



“El saber de mis hijos
hará mi grandeza”

UNIVERSITY OF SONORA

Central Region Unit
School of Economic and Administrative Sciences
Department of Economy
Business and International Commerce Degree

Identification Data

Subject Name: International Marketing	Formative Pillar: Professional
Teaching-Learning Process: Course-Workshop	Previous Requirement: Market Research
Class Hours per week: 4 (2c-2w)	Subsequent Subject: N/A
Character of the Subject: Compulsory	Amount of Credits: 6

General Objective

The student will analyze the principals, bases, forms and support for export; also, the fundamentals to manage, make a quotation, distribute, commercialize and promote products in foreign countries, in the context of International Marketing.

Specific Objectives

At the end of the course the student will be able to:

1. Comprehend the nature and importance of International Business in the global economic context.
2. Identify the range and forms of import and export of products, as well as the support that can count on for it.
3. Distinguish the principal laws, regulations and legal dispositions that govern exports in the country and international imports.
4. Make an interrelation of International Commerce and Marketing and how these interfere in the process of development of an International Marketing strategy.
5. Identify diverse forms of distribution and commercialization of goods abroad, as well as documentation and arrangements, contracts, certificates.
6. Value the forms of sale abroad and the management of the marketing mix.
7. Design an export plan and an International Marketing strategy of a specific product, joining theory with practice.

Specific Proficiencies to be developed

- **INTERNATIONAL BUSINESS.** Nature and conceptualization. Economic context. National development model. Mexico's Balance of Trade. Commercial Agreements. Differential Advantages according to the country.
- **EXPORTATION OF GOODS.** Elemental concepts. Basic requirements for export or import. Maquila enterprises. Support for the importer and exporter.
- **EXPORTATION POLICIES.** General Import Tax Law. Regulatory Law Article 131 of the Constitution. Valid dispositions about the control of change. Relevant dispositions about sanitary control. Norms and dispositions of international import.
- **INTERNATIONAL MARKETING.** Nature and Importance. Context of International Marketing. Decisions of International Marketing. System of Market Information. Phases of a strategy of International Marketing. Exportable offer. Organization for the exportation.
- **DEVELOPMENT AND MANAGEMENT OF GOODS FOR EXPORTATION.** Regulation, adaptation or innovation of the product. Evaluation and selection of market. Duties and dispositions of import from the destination country. Registration of international patents. Mix and lines of products. Market introduction strategy. Packaging and management of the product.
- **ESTABLISHMENT OF PRICES OF EXPORTATION.** Commerce and the objectives of the organization. Concept and classification of costs. Rules of international trading (INCOTERMS). Characterization of "Dumping". How to make a quotation and be more competitive (practical case). Ways to negotiate and prices. Methods of establishments of prices.
- **ABROAD COMMERCIALIZATION.** Intermediaries and commercial organizations. Export consortium. Contracts, certificates and documents. Paperwork and customs management. Abroad distribution.
- **PROMOTION OF PRODUCTS ABROAD.** Measures to sell abroad. Publicity and promotion abroad. Instruments and ways to promote export. Maintenance or adaptation of the promotional mix abroad.
- **DEVELOPMENT OF A PLAN OF EXPORTATION.** How to select the market. How to obtain support. How to contact clients. How to formalize relationships. How to obtain authorization. How to export the product. How to manage currencies.

Didactic Strategies

- Present, analyze and discuss topics with support of didactic material, bibliography and audiovisuals (Power Point, XP Professional, Videos) with active participation of the student.
- Preparation, design of complementary material of thematic presentation done by the students to reinforce the analysis and discussion of it.
- Preparation and development of cases between sessions to present in class with analysis and discussion of theoretical approaches presented by the teams.
- Conferences and lectures from invited experts.
- Simulation of a project of exportation (Final Project).

Evaluation: General Criteria for successful completion of course:

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| • Average of 3 partial exams (10% each one): | 30% |
| • Complementary group presentations: | 20% |
| • Development and discussion of cases by groups: | 10% |
| • Presentation of the project of exportation (Final Project): | 40% |

Bibliography and other didactic resources

- 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.
- 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.

Recommended profile for the instructor responsible of the course:

Academic Formation:

Master's in Marketing, Administration or discipline related.

Instructor Experience:

Experience in topics. Minimum two years.

Professional Experience:

Professional development in marketing activities in private and public organizations.

Didactic and pedagogic formation:

Facility in the performance of instructor's tasks for teaching- education.

Facility for group communication and individual with students.

Capacity to use technology and didactic techniques (computer, projector of images, projectors, slides, videos, etc.)

Accredit the instructor's formation process that the institution indicates.

Others: Dominance of the English language (specifically the four basic abilities).

