

# Module Study Guide

Academic Year 2022–2023

Academic Partner: Marbella International  
University Centre

Int MKT Plan – International Market Plan

Level 6

Credits: 20 UK Credits (10 ECTS)

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## Key team contact details

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The Dean responsible for this module is Beata Froehlich, and can be contacted at [beata@miuc.org](mailto:beata@miuc.org)

The External Examiner responsible for this module is Dr Keith Salmon (Reader, University of Hertfordshire) for International Business and International Relations courses and Dr. Ana Gaio (Programme Director MA Culture, Policy and Management, City University of London) for Marketing and Advertising course.

The Academic Partner Link-Tutor responsible for this module is Brenda Theodore-Marks (for International Business and International Relations courses) and Matilde Nardelli (for Marketing and Advertising course), and can be contacted at [Brenda.Theodore-Marks@uwl.ac.uk](mailto:Brenda.Theodore-Marks@uwl.ac.uk) and [Matilde.Nardelli@uwl.ac.uk](mailto:Matilde.Nardelli@uwl.ac.uk)

# 1 Module overview

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## 1.1 Introduction

International Marketing Managers, Global Marketing Leads, Global Liaison Managers, International Business Managers, or similar titles, are key positions within any international organization to carry out Marketing or Business plans at international level. The main goals of these positions pursue clear objectives: understand international scenarios, the factors affecting their organisations and management under a multicultural approach together with social, legal and political aspects and regulations, all together under specific economic situations.

The above-mentioned factors are crucial for an effective international market plan, since it is mandatory to identify barriers and opportunities in combination with a matrix of variables involving the appropriate market research.

## 1.2 Module summary content and aims

The module prepares you to become an international market team member when planning international market plans, taking part in many decisions regarding entry strategies, distribution, or any other topics within the Marketing Mix at international level, being able to collaborate in the measurement of the effectiveness and control of the planning and implementation processes.

The module aims to provide you understanding of the competitive implications affecting international market plan. Moreover, it enables you to gain in-depth understanding of the factors that govern the decision in market entry. You will learn to analyse planning, organising, and managing an international business marketing strategy in order to gain the competitive advantage in the global marketplace.

The topics covered in the module, amongst others, include:

- Identifying the political, economic, social and cultural factors affecting business planning and decision-making process
- Understanding the implications of legal regulations in business expansion
- Applying market research techniques
- Developing a general Marketing Mix strategy at an international level

## Expectations

### Specific expectations students can have of tutors:

- Constructive formative feedback on draft for the assessment (not including written examination, oral assignment).
- Slides and learning materials made available on the learning platform.
- Assessment marks and summative feedback given within fifteen working days from the assessment submission deadline.

## Specific expectations tutors will have of students:

- Attend all teaching and activity sessions, prepared with notes of previous classes and readings
- Behave professionally in classes and avoid disruption to class and other students.
- Inform module leader via email and fill out the absence notification/justification form online beforehand when not able to attend any classes.
- Participate and communicate professionally in class and with module leader.
- Attempt all assessments by submission deadline and communicate with the module leader if there are any extenuating circumstances to explore extensions requests and/or mitigation claims.

## 1.3 Learning outcomes to be assessed

At the end of the module, you will be able to:

**LO1.** Analyse segments by behaviour, attitude and opinions as well as demographics and lifestyle data

**LO2.** Evaluate critically the macro-environment factors and debate their implications on selecting entry markets

**LO3.** Evaluate direct and indirect competitors by core competencies and critical success factors

**LO4.** Propose an international marketing plan for top management.

## 1.4 Indicative Contact Hours

Teaching Contact Hours	56 hours
Independent Study Hours	44 hours
Total Learning Hours	100 hours

## 2 Assessment and feedback

### 2.1 Summative assessment grid

Type of Assessment	Word Count or equivalent	Weighting	Pass Mark	Indicative Submission week	Method of Submission & Date of Feedback
A1: International market plan	3500 words (+/- 10%)	100%	40	Week 15 (Monday 29 <sup>th</sup> of May, 23h59)	Via MIUC LMS (NEO) & 15 working days after the assessment

