

Academic Year: ( 2020 / 2021 )

Review date: 08-07-2020

Department assigned to the subject: Department of Business Administration

Coordinating teacher: CERVIÑO FERNANDEZ, JULIO

Type: Electives ECTS Credits : 3.0

Year : 1 Semester : 2

**STUDENTS ARE EXPECTED TO HAVE COMPLETED**

Not required.

**COMPETENCES AND SKILLS THAT WILL BE ACQUIRED AND LEARNING RESULTS.**

Skills to be acquired

General skills

\*CG1: Solid theoretical knowledge of Marketing and Market Research.

\*CG8: Ability to solve real problems.

\*CG9: Ability to work in teams under different environments, such as interdisciplinary, multicultural and/or international.

Specific skills:

\*CE12: Analysis, evaluation and marketing decisions on specific sectors (services marketing and quality management, tourism and financial marketing, marketing of non-profit public organizations and international marketing).

Learning objectives

¿ Identify the factors that influence the change in the product and service markets around the world.

¿ Understand the impact of trade environments and socio-cultural environments on the international marketing strategy.

**DESCRIPTION OF CONTENTS: PROGRAMME**

The internationalization of the company

International marketing

External market research

International recruitment and conditions of supply of goods

Tariffs and customs procedures. Non-tariff measures and neo-protectionism.

Transport and logistics function

Commercial documentation in import-export operations

Means of international payment and collection

Financing of international trade transactions

Taxes on international trade

Instruments to support the internationalization of the company

Esta asignatura incluye los siguientes temas:

- ¿ La internacionalización de la empresa
- ¿ Marketing internacional
- ¿ Investigación de mercados exteriores
- ¿ Contratación internacional y condiciones de entrega de la mercancía
- ¿ Aranceles y regímenes aduaneros. Medidas no arancelarias y neoproteccionismo.
- ¿ Transporte y función logística
- ¿ Documentación comercial en las operaciones de import-export
- ¿ Medios de pago y cobro internacionales
- ¿ Financiación de las operaciones de comercio internacional
- ¿ Fiscalidad en el comercio internacional
- ¿ Instrumentos de apoyo a la internacionalización de la empresa

## LEARNING ACTIVITIES AND METHODOLOGY

The subjects will be bimodal 50% (synchronous online teaching in big or aggregate groups, face-to-face teaching in small groups).

Classes may involve lectures, small group exercises, case analyses and discussions. The lectures will serve to establish the conceptual foundations. Practical classes are designed so that students can develop skills and abilities required properly established.

Student contributions are an important part of the course. Students are expected to read assigned materials for each class; attend class, participate and contribute to discussions.

## ASSESSMENT SYSTEM

Your final grade will be assigned based on:

Participation in-class, discussion, assignments, quizzes and cases studies: 60%

Final exam: 40% (minimum score in test 4 over 10)

In order to pass the subject, students need to meet the minimum passing score of 5 points (out of a possible 10) in the final exam. Students that do not meet the minimum passing grade should retake the subject. If the resit is taken, the above grade criteria also apply.

<b>% end-of-term-examination:</b>	40
<b>% of continuous assessment (assignments, laboratory, practicals...):</b>	60

## BASIC BIBLIOGRAPHY

- Czinkota, Michael, R. and Ronkainen, Ilkka A. International Marketing. Seventh Edition, , Thomson South Western, Ohio, USA., 2004