



Universidad
de Alcalá

COURSE GUIDE

INTERNATIONAL MARKETING

**Bachelor's Degree in Economics and
International Business
University of Alcalá**

Academic Year 2025/2026
Third year - Second Trimester

Course Guide

Subject name:	International Marketing
Code:	361012
Part of degree:	Bachelor's Degree in Economics and International Business
Department and Subject Area:	Department: Economics and Business Management Research and Teaching Unit: Commercialisation and Market Research
Nature of course:	Obligatory
ECTS Credits	6
Degree year and trimester:	Third year - Second Trimester
Teaching Staff:	Pedro Cuesta Valiño (pedro.cuesta@uah.es) Estela Núñez Barriopedro (estela.nunezb@uah.es) Sergey Kazakov (sergey.kazakov@uah.es) Cristina Loranca Valle (cristina.loranca@uah.es) José María López Sanz (jm.lopez@uah.es) Pedro Cuesta Valiño (pedro.cuesta@uah.es)
Charge of the subject:	Pedro Cuesta Valiño (pedro.cuesta@uah.es)
Teaching Schedule	To be arranged with the teachers
Language of course:	English

1. PRESENTATION

The International Marketing class is an obligatory subject which forms part of the required degree credits and is taught in the third year of the bachelor's degree in Economics and International Business.

The subject International Marketing is an introductory class into the foundations of international marketing. It offers an introduction into what marketing is and the main activities it involves, such as commercial management, analysis of the global market and the international scene, the study of consumer behaviour, knowledge of demand and market segmentation. All this will be studied through research into external trade. This guide is a tool which will allow the student to understand how the classes will develop, what must be done to pass the course, how work will be evaluated, etc. In summary, it is a guide to everything that will take place inside and outside of classes.

2. SKILLS TO BE DEVELOPED

Generic competences:

GC1.- Acquire skills in negotiation techniques used in international institutions and companies.

GC2.- Ability to analyse data and reports specifically from international sources (companies, international institutions such as the IMF, the WTO or the Bank for International Settlements).

GC3.- Interest in updating the permanent requirements of organisation and planning techniques for international business and public activities.

GC4.- Ability to assess the multiplicity of social, political, technical, etc. factors that converge in international business and institutional decisions.

GC5.- Acquire current ethical criteria that can be permanently updated in different countries through anti-corruption codes, charters of international economic rights, etc.

GC6.- Ability to integrate into interdisciplinary teams made up of people from very different countries and backgrounds.

GC7.- Scientific and professional curiosity for the permanent use of analytical and conceptual tools specific to international economic relations.

GC8.- Motivation for the search for quality in professional practice and in its development.

GC9.- Curiosity for the learning of new techniques and instruments that continuously appear in the international world.

GC 10.- Written and oral expression skills that can be used in different environments.

GC 11.- Ability to use the English language in the search for information and use of resources in English, and in the preparation and presentation of academic activities.

Basic competences

CB1 - Students have demonstrated possession and understanding of knowledge in an area of study that builds on the foundation of general secondary education, and is usually at a level that, while relying on advanced textbooks, also includes some aspects that involve knowledge from the cutting edge of their field of study.

CB2 - Students are able to apply their knowledge to their work or vocation in a professional manner and possess the competences usually demonstrated through the development and defence of arguments and problem solving within their field of study.

CB3 - Students have the ability to gather and interpret relevant data (usually within their field of study) in order to make judgements which include reflection on relevant social, scientific or ethical issues.

CB4 - Students are able to communicate information, ideas, problems and solutions to both specialist and non-specialist audiences.

CB5 - That students have developed those learning skills necessary to undertake further study with a high degree of autonomy.

Transversal competences

CT1.- Acquire techniques and skills related to professional practice, including the application of the appropriate ethical regulations.

CT2.- Know the resources available for accessing information and use them effectively.

CT3.- Acquire oral and written communication skills in modern languages, both in professional environments and in other types of contexts.

CT4.- To understand the ideas and arguments expressed in a foreign language, in writing and orally, both in everyday situations and in professional and specialised contexts.

CT5.- Manage in an advanced way the most frequently used office tools in a professional environment (word processing, databases and spreadsheets) and advanced use of electronic communication, navigation and data search programmes (e-mail and Internet).

CT6.- Design presentations using computer programmes and the ability to structure information in an appropriate manner and transmit it clearly and efficiently, with a basic knowledge of the functioning of data transmission networks.

CT7.- Knowing the main techniques of management, conflict resolution, labour selection and motivation of human teams in a work environment with the use of effective strategies in time management.

CT8.- Plan and develop research in a specific field of study, in accordance with the academic and scientific requirements that are specific to it.

CT9.- Know the history of the University of Alcalá, the functioning of European institutions and the historical, social, economic and cultural reality of European and Latin American countries.

Specific competences:

CE7.- To acquire the minimum skills to defend economic-business points of view, using the minimum tools necessary to be able to express orally and in writing, in a scientific way, economic data of a company-institution.

