

International Marketing

Course Details

Course Designator & Number: BCLA 3019

Number of Credits: 3

Language of Instruction: English

Contact Hours: 45

Instructor: xxx

Course Description

This course provides an in-depth exploration of the strategic challenges of marketing in a globalized world, focusing on the interplay of cultural, political, and economic factors that shape international strategies. Emphasizing European markets and Barcelona's dynamic role in global trade, students will analyze consumer behavior across cultures, market research techniques, branding, sustainable marketing strategies, and the integration of technology. The course integrates local insights with global trends, equipping students to address dynamic challenges in international marketing.

Course Objectives

Through their participation in this course, students will:

- Analyze the impact of cultural, political, and economic forces on global marketing strategies.
- Evaluate consumer behavior across diverse cultural contexts and adapt campaigns accordingly.
- Apply international market research tools and methodologies, considering cultural and linguistic differences.
- Develop global marketing strategies, balancing standardization with localization.

- Understand branding and positioning principles.
- Explore digital marketing innovations and address global privacy and regulatory challenges.
- Create sustainable marketing strategies aligned with ethical and consumer expectations.
- Integrate theoretical and practical knowledge through case studies specific to Barcelona and Catalonia.

Methodology

In this course, students are expected to actively engage with the content and demonstrate their understanding through the assignments. Students must complete all assigned readings before class and attend all field study components, applying theoretical knowledge to practical situations. Reading assignments are generally 20–30 pages per class session. Attendance policies are outlined in the CET Attendance Policy. All assignments must be submitted via Canvas unless otherwise noted.

Course Prerequisites

Prior coursework in Economics or Business is recommended but not required.

Required Reading / Materials

Cateora, Philip, John Graham, and Mary Gilly. *International Marketing*. 18th ed. New York: McGraw-Hill Education, 2019.

Chong, Mark, Chee Wei Tan, Jiao Tan, and Vignesh Baskaran. "Singapore's 'Crazy Rich Asians' Experience of City Branding." *Singapore Management University Case*, 2019.

Court, David, Dave Elzinga, Susan Mulder, and Ole Jørgen Vetvik. "The Consumer Decision Journey." *McKinsey Quarterly*, June 1, 2009.

Gordon, Jonathan, and Jesko Perrey. "The Dawn of Marketing's New Golden Age." *McKinsey Quarterly*, February 2015.

Holt, Douglas. "Branding in the Age of Social Media." *Harvard Business Review*, March 2016.

Kerin, Roger A., and Steven W. Hartley. *Marketing*. 14th ed. New York: McGraw-Hill Education, 2019.

Lowe, Robin, Alexandra Kenyon, and Isobel Doole. *International Marketing Strategy: Analysis, Development, and Implementation*. 8th ed. London: Cengage, 2019.

Rayport, Jeffrey F. "Advertising's New Medium: Human Experience." *Harvard Business Review*, March 2013.

Salomon, Robert. *Globalization: A Cautionary Tale. In Global Vision: How Companies Can Overcome the Pitfalls of Globalization*, 1-16. New York: Palgrave Macmillan, 2016.

Teixeira, Thales S. "From TV to Web: Content Strategies for Ads That Drive Online Sales." *IESE Insight*, 2014.

Grading

Grading Rubric

Letter Grade	Score or Percentage	Description
A	93–100	Achievement that is outstanding relative to the level necessary to meet course requirements.
A-	90–92	Achievement that is significantly above the level necessary to meet course requirements.
B+	87–89	
B	83–86	
B-	80–82	Achievement that meets the course requirements in every respect.
C+	77–79	
C	73–76	
C-	70–72	Achievement that is worthy of credit even though it fails to fully meet the course requirements.
D+	67–69	
D	60–66	
F	0–59	Represents failure (or no credit) and signifies that the work was either (1) completed but at a level of achievement that is not worthy of credit or (2) was not completed and there was no agreement between the instructor and the student that the student would be awarded an I.

Summary of How Grades Are Weighted

Assignments	Percentage of Grade
Participation in class	15%
Quizzes	30%
Individual Presentation	25%
Team Project Written component, 15% Oral component, 15%	30%
Overall grade	100%

Assessment Details

Graded assignments include:

Participation: Active participation in class discussions and activities, contributing to a collaborative learning environment.

