

Academic Year: (2021 / 2022)

Review date: 04-07-2021

Department assigned to the subject:

Coordinating teacher: CERVIÑO FERNANDEZ, JULIO

Type: Electives ECTS Credits : 3.0

Year : 1 Semester : 2

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

Not required.

OBJECTIVES

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 OUTCOMES

The student distinguishes between the different marketing instruments from an international point of view.

The student applies the knowledge of international trade for the good management of the marketing of the company.

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

TRAINING ACTIVITIES OF THE SUBJECT

AF3 Theoretical practical classes

AF6 Group work

AF7 Individual student work

Activity code / No. of total hours / No. of face-to-face hours / % face-to-face

AF3 147 147 100

AF6 203 0 0

AF7 175 0 0

TOTAL SUBJECT 525 105

TEACHING METHODOLOGIES

MD1 Lectures in the teacher's class supported by computer and audiovisual media, in which the main concepts of the subject are developed and the bibliography is provided to complement the students' learning.

MD2 Critical reading of texts recommended by the professor of the subject: Sentences and resolutions, press articles, reports, manuals and / or academic articles, either for later discussion in class, or to expand and consolidate the knowledge of the subject.

MD3 Resolution of practical cases, problems, etc. raised by the teacher individually or in groups

MD4 Presentation and discussion in class, under the moderation of the teacher, of topics related to the content of the subject, as well as practical cases

MD5 Preparation of works and reports individually or in groups

ASSESSMENT SYSTEM

Your final grade will be assigned based on:

Participation in-class, discussion of reading and cases: 10%

Individual quizzes on reading, articles and cases: 20%

Team project: Export project or Company Internationalization project: 20%

Final exam: 50% (minimum score in test 4 over 10)

In order to pass the subject, students need to meet the minimum passing score of 4 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.

% end-of-term-examination:	50
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% of continuous assessment (assignments, laboratory, practicals...):	50
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BASIC BIBLIOGRAPHY

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