### Assessment Support

Assessment (insert below type of assessment as per the table above)	Teaching Weeks in which Assessment Support Takes Place (enter each week no. in a new row)	Outline of Type and Form of Assessment Support to be Provided	Student Preparation Required Prior to or After the Support Session	How will the Support Session be Delivered
A1: First part of Int. Mkt plan (Part 1+2)	Week 7	Feedback of the draft for questions 1 and 2	Before: do research and write up draft, bring the draft to class	In Class, Q&A session and comments to students given by teacher
A1: Second part of Int Mkt plan (part 1+2+3)	Week 10	Feedback of the draft for questions 1, 2 and 3	Before: send the draft in week 10 Prior to the class via NEO After: implement the feedback provided	In class: In Class, Q&A session and comments delivered on draft within 15 calendar days
A1: Last part of Int Mkt plan (part 4+5)	Week 13	Feedback on draft for Questions 4 and 5	Before: do research and write up draft, bring the draft to class	In-class - Q&A, Session
A1: Int Mkt plan (all)	Week 14	Recapitulation, Remarks, Doubts during last class of week 14 Students can verbally present their project or a part to receive verbal feedback	Before: Prepare presentation After: implement the feedback provided	In-class - Q&A, Session  + possible presentations

## 2.2 Assessment brief – Assessments and learning outcomes

### 2.2.1 Assessment 1: International Market Plan

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For this assignment, you will have to choose one product/or service, which is manufactured and commercialized in a European country and a target country to produce an international market plan. The final choice of the product/ service, home base country and the target country must be approved by the module leader. The student may not alter them after approval.

You are required to analyse the key international market elements and create a “Country note book” for your target country that will be the base of a market plan.

A country notebook contains information a marketer should be aware of when making decisions involving a specific country market. It often also serves as a quick introduction for anyone assuming responsibility for a country market.

The information gathered in your country note book will serve as a basis to develop your preliminary market plan. You should cover the following parts of the cultural analysis, economic analysis and competitive market analysis.

Your preliminary market plan, will include your market objectives, a SWOT analysis and suggestion for product adaptation, amongst others.

The plan should first analyse the cultural environment of the new market, such as institutional, political and social environment, followed by an economic analysis and then investigate whether to enter the market or not based on the previous analysis. This Market audit and competitive market analysis, will be followed by the reasoning for market potential and any possible entry decision. This must be consistent and based on the information gather previously. Furthermore, you must create a preliminary market plan which provides suggestions for entering the new market and reflect on your learning.

For a detailed description, please read the assessment guidelines

#### **Assessment criteria for Assessment 1 (LO1, LO2, LO3 and LO4 will be assessed)**

The International Market Plan will be marked in accordance with the following marking criteria:

- o **Knowledge and understanding (20%): Q1+2+3** The students should clearly summarise and identify the core aspects of the target market that are relevant. They are expected to provide relevant information about the product & market given, research and show an appropriate understanding of concepts and key factors learnt along the module.
- o **Cognitive Skills (30%): Q 4** The students are expected to reason their own international market audit (meeting the key aspects including negotiation style) providing consistent and critical arguments for the market entry decision.
- o **Practical and professional skills (30%): Q5** Students will need to use the research and assess the main issues regarding the market entry to provide the necessary evidence to support their analysis and suggestions. The synergies of the alignment among all the main aspects, which will be especially valued. This should be more than just a collection of facts, but an interpretation of several elements, adding value and giving an overview of the market



- o **Transferable and key skills (20%):** Students will need to present the key points and data of their plan in written form in a concise and consistent manner. It will also be marked according to the usage of valid references, similar business cases information and data currently happening in their chosen market. Students will also need to demonstrate the ability of incorporating the feedback into the final plan.

For guidance on online submission of assignments, including how to submit and how to access online feedback, please refer to the MIUC LMS student guideline.

## Formative assessments

In order to get prepared for A1 (the final project), you will learn to apply and understand these concepts by examples used in class and by doing several exercises during the sessions. Additionally, you can schedule a private session to ask doubts, and submit a formative draft before the set deadline to receive feedback for the final project. Furthermore, the last session of the module will include support for the final project: to solve the doubts, review some material and clarify some given feedback or even to allow students to present their project in a formative powerpoint presentation .

## Employability Skills

This assessment covers the following employability skills, which you could demonstrate on your CV and at job interviews if you successfully pass the assessment:

- Communication
  - Writing
  - Presentation skills
- Take initiative and self-motivating
- Planning and organisation skills
- Research skills
- Cultural awareness and diversity
- Ethical and sustainable solutions for international trade
- Creativity/lateral thinking
- Critical thinking and argumentation

## 2.3 Learning materials

The reading list for this module is available on the module page of MIUC learning platform.

### 2.3.1 Core textbook(s)

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Cateora, P.R. *et al.* (2016) *International marketing*. 17edn. New York, NY: McGrawHill Education.