CE8.- To acquire the ability to successfully carry out all kinds of international negotiations with people from very different cultures and with very different interests.

CE21.- To acquire the basic concepts of marketing (market, demand, environment, competition, product, price, distribution and promotion), developing the fundamentals of market segmentation, consumer behaviour and market research for the design of marketing strategies.

The subject considers "soft" skills, Digital skills, and the Skills related to Environmental, Economic and Social Sustainability, as indicated in the Master Plan of the Department of Economics and Management of Companies, dependent on the Strategic Plan-2036 of the University of Alcalá.

3. CONTENTS

Content blocks (subjects may be specified if deemed necessary)	Total number of classes, credits or hours
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Introduction to the subject and initial considerations	<ul style="list-style-type: none"> • 3 hours theory • 3 hours practical
Subject 1. Basic concepts of marketing and commercial management <ul style="list-style-type: none"> - The importance of marketing - Commercial management tasks 	<ul style="list-style-type: none"> • 4.5 hours theory • 4.5 hours practical
Subject 2. The market and general environment <ul style="list-style-type: none"> - The concept of the global market and its limits - Competition - Characteristics of the international environment 	<ul style="list-style-type: none"> • 3 hours theory • 3 hours practical
Subject 3. Consumer behaviour <ul style="list-style-type: none"> - The purchasing decision process - Internal and external determiners of consumer behaviour 	<ul style="list-style-type: none"> • 3 hours theory • 3 hours practical
Subject 4. Market segmentation and positioning <ul style="list-style-type: none"> - Market segmentation - Positioning 	<ul style="list-style-type: none"> • 3 hours theory • 3 hours practical
Subject 5. International marketing strategies <ul style="list-style-type: none"> - External markets - International marketing strategies 	<ul style="list-style-type: none"> • 3 hours theory • 3 hours practical
Final considerations	<ul style="list-style-type: none"> • 3 hours theory • 3 hours practical

Timetable (Provisional)

Week/ Session	Content
1	<ul style="list-style-type: none"> • Introduction to the subject and initial considerations
2	<ul style="list-style-type: none"> • Initial considerations
3	<ul style="list-style-type: none"> • Subject 1. Basic concepts of marketing and commercial management
4	<ul style="list-style-type: none"> • Subject 1. Basic concepts of marketing and commercial management
5	<ul style="list-style-type: none"> • Subject 1. Basic concepts of marketing and commercial management
6	<ul style="list-style-type: none"> • Subject 2. The market and general environment
7	<ul style="list-style-type: none"> • Subject 2. The market and general environment

8	<ul style="list-style-type: none"> • Subject 3. Consumer behaviour
9	<ul style="list-style-type: none"> • Subject 3. Consumer behaviour
10	<ul style="list-style-type: none"> • Subject 4. Market segmentation and positioning
11	<ul style="list-style-type: none"> • Subject 4. Market segmentation and positioning
12	<ul style="list-style-type: none"> • Subject 5. International marketing strategies
13	<ul style="list-style-type: none"> • Subject 5. International marketing strategies
14	Final considerations
15	Final considerations

4. TEACHING-LEARNING METHODS. – COURSEWORK

Distributed between teaching and student's own work

4.1. Distribution of credits (specified in hours)

Number of contact hours: 48	<ul style="list-style-type: none"> • Practical and theory classes: 46 • Final exam: 2
Number of hours of Student's own work: 102	<ul style="list-style-type: none"> • Individual work, study, completing coursework, exam preparation: 102
Total number of hours	150

4.2. Method, materials and teaching resources

Contact hours	<p>Some of the contact hours will be in the form of lectures. These will be theoretical in content and will develop the key points of the programme. The role of the student in lectures is to listen actively, try to understand the arguments and theories discussed, relate the lecture content to their prior knowledge and try to take structured notes of the most important content. Prior preparation on the part of the student is necessary in order to fully benefit from the lecture. This should be in the form of reading supporting materials about the subject or consulting one of the text books from the core reading list, or other resources that the student may have.</p>
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	<p>The contact hours will also include practical classes. In these sessions practical aspects taken from the lectures will be developed, with the student as the active party, working individually or in a group under the supervision of the teacher. From this, two types of work will be completed:</p> <ul style="list-style-type: none"> • Practical and theoretical research work concerning certain aspects of the programme, which will be assigned by the teacher and presented in class. <p>Practical exercises (individually or in work groups) which the teacher will assign, using case studies and experiences from companies, debates, commentaries of press releases and articles from specialised journals. These will be scheduled throughout the course.</p>
Individual work	<p>The student must complete a project (individually and as part of a group) using readings, research, analysis, completed exercises, reports and the work and study completed on the course subject.</p> <p>They will collaborate with the professionals of the CRAI-Library so that students can carry out an activity that develops information competencies in the use and management of information.</p>
Tutorials	<p>Tutorials may be in a group or individual. During these the teacher will assess whether the student has acquired the necessary skills.</p>
Practical and theoretical tests of knowledge and skills gained	<p>The student must interrelate all knowledge gained through classes and lectures, individual work and tutorials.</p>

5. Assessment: Procedure, evaluation criteria and grading

The evaluation process for this subject is based on continuous assessment.

