



**UNIVERSIDAD DE SONORA**  
**Central Region Unit**  
**School of Economic and Administrative Sciences**  
**Economics Department**  
**Bachelor's Degree in International Business and Trade**

**Identification Information:**

<b>Name of the subject:</b> International Marketing Systems	<b>Formative Pillar:</b> Specializing
<b>Didactic unit:</b> Course -workshop	<b>Previous Subject Requirement:</b>
<b>Class Hours:</b> 4 per week (2 theory, 2 practice)	<b>Subsequent Subject:</b>
<b>Subject Type:</b> Elective	<b>Credits:</b> 6

**Introduction**

The subject comprises two main sections: international marketing techniques and the structure of international trade. In the first, the student will learn about aspects such as the selection of products and markets for export, the adaptation of products to the market, the selection of distribution channels, price quotations, promotional instruments, etc.

The second part, the student will deepen in the structure, composition and trends of our foreign trade, for which he will analyze the main mechanisms that regulate international trade in its operational aspects

**. General Objective**

The sixth semester student in International Marketing Systems will be able to explain the main variables that comprise the marketing process at an international level, for which he or she will locate the functions and types of structures in which it takes place.

**Specific Objectives:**

Students will:

- Be able to make the selection of the target market for export.
- Learn the necessary methodology to locate the geographical and cultural characteristics of the product's destination in international markets.
- Know the process of intermediation, franchises and export licenses.
- Describe the variety of distribution channels and strategies and how they affect cost.
- Know the institutional structure in which international trade is carried out.

### **Thematic Content**

1. The importance of international trade in a global economy
2. Different types of marketing.
3. The importance of marketing in an export company.
4. Environmental factors affecting the introduction of the product to a new international market.
5. Product policy and planning in an international market.
6. Public international marketing programs and their implementation in a particular company.
7. Historical dimension and background of international trade.
8. The international monetary system.
9. International finance and accounting
10. Types of market agreements
11. Commercial Treaties

### **Teaching Strategies**

- 1.- Presentation of Information by the teacher
- 2.- Targeted group discussion
- 3.- Oral presentations by students
- 4.- Bibliographic research by students
- 5.- Presentation of exercises by group

### **Course Crediting and Evaluation methods and requirements:**

- 1.- Participation in group discussions and presentations or class oral presentations. 40%
- 2.- Three midterm exams that will cover 40%
- 3.- Written assignments: questionnaires and exercises 20%

### **Bibliography**

- Bertrán, Joseph. 1997. Marketing internacional avanzado. Ed. McGraw Hill. Management. México.
- Cateora, P. y J. Graham. 2002. International marketing. Ed. McGraw Hill Higher Education. E.U.A.
- Cateora, Phillip R. 1997. Marketing internacional. Ed. Irwin McGraw Hill. México.
- Czinkota, Michael R. 2002. Marketing Internacional. Ed. Pearson Prentice Hall. México.
- Constitución Política de los Estados Unidos Mexicanos. 2000. México.
- García Sordo, Juan B. 2001. Marketing internacional. Ed. McGraw Hill Interamericana. México.

Keegan, W. 2002. Global marketing management. Ed. Prentice-Hall. E.U.A.  
Ley Aduanera. Publicada en el Diario Oficial de la Federación del día 1° de enero 2004.  
Mercado H., Salvador. 1997. Comercio internacional y mercadotecnia internacional.  
Importación-exportación. Ed. Limusa.  
Radebaugh, Lee; Daniels Jhon. 2000. Negocios internacionales. Ed. McGraw Hill. México.  
Sandhusen. Mercadotecnia internacional. Ed. Patria.  
Schoell, William F. 1992. Mercadotecnia, conceptos y práctica modernas. Ed. Prentice Hall Hispanoamericana, S.A. México.  
Sordo-García, Juan B. 2001. Marketing Internacional. Ed. McGraw Hill. México.  
Subhash C. Jain. 2001. Marketing Internacional. Ed. Thomson Learning. México.

**Desired academic profile of the teacher**

Master's degree in Marketing, Administration or related area.

**Teaching Experience:**

Have worked as a teacher at the higher education level.

**Professional Experience:**

Professional performance in marketing activities in private and public organizations.

**Teaching Education:**

Ease of communication with students as a group or individually

Ability to use technology and instructional techniques (computer, projector, videos, slides, etc.).

Complete the institution's professional development process.

Other: English language proficiency (specifically, the four basic skills).