

Academic Year: ( 2023 / 2024 )

Review date: 18-06-2023

Department assigned to the subject: Business Administration Department

Coordinating teacher: CERVIÑO FERNANDEZ, JULIO

Type: Electives ECTS Credits : 2.0

Year : 1 Semester : 2

## REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

Not required.

## OBJECTIVES

### 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

### 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, assignments, quizzes and cases studies: 60%

Final exam: 40%.

In order to pass the subject, students need to meet the minimum passing score of 3,9 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