:</p> <ul style="list-style-type: none">) Presentation of the material: PPT document - week 12) Selected video) Reading: CZINKOTA. (2007). International Marketing. Mason, OH.: Thomson Southwestern. 8e. 	<ul style="list-style-type: none">) Bibliographic Documentary Analysis) Form teams of students for academic activities.) Group homework assignment.
	<ul style="list-style-type: none">) Price dynamics.) The setting of export prices.) Terms of sale and terms of payment. 	<p>SYNCHRONIC ACTIVITIES:</p> <ul style="list-style-type: none">) Videoconference using a technological platform.) Participatory and immediate class development. 	<p>Virtual platform.</p>	<ul style="list-style-type: none">) Exposition.) Synthesis.) Question formulation.



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UNIDAD IV: MARKETING AND DISTRIBUTION				
CAPACIDAD: Understand the basic principles, objectives, and problems in developing international channels of distribution.				
Contenidos	Actividades	Recursos	Estrategias	
SEMANA 13	Marketing communication:) The marketing communication process.) International negotiations.) Strategies.) Communications tools.	ASYNCHRONIC ACTIVITIES:) Review of communications, messages, review of forums and tasks.) Review of the presentation of the contents and the agenda of the session.	Virtual classroom:) Presentation of the material: PPT document - week 13) Selected video) Reading: CZINKOTA. (2007). International Marketing. Mason, OH.: Thomson Southwestern. 8e.) Bibliographic Documentary Analysis) Form teams of students for academic activities.) Group homework assignment.
		SYNCHRONIC ACTIVITIES:) Videoconference using a technological platform.) Participatory and immediate class development.	Virtual platform.) Exposition.) Synthesis.) Question formulation.
SEMANA 14	Distribution Management:) Channel Structure and Design.) Selection of Intermediaries.) Chanel management.) E-commerce.	ASYNCHRONIC ACTIVITIES:) Review of communications, messages, review of forums and tasks.) Review of the presentation of the contents and the agenda of the session.	Virtual classroom:) Presentation of the material: PPT document - week 14) Selected video) Reading: CZINKOTA. (2007). International Marketing. Mason, OH.: Thomson Southwestern. 8e.) Bibliographic Documentary Analysis) Form teams of students for academic activities.) Group homework assignment.
		SYNCHRONIC ACTIVITIES:) Videoconference using a technological platform.) Participatory and immediate class development.	Virtual platform.) Exposition.) Synthesis.) Question formulation.



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SEM ANA 15	Global management product and branding: <ul style="list-style-type: none">) Global product development.) Testing of new product concepts.) The global product launch. 	<p>ASYNCHRONIC ACTIVITIES:</p> <ul style="list-style-type: none">) Review of communications, messages, review of forums and tasks.) Review of the presentation of the contents and the agenda of the session. 	<p>Virtual classroom:</p> <ul style="list-style-type: none">) Presentation of the material: PPT document - week 15) Selected video) Reading: CZINKOTA. (2007). International Marketing. Mason, OH.: Thomson Southwestern. 8e. 	<ul style="list-style-type: none">) Bibliographic Documentary Analysis) Form teams of students for academic activities.) Group homework assignment.
		<p>SYNCHRONIC ACTIVITIES:</p> <ul style="list-style-type: none">) Videoconference using a technological platform.) Participatory and immediate class development. 	<p>Virtual platform.</p>	<ul style="list-style-type: none">) Exposition.) Synthesis.) Question formulation.
SEM ANA 16	Course Review.	<p>ASYNCHRONIC ACTIVITIES:</p> <ul style="list-style-type: none">) Review of communications, messages, review of forums and tasks.) Review of the presentation of the contents and the agenda of the session. 	<p>Virtual classroom:</p> <ul style="list-style-type: none">) Presentation of the material: PPT document - week 16 	<ul style="list-style-type: none">) Bibliographic Documentary Analysis) Form teams of students for academic activities.) Group homework assignment.
		<p>SYNCHRONIC ACTIVITIES:</p> <ul style="list-style-type: none">) Videoconference using a technological platform.) Participatory and immediate class development. 	<p>Virtual platform.</p>	<ul style="list-style-type: none">) Exposition.) Synthesis.) Question formulation.
	Evaluación Final		<p>Virtual platform.</p>	<ul style="list-style-type: none">) Demonstration



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VI. ESTRATEGIAS DIDÁCTICAS (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) Aprendizaje Basado en Problemas (ABP).
- b) Aprendizaje Orientado a Proyectos (AOP).
- c) Método de casos.
- d) Trabajo colaborativo.

VII. 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.

La evaluación se debe adecuar a la modalidad no presencial, considerando las capacidades y desempeños descritos para cada unidad. Se evalúa antes, durante y al finalizar el proceso, considerando la aplicación de los instrumentos de evaluación pertinentes, según la siguiente tabla:

Evaluación Académica	Peso
Prueba de Entrada	Sin Nota
Examen Parcial (EXP)	20%
Evaluación de Proceso o continua (EVP)	60%
Examen Final (EXF)	20%

Capacidad	Indicadores de evaluación	ítem	Puntos	Instrumentos	Procedimiento	Evidencia	Peso
1) y 2)	Conocimiento Identifica Comprensión Expresa Aplicación Demuestra Análisis Discrimina Síntesis Organiza Juicio crítico Valoriza	2 2 2 1 1 1	3 3 4 3 3 <u>4</u> 20	Examen parcial	Prueba escrita presencial	Examen calificado en escala vigesimal	20%
3) y 4)	Conocimiento Identifica Comprensión Expresa Aplicación Demuestra Análisis Discrimina Síntesis Reconstruye Juicio crítico Justifica	2 2 2 1 1 1	3 3 4 3 3 <u>4</u> 20	Examen final	Prueba escrita presencial	Examen calificado en escala vigesimal	20%



VIII. RESUMEN DE TEMAS DEL CPC DE PREGRADO CUBIERTOS EN ESTE CURSO

RESUMEN DE TEMAS DEL CPC	HORAS/MINUTOS (Ó% de un curso de 4 horas semanales*)
a. Marketing	28
b. Finanzas en Negocios	-
c. Contabilidad	-
d. Gestión	13
e. Ambiente Legal de Negocios	3
f. Economía	2
g. Ética de Negocios	4
h. Dimensiones Globales de los Negocios	8
i. Sistemas de Información	10
j. Técnicas Cuantitativas o Integradora	8
k. Políticas de Negocios o Experiencia completa o integradora	20
Total Estimado de Horas de Cobertura del CPC	96

IX. FUENTES DE INFORMACIÓN COMPLEMENTARIAS:

La fuentes de información complementarias sugeridas para esta asignatura son:

9.1. Fuentes bibliográficas

) Czikota. (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



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