Daniels, J.D., Radebaugh, L.H. and Sullivan, D.P. (2015) *International Business: Environments and Operations*. Pearson Education Ltd

### 2.3.2 Recommended reading:

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Browaey, M.J. and Price, R. (2011) *Understanding cross-cultural management*. UK. Pearson

Gerber, J. (2011). *International economic institutions since WWII*. Pearson Addison- Wesle

Ghia, L., (2016) *International Business Law*. Trento, Wolters Kluwer.

Other recommended readings will be uploaded into the Neo platform

Your Personal Tutor can help if you're worried about your studies, need academic advice, or want to find the

**Remember to log into MIUC LMS (NEO LMS) daily to receive all the latest news and support available at your module sites!**

All students are automatically members of the MIUC Library and can use the services provided by the library and have free access to its collection.

The collection is composed of specialised resources in the following subjects: International Business, International Relations, Journalism & Mass Media, Marketing & Advertising, Psychology, and Sport Management. Users can find reference books, monographs, journals, electronic resources (e-books, CDs, DVDs, and Blu-ray) and databases.

The largest numbers of items for each discipline are monographs and reference works, which are approximately 1600 volumes. Moreover, the audio-visual collection is approximately 400 volumes.

At the same time, our electronic library offers a collection of digital resources to the MIUC community. The collection can be categorised into 4 areas:

- Databases: provide full-text, secondary information or bibliographical references of articles, books, reports, and other publications.
- Electronic Journals: journal subscribed by the MIUC.
- Electronic Books, Dictionaries and Encyclopaedias: full-text books and book collections.
- LibGuides ([MIUC learning platform](#) → [Library](#) → [LibGuides](#)): electrical resources organised by fields of knowledge which are available to help you find relevant information for assignments

Remember, all your work must have Academic Integrity; it must be an honest and fair submission, complying with all the requirements of the assessment, that properly references and credits any other people's work you have used. Failure to meet these standards of behaviour and practice is academic misconduct, which can result in penalties being applied under the Academic Offences Regulations.

## 3 Things you need to know

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### 3.1 Our Expectations

You are expected to behave in accordance with the MIUC Student Code of Conduct and treat others with kindness and respect whether at university or online. It's important to consider your safety and the safety of others around you, especially how to stay safe online and ensure your communications are secure and appropriate.

Whether you are engaging with teaching and learning activities onsite or online, we expect the same level of commitment and engagement from you. If you are unable to attend scheduled onsite or online activities, or complete activities in the time frames set out and have a solid reason for your absence to be justified, please fill out absence notification form.

You should aim to meet assessment deadlines; if you are concerned that you will not be able to complete your assessments on time, please fill out extenuating circumstances request. Your engagement, whether online or onsite, will be tracked and if we see that you are not engaging, we will get in contact with you.

Please remember that we are here to support you so if you are having problems, let us know so we can work with you to find solutions and get you back on track as soon as possible. Give yourself the best possible chance to succeed by engaging with the full range of learning and teaching activities available to you.

### 3.2 Getting Support

#### 3.2.1 Personal Tutors, Module Leaders, Subject Librarians, and Course Leaders

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Your Personal Tutor can help if you're worried about your studies, need academic advice, or want to find the best way for you to succeed.

Your Module Leader can help if you're struggling with work, don't think you can meet a deadline, or there was something you didn't understand or want to know more about.

Your Librarian can help you with finding, evaluating, reading, and referencing sources. They offer drop-ins and workshops throughout the year.

Your Course Leader can help with any questions about the course you're studying, such as any course-specific requirements or options.

#### 3.2.2 Student Support

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Students at MIUC will receive the following support:

- MIUC provides every student coaching services for personal and professional development to unlock their potential and maximise their performance. Students will attend the individual sessions scheduled with Life Coach at the beginning of each semester.
- Personalised learning supported through the provision of materials, resources, and recorded lessons direct to students via VLE on the web.

- Workshops on academic skills offered throughout the semester. Besides regular workshops, students can also seek individual academic support (including research skills, ICT literacy) by making appointments with the workshop tutor.
- Through the personal tutorial system – the primary role of the personal tutor is to support students' personal development planning together with the life coach. Tutors and life coach are always reachable in person and via email.
- Through the curriculum – all course team members are personal tutors and support the personal development process with their tutees.
- Through counselling service – MIUC offers counselling services to all students. Depending on an initial psychological evaluation, the university counsellor will develop the most effective treatment plan to adequately address any concerns at hand.
- Through internship support - internships can take place domestically or internationally. Students will learn to work individually, as well as in a team. They also will be exposed to a dynamic global environment that will help them learn to manage challenge and uncertainty in real world.
- Through extracurricular activities - Student Life Department offers students a wide variety of thrilling trips and extracurricular activities providing great opportunities for networking.

