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UNIVERSITAT POLITÈCNICA
DE CATALUNYA
BARCELONATECH

MARKETING AND SALES IN INTERNATIONAL ENVIRONMENTS. TEACHING GUIDE [2022-2023]

**“UNIVERSITY MASTER'S PROGRAM IN BUSINESS
ADMINISTRATION AND MANAGEMENT”**

GENERAL DETAILS

Name:	Marketing and Sales in International Environments
Code:	-
Academic Year:	2022-23
Degree:	University Master's Program in Administration and Business Management
No. of credits (ECTS):	5
Requirements:	No previous requirements
Location in the curriculum:	1st quarter
Last revision date:	June 2021
Lecturer in Charge:	Dr Eduard Vidal Portés

1. GENERAL DESCRIPTION

The subject area for marketing and sales in international environments aims for students to understand this area of knowledge, providing an overview of theoretical and practical topics.

It intends to combine theoretical training with practical cases to understand marketing in greater depth and provide students with strategic skills for analysis, adaptation to new situations, use of critical thinking (to identify opportunities for improvement and gain competitiveness), as well as the ability to generate ideas and turn them into projects, take them into action and improve processes and/or results.

The subject area takes a theoretical and practical journey through the various key concepts of strategic and operational marketing, using cases to apply the concepts studied.

2. OBJECTIVES

At the end of this course year, students will be able to:

- Provide students with a holistic view of the main interrelated aspects in the functional area of marketing and sales, both from the strategic and operational aspects in an international environment.
- Develop the ability to analyze an actual situation through the philosophy of designing and implementing an appropriate strategy based on the concepts studied to give a concrete solution to a specific problem.
- Disseminate techniques and tools that allow the development and implementation of a good marketing plan, based on the analysis of your organisation's competitive environment, a deep knowledge of the target public to facilitate marketing decision-making at an international level.
- Deepen the analysis of market opportunities, design and development of differentiated value proposals for both existing products and new launches.
- Identify and learn to make the necessary decisions within the possible alternatives when designing the marketing mix (product, price, distribution and communication) of a product and develop the marketing action plan to make it real.

3. CONTENTS

BLOCK. 1 Introduction to marketing

UNIT 1. Introduction to marketing

UNIT 2. Understanding the consumer (target audience)

BLOCK. 2 Analytical marketing

UNIT 3. Understanding the environment (the 5C's) & SWOT analysis

BLOCK. 3 Strategic marketing

UNIT 4. How to develop objectives and marketing strategies

UNIT 5. Designing the marketing strategy – segmentation, targeting and positioning (STP)

BLOCK. 4 Operational marketing

UNIT 6. Defining the product and brand policy

UNIT 7. Pricing policy

UNIT 8. Distribution policy

UNIT 9. Communication policy

UNIT 10. Implementation and monitoring marketing plans

UNIT 11. Sales forecasting

BLOCK. 1 Introduction to marketing

UNIT 1. Introduction to marketing

Learning outcome

Students, after studying the unit and doing the exercises, will be able to:

- Identify the influential paradigms in our society and understand their impact on the management of the marketing department and its actions.
- Understand the fundamental concepts of marketing, especially in the strategic and operational fields.
- Assess the importance that today has for the company to have the necessary data and know-how to manage them for decision-making.
- Define the structure of a marketing plan in its complexity.
- Discover the implications in a company's international marketing management.

Contents

- 1.1. Scope and paradigms that affect marketing.
- 1.2. ABC of marketing.
- 1.3. Analytical Marketing vs Strategic Mkt vs Operational Marketing.
- 1.4. Market intelligence: how to optimize decision making.
- 1.5. Management of marketing department
- 1.6. Creation of a marketing plan. (Structure, variables, conditioning factors and fit with internal capacities, business case and evaluation of results).

UNIT 2. Understanding the consumer (target audience)

Learning outcome

Students, after studying the unit and doing the exercises, will be able to:

- Identify and define the customer-centric vision.
- Distinguish the various types of buying decision processes.

- Calculate a customer's value.
- Know and understand how to analyze new markets and how to obtain the right customer.
- Know how to create a relevant consumer experience.

Contents

- 2.1.Paradigm shift: from the centrality of the product to the centrality of the customer.
- 2.2.Postmodern consumer.
- 2.3.Consumption.
- 2.4.The purchase decision process.
- 2.5.Calculation of a customer's value (CLV), uses and implications.
- 2.6.The challenge of the diversity of customers and markets.
- 2.7.Customer experience.

BLOCK. 2 Analytical marketing

UNIT 3. Understand the environment (the 5Cs) & SWOT analysis.

Learning outcome

Presented and discussed the topic in class, the students will be able to:

- Understand and identify the opportunities and threats that can influence the business.
- Define the SWOT:

Contents

- 3.1 Analysis of the 5 Cs to understand the business environment.
- 3.2 Develop SWOT and strategic conclusions.

BLOCK. 3 Strategic marketing

UNIT 4. How to develop objectives and marketing strategies

Learning outcome

Presented and discussed the topic in class, the students will be able to:

- Establish goals to aim for in a SMART way.
- Identify and set the marketing strategies.

