

Marketing in European Businesses

COURSE DETAILS

Course Designator and Number: TLDO 3004

Number of Credits: 3

Language of Instruction: Spanish

Contact Hours: 45

Instructor: On-Site Faculty

COURSE DESCRIPTION

This course is directed toward students who wish to acquire basic knowledge about the evolution of business, types of businesses, and marketing in Europe, paying special attention to the development of Spain's situation in recent years. More concretely, this course will address the political and economic framework of the European Union with an analysis of business by sector (agriculture, industry, and services) differentiated by business typologies (small- and medium-sized businesses and large companies). We will also analyze the features of the European labor market and the EU's financial system and tax system. Finally, we will study the specific situation of Spain in terms of its economy, its businesses, and new forms of entrepreneurship that have developed in recent years.

This course is presented and structured in such a way that students who have not previously studied any material related to business or marketing can also follow the material.

Course Objectives

The course is based on four fundamental objectives for students:

- Gain knowledge of the primary characteristics of European business by studying the political and economic framework in which business operates in the European Union

and by analyzing business and marketing in primary economic sectors (agriculture, industry, and service).

- Analyze and understand the economic and legal environment in which European businesses carry out their activities, with emphasis on the job market, the financial system (the euro and European Central Bank) and the tax system (direct and indirect taxes).
- Study the specific case of Spanish business and businesses, looking at the evolution and characteristics of the Spanish economy from its entry into the European Union (1986) to the present, and analyze its business sector and new forms of entrepreneurship that have developed recently.
- Apply the theoretical knowledge acquired in class to practical situations related to the course material.

Methodology

Throughout the course, a combination of theory and practice will be used to address the nine primary topics of this course, which have been grouped into three major content units.

Prior to the start of class, students will receive the course materials to be studied in each unit via email. There are basic materials compiled by the instructor that serve as a guide for the lectures. Complementary materials will also be distributed electronically so that students can expand their knowledge of the course content.

Classes are supported by the materials distributed to the students beforehand, and through lectures and presentation, they will be explained and discussed in each session. Students' active participation is expected to facilitate understanding of the primary course content presented in the classroom.

In addition to discussing theory, students will demonstrate their knowledge on a practical level by completing four essay tests that will allow them to reflect on relevant topics or the present state of business, businesses, and marketing in the European Union and Spain. In addition, based on a case-study methodology, each student will create and present a project on an economic topic of his or her choosing. This research project, done outside the classroom, will make a comparison between Spain, the European Union, and the United States.

These practical projects have a dual purpose. They are intended to show students' individual efforts in the analysis of concrete topics, as they will need to understand and synthesize different realities of business, businesses, and marketing. They are also a way for the rest of the class to learn about business phenomena or situations that are outside the course's scope of content but are still interesting to learn about.

To summarize the methodology of this course, it is based on the combination of theoretical and practical elements that serve to translate the content studied in the classroom into real-world situations.

Required Readings/Materials

Students will receive all the necessary course materials via email and always prior to class so that they can be printed or downloaded onto students' electronic devices.

These materials encompass the lessons for each of the nine topics to be studied, the complementary readings for each unit, and current news that is considered relevant for the greater understanding of topics discussed in class. Again, let it be emphasized that all the material will be distributed to the students via email and all materials will be in electronic format.

Bibliography

Aranda, E., Pérez, S. y Sánchez A. (2018) Política económica y entorno empresarial, Pearson, Madrid

Cuenca, E. y Navarro, M (2019) Lecciones de Economía de la Unión Europea (Economía y Empresa) , Pirámide, Madrid

Eurostat (2019) Eurostat: Estadísticas europeas, Comisión Europea, disponible en <https://ec.europa.eu/info/departments/eurostat-european-statistics.es>

Llamazaes, O (2016): Casos de Marketing Internacional, Global Marketing Strategies

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 meet fully 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
Midterm Exam	25%
Final Exam	25%
Essay Tests and Class Participation	20%
Project and Presentation	30%
Overall grade	100%

Assessment Details

Throughout the course, students will be continuously evaluated so that the final grade will depend on participation in class, completion of the various assignments and projects assigned throughout the course, the midterm exam, and the final exam.

EXAMS

The exams will consist of five questions about the theoretical content discussed in class. The session prior to each exam will be dedicated to answering students' questions.

ESSAY TESTS

During the course, students will complete four quizzes or essays reflecting on a relevant or current-events topic relating to business, businesses, or marketing in Europe, Spain, and the United States.

These essay quizzes will be about 600 words in length.

PROJECT AND PRESENTATION

All students will create a project, following case-study methodology, relating to a relevant or current events topic affecting business or marketing for businesses in the European Union, Spain, and the United States. This project will have a corresponding class presentation.

The topics for these projects must be approved by the instructor at the beginning of the course.

The written portion will be 5–7 pages in length, and the class presentation will last between 10–15 minutes.

COURSE CONTENT

Unit 1

The European Business Sector

- The political and economic framework of Europe
- Sectoral distribution of European business (agriculture, industry, and services)
- Small- and medium-sized businesses (PYMES) vs large businesses in Europe

Unit 2

The Legal and Economic Environment of Business in Europe

- The European job market
- The European financial and monetary system; the euro and the European Central Bank
- The European tax system: direct and indirect taxes

Unit 3

Business and Businesses in Spain

- Evolution and characteristics of the Spanish economy (1986–2019)
- The Spanish business sector
- New businesses and entrepreneurship in Spain

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.