### 3.2.3 Meeting Deadlines

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You should always try your best to submit your work on time. If you submit coursework late, within 10 calendar days of the deadline, then the maximum mark you will be able to get for that work will be the pass mark. Anything submitted after this would be counted as a non-submission.

We understand that there may be times when you experience circumstances outside of your control that mean you are not able to submit on time. It's a good idea to talk your Module Leader if you're not going to be able to submit on time so that they can support you and make you aware of any services that can help.

Where exceptional circumstances mean you'll be submitting your coursework late, you can request an extension before your deadline. An extension means that the penalty for submitting up to 10 calendar days late will not apply.

If your circumstances are so serious that you are not able to submit at all or are unable to attend an in-person assessment like an exam or in-class test, then you can request mitigation for the assessment. Mitigation means that you can submit work at the next available attempt instead.

If you request an extension or mitigation before the deadline you can choose to self-certify, meaning that you do not have to provide evidence, so long as you provide a valid reason for the request. You can only self-certify three assessments per academic year. If you have used all your self-certification opportunities, or requested mitigation after the deadline, you will need to provide evidence of your exceptional circumstances for your request to be granted.

To apply for an Extension or Mitigation, please use the following links:

- Extension <https://forms.gle/RZyp1aBJWKwwU6wWA>
- Mitigation <https://forms.gle/iX8FEqUysGRqLHP36>

## **3.3 Making an Impact**

### **3.3.1 When there's an issue**

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If something's negatively impacting your experience at university, you should raise this informally with your Module Leader or Course Leader.

We aim to ensure that any issues are resolved as quickly as possible to have minimum impact on your studies.

### **3.3.2 Module Evaluation Surveys**

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Towards the end of the module, you will be invited to provide some anonymous feedback to the Module Leader through an online survey. This is your opportunity to give direct feedback about the module through a series of questions and free text.

Your constructive feedback will help the Module Leader and teaching team to understand the module experience from your perspective and helps inform the development of the module. At the end of the survey period, a response to the survey will be available so that you can see the impact your voice has had.

## 4 Appendix: Weekly Content

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### Week 1: Module Organization and Introduction

The first session will provide the overview the fundamentals related to international markets, clarifying terms, solving first questions, with a general overview of global Marketing.

This session will introduce you to the structure of the module, practical methodology to be used, the assessment method and your role-play as Junior Global Marketing Manager to be performed along the module.

#### References

Cateora, P.R. *et al.* (2016) *International marketing*. 17th edn. New York, NY: McGrawHill Education.

Daniels, J.D., Radebaugh, L.H. and Sullivan, D.P. (2017) *International business: environments & operations*. 16<sup>th</sup> edn. New York, NY: Pearson.

Kotler, P. and Keller, K.L., (2016). *A framework for marketing management*, 6th edn. Boston, MA: Pearson.

### Week 2: The scope and challenge of International Marketing

This session will provide students with the arguments about why settling a process for the internationalization of businesses and all the key aspects will threaten the plan along the stages of this process. It implies as well, going through the capacity of the company to adjust their objectives and tactics according with the milestones taking place along the way. Even so, the students will see how several patterns can be identified to help them through the planning. On top of this the development of world institutions plays an important role in terms of order and arbitration.

#### References

Cateora, P.R. *et al.* (2016) *International marketing*. 17<sup>th</sup> ed. New York, NY: McGrawHill Education.

Daniels, J.D., Radebaugh, L.H. and Sullivan, D.P. (2017) *International business: environments & operations*. 16th ed. New York, NY: Pearson.

De los Santos del Pozo, A. (n.d.) Internationalization strategy: Democratic luxury or maximum Exclusiveness?. *International Marketing Universitat Pompeu Fabra*. Available at: <https://www.studocu.com/ca-es/document/universitat-pompeu-fabra/international-marketing-i/caso-i-internationalization-strategy-carolina-herrera/646504> (Accessed on: 16 February 2022)

Parker, B. (2005) *Introduction to globalization and business: relationships and responsibilities*. London ; Thousand Oaks, Calif: SAGE.