For students who have been accepted for continuous assessment, their performance will be assessed on their work, knowledge and skills gained and the improvement made to their learning process. Assessment methods:

PRACTICAL:

- a) Active participation in theoretical and practical classes. Percentage of grade based on student participation: 10%
- b) Presenting and finding solutions to practical case studies and individual or group work: 50%

THEORETICAL:

- C) Passing theoretical test on knowledge and skills gained: 40%

To pass the subject, the student must pass all tests to a satisfactory standard, given that as a whole they assess all the skills developed.

For those students who do not pass both parts, but have passed one of the two (whether this is the practical or theoretical part), the part that has been passed will be saved, and only the failed part must be retaken during the resit period (June-July). If it is the theoretical part which has been failed, an exam of the relevant course content will be taken. If it is the practical part which has been failed, individual practical exercises must be completed. It is the student's responsibility to request the exercises and work plan from the teacher.

Students who have failed both parts of the subject must take an exam concerning all the course content and complete individual practical exercises, during the resit period (June-July). It is the student's responsibility to request the exercises and work plan from the teacher.

For those students who are not following the continuous assessment procedure, there will be a final evaluation during the academic year's normal exam period. Amongst others, reasons which may admit the student to opt for a final evaluation, notwithstanding that all cases must be approved, include practical work experience, work obligations, family obligations, health reasons and disability. Being a part-time student is not in itself sufficient reason for opting for the final evaluation route. To be accepted for final evaluation, the student must make a written request to the dean during the first two weeks of teaching, explaining why they are unable to follow the continuous assessment system. In the case of those students who for justified reasons are not formally matriculated from the course start date, the assessment period will begin from their enrolment on the course. The dean will consider the circumstances that the student has detailed and will make a formal decision. If after 15 days the student has not received a written reply to his/her request, s/he can assume that it has been accepted.

The final assessment for those students who do not complete the evaluation will be in the form of an exam which covers all of the course content, during the normal exam period (a mark of 5 out of 10 is required). It will also be necessary to carry out some individual practical exercises, which must be presented and handed on the date that is indicated by the teacher. For these individual practical exercises, the student must first ask the teacher (during the first month started the course), the assigned exercises, special work plan, the date, time and place of the presentation.

To be able to pass the subject, it is necessary to achieve a minimum grade of 5 out of 10 in both the exam and the individual assigned work.

For those students who do not manage to pass both parts, but do pass one of the two (whether this is the exam or the practical part), the part that has been passed will be saved, and only the failed part must be retaken during the resit period (June-July). If it is the theoretical part which has been failed, an exam of the relevant course content will be taken. If it is the practical part which has been failed, individual practical exercises must be completed. It is the student's responsibility to request the exercises and work plan from the teacher.

Students who have failed both parts of the subject must take an exam concerning all the course content and complete individual practical exercises, during the resit period (June-July). It is the student's responsibility to request the exercises and work plan from the teacher.

According to the Regulations Learning Assessment approved by the Governing Council of the UAH, detection of fraudulent practice in any assessment test will be graded with suspense (0).

Likewise, the warning of signs of plagiarism in any of the works or activities proposed to the students will be graded with suspense (0).

During the development of the assessment tests, the guidelines set out in the Regulations establishing the Rules of Coexistence of the University of Alcalá must be followed, as well as the possible implications of irregularities committed during these tests, including the consequences for committing academic fraud according to the Disciplinary Regulations of the Student Body of the University of Alcalá.

The teaching-learning methodology and the evaluation process will be adjusted, when necessary, with the guidelines of the Diversity Care Unit, to apply curricular adaptations to students with specific needs.

6. READING LIST

Core Reading List

Santesmases Mestre, M. (2012): *Marketing. Conceptos y Estrategias*, 6ª edición, Editorial Pirámide, Madrid.

Complementary Reading List (optional)

Santesmases Mestre, M.; Merino Sanz M.J.; Sánchez Herrera, J. y Pintado Blanco, T. (2011): *Fundamentals of Marketing*, Editorial Pirámide, Madrid.

Kotler, Philip and Armstrong, Gary (2020): *Principles of Marketing*, 18th edition, Global Edition, Prentice Hall, New Jersey.

Calvo, Cristina and Stanton, John L. (2017): *Principles of Marketing*, Esic, Madrid.

Cateora, Philip; Gilly, Mary and Graham, John (2011): *International Marketing*, 15th edition, McGraw-Hill / Irwin, New York.

Cerviño, J. (2008). *Marketing Internacional, Nuevas Perspectivas para un Mercado Globalizado*. Editorial Pirámide, Madrid.