Quizzes: Two quizzes (multiple choice format) assessing comprehension of key concepts, theories, and frameworks discussed in the course.

Individual Presentation: A 10–15 minute presentation based on a Barcelona-focused case study, analyzing a global product, service, or marketing campaign with a local connection.

Team Project: A collaborative international marketing plan, with an executive summary and an oral group presentation due at the end of the term.

Course Content

Unit 1

The International Marketing Environment

- Key cultural, political, and economic forces shaping global marketing.
- Globalization and regional integration: Opportunities and challenges.
- Political risks and their influence on marketing strategies.
- *Local Focus*: The potential economic and marketing implications of hypothetical Catalan independence.

Unit 2

Consumer Behavior Across Cultures

- Psychological and cultural influences on consumer decision-making.
- Cross-cultural consumer behavior.
- Adapting marketing campaigns to align with diverse consumer values.
- *Local Focus*: The enforcement of Catalan-language packaging laws and their impact on product sales and consumer preferences in Catalonia.

Unit 3

Market Research in a Global Context

- Tools and methodologies for conducting international market research.
- Adapting research approaches for cultural and linguistic differences.
- Challenges of secondary data analysis in global markets.
- *Local Focus*: Field observation and analysis of Barcelona's small business sectors and their marketing strategies.

Unit 4

Developing Global Marketing Strategies

- Planning and organizing global marketing initiatives.
- Adapting products and services for consumers and businesses across markets.
- Managing international distribution channels and marketing communications.
- *Local Focus:* “Brand Barcelona” as a global marketing case study: positioning the city as a hub for tourism, innovation, and culture.

Unit 5

Branding & Positioning in International Markets

- Building and maintaining a global brand identity.
- Strategies for positioning products in competitive international markets.
- Balancing global consistency with local customization in branding.
- *Local Focus:* The dual success of “Brand Messi” and “Brand Barcelona FC” in international marketing.

Unit 6

Digital Marketing & Innovation

- Leveraging technology for international marketing campaigns.
- Emerging trends in digital platforms and consumer engagement.
- Addressing privacy and regulatory challenges in global digital marketing.
- *Local Focus:* Barcelona as a leader in smart city technology and its integration into international marketing strategies.

Unit 7

International Product & Pricing Decisions

- Adapting products for diverse international consumer markets.
- Strategies for competitive and ethical pricing in global markets.

- Addressing pricing challenges related to currency fluctuations and tariffs.
- Case Study: SEAT's global pricing strategies and product adaptation for European and non-European markets.

Unit 8

Sustainable Marketing Practices

- Incorporating sustainability into marketing strategies.
- Ethical marketing and consumer expectations in a global context.
- Measuring and communicating sustainability impact effectively.
- Local Focus: Barcelona's green business initiatives and their role in attracting international investment.

Policies

Attendance Policy

Students are expected to be on time and attend all classes while abroad. Many instructors assess both attendance and participation when assigning a final course grade. Attendance alone does not guarantee a positive participation grade; the student should be prepared for class and engage in class discussion. See the on-site syllabus for specific class requirements.

University of Minnesota Policies & Procedures

Academic integrity is essential to a positive teaching and learning environment. All students enrolled in University courses are expected to complete coursework responsibilities with fairness and honesty. Failure to do so by seeking unfair advantage over others or misrepresenting someone else's work as your own can result in disciplinary action. The University Student Conduct Code defines scholastic dishonesty as follows:

Scholastic Dishonesty

Scholastic dishonesty means plagiarizing; cheating on assignments or examinations; engaging in unauthorized collaboration on academic work; taking, acquiring, or using test materials without faculty permission; submitting false or incomplete records of academic achievement; acting alone or in cooperation with another to falsify records or to obtain dishonestly grades, honors, awards, or professional endorsement; altering forging, or misusing a University academic record; or fabricating or falsifying data, research procedures, or data analysis.

Within this course, a student responsible for scholastic dishonesty can be assigned a penalty up to and including an "F" or "N" for the course. If you have any questions regarding the expectations for a specific assignment or exam, ask.

Student Conduct

The University of Minnesota has specific policies concerning student conduct. This information can be found [on the Learning Abroad Center website](#).