Porral, C.C. and Dopico, D.C., (2011) 'Carolina Herrera" internationalization strategy: democratic luxury or maximum exclusiveness?'. *European Research studies* 14 (2), pp. 3-26, <https://www.um.edu.mt/library/oar/handle/123456789/31462>, Accessed on 21 February 2022.

### **Week 3: Economic Environment and International Trade**

This session will facilitate the understanding of how some important international organizations regulate some international decisions in the global trade market dealing with the global rules of trade between nations, ensuring that trade flows as smoothly, predictably and freely as possible, the stability of the international monetary system -system of exchange rates and international payments that enables countries and their citizens- to transact with each other, providing loans to countries for capital programs.

#### References

- Cateora, P.R. et al. (2016) *International marketing*. 17th ed. New York, NY: McGrawHill Education.
- Daniels, J.D., Radebaugh, L.H. and Sullivan, D.P. (2017) *International business: environments & operations*. 16th edn. New York, NY: Pearson.
- Egu, M. (2016). The strategic importance of regional economic integration to multinational companies (MNCs) : a study of South African MNCs' operations in the SADC. *UNISA* DOI: 10.13140/RG.2.1.3497.1120.
- Gulrez, A. (2020) Calls to Boycott French Products Grow Worldwide. *INCpak*. Available at: <https://www.incpak.com/world/boycott-french-products-worldwide/> (Accessed on: 18 February 2022)
- IMF.org (2021) *IMF at a glance*. Available at : <https://www.imf.org/en/About/Factsheets/IMF-at-a-Glance> (Accessed on: 18 February 2022)

### **Week 4: Social and cultural considerations in international Marketing**

This session will facilitate a general understanding of how customer behaviour may influence remarkably in market plans taking into account a wide range of characteristics related to specific social habits or cultural inheritance. At the same time, they will have a chance to compare these aspects across regions.

#### References

- Bastani, A. (2020) *The 21st Century Crisis Nobody Talks About: Demographic Ageing*. Available from <https://youtu.be/8aSf6rsdvrk> (Accessed on 18 January 2023)
- Cateora, P.R. et al. (2016) *International marketing*. 17th ed. New York, NY: McGrawHill Education.
- Davies, A., (2021) *COVID-19 and ICT-supported remote working: Opportunities for rural economies*. *World*, 2(1), <https://doi.org/10.3390/world2010010>, pp.139-152.
- Geerthofstede.com (n.d.) *Dimension maps of the world*. Available from <https://geerthofstede.com/culture-geert-hofstede-gert-jan-hofstede/6d-model-of-national-culture/> (Accessed on 25 February 2022)
- Hofstede, G.H., Hofstede, G.J. and Minkov, M. (2010) *Cultures and organizations: software of the mind: intercultural cooperation and its importance for survival*. 3rd ed. New York, NY: McGraw-Hill.
- Hofstede-insights.com (n.d.) *Compare countries*. Available from: <https://www.hofstede-insights.com/product/compare-countries/> (Accessed on 25 February 2022)

## **Week 5: The political environment**

This session will show students one the variables that could be the most unstable depending on the political changes in every country and regions, which could affect agreements among nations, so that they will understand the importance of government policies and the risks we are facing before changes that could make change the rules of the international trade. From another point of view they will see how countries with a higher political vulnerability require a higher level of adaptation and the implications that this fact brings to the rest of nations regarding with their international trade interests, no matter if they have agreements among them.

### References

Cateora, P.R. et al. (2016) *International marketing*. 17th ed. New York, NY: McGrawHill Education.

Daniels, J.D., Radebaugh, L.H. and Sullivan, D.P. (2017) *International business: environments & operations*. 16th ed. New York, NY: Pearson.

## **Week 6: The international legal environment**

This session will go through some methods, regulations, and legal aspects when carrying out international trade at global level taking into account as well specific areas that are key aspects at local level. This scenario makes the planning more complex when trying to internationalize any company because it obliges you to adjust the current standards, highlighting the rights and obligations of the parties and stakeholders involved in the international trade, since the legal procedures of each country differ. The session will include the complexity when disputes arise between nations and parties or between parties residing in or doing business in different countries.

### References

Cateora, P.R. et al. (2016) *International marketing*. 17th ed. New York, NY: McGrawHill Education.

Daniels, J.D., Radebaugh, L.H. and Sullivan, D.P. (2017) *International business: environments & operations*. 16th edn. New York, NY: Pearson.

