

Course Unit	International Marketing		Field of study	Marketing and Advertising	
Bachelor in	Marketing		School	School of Public Management, Communication and Tourism	
Academic Year	2022/2023	Year of study	3	Level	1-3
Type	Semestral	Semester	2	ECTS credits	6.0
Code	9205-714-3203-00-22				
Workload (hours)	162	Contact hours	T -	TP 60	PL -
			TC -	S -	E -
			OT -	O -	

T - Lectures; TP - Lectures and problem-solving; PL - Problem-solving, project or laboratory; TC - Fieldwork; S - Seminar; E - Placement; OT - Tutorial; O - Other

Name(s) of lecturer(s) Elsa da Encarnação Gonçalves Tavares Esteves

Learning outcomes and competences

At the end of the course unit the learner is expected to be able to:

1. Understanding the specificities regarding foreign markets approach.
2. Identify international target markets.
3. Know different forms of access to international markets.
4. Manage the marketing activity in foreign markets.
5. Planning International Marketing activities.

Prerequisites

Before the course unit the learner is expected to be able to:
Identify and articulate several concepts of marketing.

Course contents

1. Introduction; 2. The International Environment; 3. Analysis and Selection of International Markets; 4. Business Internationalization Process.

Course contents (extended version)

1. Introduction
 - International Marketing Concept
 - Local Marketing vs Global Marketing
 - Reasons for Internationalization
2. The International Environment
 - The International Trade
 - Internationalization main trends
 - Environmental variables in International Marketing
3. Analysis and Selection of International Markets
 - Search for information on international markets
 - Segmentation, Targeting and positioning in the international context
4. Business Internationalization Process
 - Internationalization decision process
 - Choice of entering modes
 - International Marketing-Mix Strategy

Recommended reading

1. Brito, C. M. & Lencastre, P. (2014). Novos Horizontes do Marketing. Alfragide, Publicações Dom Quixote. ISBN: 978-972-20-5408-9.
2. Cateora, P., Gilly, J., & Graham, M. (2012). International Marketing, (16 Ed.) McGraw-Hill/Irwin, ISBN 978-0073529974.
3. Cavusgil, S., Knight, G., & Riesenberger, J (2012). International Business: The New Realities, 2nd. edition, Upper Saddle River, New Jersey, Pearson Prentice Hall. ISBN: 978-0132992435.
4. Oliveira, C. M. (2017). O Marketing em Portugal – Dos anos 60 ao Futuro. Prime Books – Sociedade Editorial, Lda. ISBN: 978-989-655-338-8.
5. Silva, S. C., Meneses, R., & Pinho, J. C. (2018). Marketing Internacional – Negócios à Escala Global. Coimbra: Conjuntura Actual Editora. ISBN: 978-989-694-274-8.

Teaching and learning methods

The classes will have a theoretical study: exposure of matter, presentation and discussion of case studies, analysis of articles, among others.

Assessment methods

1. Continuous evaluation (alternative 1) - (Regular, Student Worker) (Final)
 - Practical Work - 50% (Realization and presentation of several works, in groups of two (minimum score of 8 points).)
 - Intermediate Written Test - 50% (An individual written test (minimum score of 8 points).)
2. Final evaluation ((alternative 2) - (Regular, Student Worker) (Final, Supplementary, Special)
 - Final Written Exam - 100%
3. Incoming students - (Regular, Student Worker) (Final, Supplementary, Special)
 - Practical Work - 50% (Realization and presentation of a research work (minimum score of 8 marks).)
 - Intermediate Written Test - 50% (An individual written test (minimum score of 8 points).)

Language of instruction

Portuguese, with additional English support for foreign students.

Electronic validation

Elsa da Encarnação Gonçalves Tavares Esteves	Luisa Margarida Barata Lopes	Catarina Alexandra Alves Fernandes	Sonia Paula da Silva Nogueira
06-03-2023	11-03-2023	12-03-2023	13-03-2023