Contents

- 4.1. How to define SMART marketing goals.
- 4.2. Marketing strategies
 - 4.2.1 Generic marketing strategies.
 - 4.2.2. Growth strategies.
 - 4.2.3. Competitive strategies.

UNIT 5. Designing the brand strategy, segment, target and position (STP)

Learning outcome

Presented and discussed the topic in class, the students will be able to:

- Correctly distinguish the meaning of the STP.
- Technically determine which strategy to use according to the specific situation and develop a consistent STP process.
- Experiment through different cases of implementing STP.

Contents

4.3. Strategic segment, target and positioning

4. BLOCK. 4 Operational marketing

UNIT 6. Definition of product and brand policy.

Learning outcome

Presented and practised in class the methodology purpose of this topic, the students will be able to:

- Distinguish the meaning between the product vs. service concepts.
- Identify the different life phases of a product/service.
- Know about the strategies to develop a new product.
- Define a strategic product portfolio.
- Build a brand appropriate to the defined promise.

Contents

- 5.1. Product. Functions and attributes in international markets: internal, external, intangible.
- 5.2. "Servitization" of products.
- 5.3. Product lifecycle.
- 5.4. Process of building a product and a value proposition.
- 5.5. Brand (definition, typology, strategies and construction routes).

UNIT 7. Pricing policy

Learning outcome

At the end of the presentation, the debate and the practices of application of the contents of this topic, the students will be able to:

- Design a pricing policy from an international perspective.
- Identify the economic and psychological keys to develop a relevant and *ad-hoc* price policy for each market.
- Prepare a pricing policy in an international environment according to the key variables previously defined in marketing.

Contents

- 6.1 Price vs value.
- 6.2 Definition and variables to consider.
- 6.3 Price decisions: from the economic point of view and from the psychological point of view.
- 6.4 Customer expectations and their relationship with prices.
- 6.5 Methodologies for establishing price levels.

UNIT 8. The distribution policy.

Learning outcome

At the end of the presentation, the debate and the practices of application of the contents of this topic, the students will be able to:

- Design a sustainable distribution policy based on international markets.
- Identify the keys to "omnichannel" and transfer it to real cases.
- Develop a distribution policy according to the needs of the company in an international environment and solve the challenges that they entail.

Contents

- 7.1 Definition of channels. Distribution type
- 7.2 How to manage the channels?
- 7.3 The "omnichannel" and the new distribution challenges.
- 7.4 Entry methods and challenges in the international market.

UNIT 9. The communication policy.

Learning outcome

At the end of the presentation, the debate and the practices of application of the contents of this topic, the students will be able to:

- Design an international, efficient and sustainable communication policy, based on the needs of the business.
- Discriminate the influence of new trends and media in brand-consumer communication.

Contents

- 8.1. Definition. Communication typology and key variables.
- 8.2. Communication in search of the most efficient and relevant mix.
- 8.3. The new communication challenges.
- 8.4. How to develop and evaluate a communication plan.

UNIT 10: IMPLEMENTATION AND CONTROL

Learning outcome

At the end of the methodological description, the practices of application of the contents of this topic, the students will be able to:

- Design a marketing plan control plan.

Contents

- 9.1. Implementation and control Defining KPIs, contingency plan.

UNIT 11: Sales forecast

Learning outcome

At the end of the methodological description, the practices of application of the contents of this topic, the students will be able to:

- Design a sales forecast.

Contents

10.1 Sales expectations.

4. TEACHING AND LEARNING METHODOLOGY

The experiential learning process at Euncet Business School-UPC combines a set of methodologies that allow the participant to achieve in a practical and innovative way the competencies of the professional exit profile established in the Master's Program to the digital context.

LEARNING BY PROJECTS

Carrying out group work to develop and present tasks and projects, providing solutions for situations or challenges.

PRACTICAL CASES

Resolution of assumptions of business problems to experience the practical application of the theoretical contents of the different subject areas.

PARTICIPATORY CLASSES

The class sessions are carried out through constant interaction between the students and teaching staff who give the classes in order to contrast the concepts covered through analysis and open debate with the support of real practical cases and simulations.

ONLINE TUTORING

Sessions dedicated to resolving doubts about theoretical concepts and practical activities. They will be scheduled online (Zoom).

5. ASSESSMENT

In accordance with the Bologna Plan, the model rewards the constant and continuous effort of the student body. 60% of the grade for the subject area is obtained from the continuous assessment of the supervised activities and the remaining 40% percentile from the face-to-face final exam. There is a notice for the final exam.

The final mark for the subject area (FM) will be calculated from the following formula:

- **FM = Final Exam Mark x 40% + Continuous Assessment Mark x 60%**
- Minimum mark of the final exam to calculate the FM will be 40 points out of 100.
- The subject area is passed with a FM equal to or greater than 50 points out of 100.

6. BIBLIOGRAPHY

6.1 BASIC BIBLIOGRAPHY

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6.2 COMPLEMENTARY BIBLIOGRAPHY

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Cateora, P., Gilly, M. Y Graham, J. (2014). *International Marketing*. NY: McGraw-Hill.

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6.3 WEBGRAPHY

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