International trademark association (n.d). *Overview of advertising law*. INTA. Available at: <https://www.inta.org/resources/>

## **Week 7: International market research and information systems**

This session is focused on the obvious need of carrying our techniques of data research from the markets we want to entry or simply evaluate as potential customers or partners in a similar way we gather data from different segments in our local market to plan strategies and tactics. Moreover, the students will understand how the information systems could not only work at local level but they could as well be structured to face global data management with many possibilities under the business intelligence perspective to ensure an effective marketing and commercial effectiveness.

### References

Belyh, A. (2020) Market Research Techniques: Primary and Secondary Market Research. *Cleverism*. Available at: <https://www.cleverism.com/market-research-techniques-primary-secondary/> (Accessed on 21 March 2022)

Cateora, P.R. et al. (2016) *International marketing*. 17th ed. New York, NY: McGrawHill Education.



## **Week 8: Multinational market regions and market groups**

This session will evaluate the development of the main big regions in the world under an economical perspective applied to international trade, identifying the most important points to be taken into account when carrying out international business in those areas of the world.

### References

Cateora, P.R. et al. (2016) *International marketing*. 17th ed. New York, NY: McGrawHill Education.

Sheth, J.N., (2011) Impact of emerging markets on marketing: Rethinking existing perspectives and practices. *Journal of marketing*, 75(4), pp.166-182. <https://doi.org/10.1509/jmkg.75.4.166>

Zanazo, N., (2021) *4 myths and misunderstandings about doing business in Africa*. TED@BCG [video] Available at:

<[https://www.ted.com/talks/nomava\\_zanazo\\_4\\_myths\\_and\\_misunderstandings\\_about\\_doing\\_business\\_in\\_africa](https://www.ted.com/talks/nomava_zanazo_4_myths_and_misunderstandings_about_doing_business_in_africa)> [Accessed 29 March 2022].

## **Week 9: Planning and managing market entry strategies**

This session will analyse two different areas. Firstly, the practical approach to enter or reject a market, by means of several well-established techniques. Secondly, the implications of offering an international service or product and their implications in our planning from local to global level.

### References

Cateora, P.R. et al. (2016) *International marketing*. 17th ed. New York, NY: McGrawHill Education.

## **Week 10: Global distribution and pricing**

This session will be focused on some two key elements of marketing when implementing international market plans: the logistics and the pricing, which acquire an extremely higher dimension at international level, depending on many variables when planning strategies and tactics, as the decision-making process needs a complex evaluation of variables which are independent from one country to another.

### References

Ali, B.J. and Anwar, G. (2021) 'Marketing Strategy: Pricing strategies and its influence on consumer purchasing decision', *International Journal of Rural Development, Environment and Health Research*, 5(2), pp. 26–39. doi:10.22161/ijreh.5.2.4.

Cateora, P.R. et al. (2016) *International marketing*. 17th ed. New York, NY: McGrawHill Education.

The Economist (2021) *The Future of Shopping: What's in Store?* Available at: <https://youtu.be/ad-GuV6YIMI> (Accessed: 12 April 2022)

### **Week 11: International promotion, sales and negotiation**

This session will give students an update review about how technology is positively influencing the way of doing business internationally, and how it contributes to the efficiency of many parts of the processes involved in the international trade. The session will connect the aspects regarding with the communication, promotion, and advertising at international level with the usage of the technology applied to them.

#### References

Cateora, P.R. et al. (2016) *International marketing*. 17th ed. New York, NY: McGrawHill Education.

Chang, J. (2004) Trophy Value. *Sales & Marketing Management*, 156(10), pp.24-29.

### **Week 12: Planning, Implementation and control (I)**

The session will be a general overview of the international global marketing process from planning and organization when a product or service is being offered to a multicultural target of consumers, evaluating different types of business.

#### References

Cateora, P.R. et al. (2016) *International marketing*. 17th ed. New York, NY: McGrawHill Education.

### **Week 13: Planning, Implementation and control (II)**

This session will be a continuation of the previous one, but adding new elements in the process such as negotiation aspects related to the stakeholders involved in the processes.

#### References

Cateora, P.R. et al. (2016) *International marketing*. 17th ed. New York, NY: McGrawHill Education.

### **Week 14: International Market Plan presentations and preparation for submission**

This session will be used for the final-term assessment preparation and questions/doubts review, following the assessment guidelines. Every student must present his/her International Market Plan for the given company. Students will receive feedback from the module leader after their presentations and they will incorporate the feedback into their final plan.