

**INTER AMERICAN UNIVERSITY OF PUERTO RICO
METROPOLITAN CAMPUS
BUSINESS FACULTY
MASTER IN BUSINESS ADMINISTRATION
MARKETING PROGRAM**

SYLLABUS

I. GENERAL INFORMATION

Course Title	:	GLOBAL MARKETING
Code and Number	:	BADM 6390
Credits	:	3
Academic Term	:	
Instructor	:	
Office Location and Hours	:	
Office Telephone	:	
E-mail	:	

II. DESCRIPTION

Analysis of the process of marketing in global markets. Study of perspectives in the management of interactions in the international market and cultural, geographical, economic and political features. Emphasis on the regions in economic growth in the global market. Prerequisite: BADM 5090.

III. OBJECTIVES

It is expected that upon completing the course, the student should be able to:

1. Evaluate opportunities to implement an international marketing plan.
2. Understand the impact of social, cultural, and economic factors on international consumer behavior.
3. Identify ways to successfully access an international market.
4. Understand the possible strategies available when implementing an international marketing plan.
5. Analyze the role of the marketing mix within an international marketing plan.

6. Understand the value and importance of ethics and social responsibility in business when making marketing decisions.

IV. CONTENT

1. Fundamentals

- 1.1. The task of the company dedicated to international marketing.
- 1.2. Theoretical concepts of international marketing.
- 1.3. Socio-cultural concepts in international marketing.

2. Global environment

- 2.1 Development of global strategies
- 2.2 Marketing environment in international environments. 2.3.
- 2.3 Trends in international markets
- 2.4 Consumer behavior, segmentation, and positioning in international markets.

3. Global marketing management

- 3.1. Global or universal product management.
- 3.2. The management of global or universal services. 3.3.
- 3.3. Pricing of the product for the global market.
- 3.4. The distribution of the product to satisfy the world market.
- 3.5. Global advertising or oriented towards all markets.
- 3.6. Personal selling, sales promotions and e-commerce for international marketing.
- 3.7. Management structure for establishing an international marketing plan.

V. LEARNING ACTIVITIES

1. Conferences
2. Class discussion
3. Presentation of readings by students
4. Discussion of cases
5. Pre-test and post-test conferences
6. Presentations
7. Team works

VI. EVALUATION

This is a list of suggested types of evaluation for the course:

Activities	Puntuation	%
1. Test	100	33
2. Case analysis	100	33
3. International Marketing Plan	100	34
	Total	100%

VII. SPECIAL NOTES

A. Auxiliary services or special needs

All students who require auxiliary services or special assistance must request them at the beginning of the course or as soon as they become aware that they need them, through the corresponding registry, in the Office of the Coordinator of services for students with disabilities, Dr. María de los Ángeles Cabello. She is located in the Counseling and Counseling Program, office 111, on the first floor of the John Will Harris building, extension 2306

B. Honesty, fraud, and plagiarism

Dishonesty, fraud, plagiarism and any other inappropriate behavior in relation to academic work constitutes major infractions sanctioned by the General Student Regulations. The major infractions, as stated in the General Student Regulations, may have as a consequence, suspension from the University for a definite period greater than one year or the permanent expulsion from the University, among other sanctions.

C. Use of electronic devices

Cellular telephones and any other electronic device that could interrupt the teaching and learning processes or alter the environment leading to academic excellence will be deactivated. Any urgent situation will be dealt with, as appropriate. The handling of electronic devices that allow students to access, store or send data during evaluations or examinations is prohibited

D. Compliance with the Provisions of Title IX

The Federal Higher Education Act, as amended, prohibits discrimination because of sex in any academic, educational, extracurricular, and athletic activity or in any other program or function, sponsored or controlled by a higher education institution, whether or not it is conducted within or outside the property of the institution, if the institution receives federal funds.

In harmony with the current federal regulation, in our academic unit an Assistant Coordinator of Title IX has been designated to offer assistance and orientation in relation to any alleged incident constituting discrimination because of sex or gender, sexual harassment or sexual aggression. The Assistant Coordinator Sr. George Rivera can be reached by phone at extension 2262 o 2147, or by e-mail griverar@metro.inter.edu.

The Normative Document titled **Norms and Procedures to Deal with Alleged Violations of the Provisions of Title IX** is the document that contains the institutional rules to direct any complaint that appears to be this type of allegation. This document is available in the Web site of Inter American University of Puerto Rico (www.inter.edu).

VIII. EDUCATIONAL RESOURCES

Textbooks

Texto Alon, I., Jaffe, E., & Vianelli, D. (2020). *Global marketing: contemporary theory, practices, and cases*. 3 Edition, McGraw-Hill Irwin, New York: NY.

ISBN-10: 1138807885. ISBN-13: 978-1138807884.

IX. BIBLIOGRAPHY (or REFERENCES)

Graham, J., Cateora P. and Gilly, M. (2020). Marketing International. McGraw-Hill Education; 18 edition. ISBN-10: 1259253066. ISBN-13: 978-1259253065.

Hollensen, S. (2020). Global Marketing. Pearson; 8 edition. ISBN-10: 1292100117. ISBN-13: 978-1292100111. 872 pages.

Green, M. & Keegan, W. J. (2020). Global Marketing 10. Edition. New Jersey: Prentice Hall.

Kenyon, A., Lowe, R. and Doole, I. (2016). International Marketing Strategy: Analysis, Development and Implementation. Cengage Learning EMEA; 7 edition. ISBN-10: 1473723701. ISBN-13: 978-1473723702.

www.jp.gobierno.pr – economics information of Puerto Rico

www.gobierno.pr/censo - census information of Puerto Rico

www.census.gov – census information of EEUU

www.stat-usa.gov – economics and statistical information

www.eurostat.com – census and economics information of Europe

www.wto.org – World Trade Organization

www.imf.org – International Monetary Fund

www.salesandmarketing.com - Sales and Marketing journal

www.adacritic.com - Advertising Critic from Creativity Magazine

www.marketingpower.com - American Marketing Association

www.adage.com - Advertising Age

www.adweek.com - Advertising Week

www.dictionary.com – business dictionary

www.acnialsen.com – marketing research reports

www.mercadeoglobal.com – global marketing

www.elpais.com – Spain newspaper

www.mercadeo.com – marketing magazine

www.nytimes.com - New York Time

www.bostonherald.com - Boston Herald

www.miamiherald.com - Miami Herald

www.bloomberg.com – economics news

www.cnn.com – general news

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