

Course Unit	International Marketing		Field of study	Marketing and Advertising	
Bachelor in	Marketing		School	School of Public Management, Communication and Tourism	
Academic Year	2023/2024	Year of study	3	Level	1-3
Type	Semestral	Semester	2	ECTS credits	6.0
Code	9205-714-3203-00-23				
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 - 75% (Completion and presentation of an assignment and tasks, individually or in groups of three.)
  - Intermediate Written Test - 25% (An individual written test (minimum score of 7 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 - 75% (Completion and presentation of an assignment and tasks, individually or in groups of three.)
  - Intermediate Written Test - 25% (An individual written test (minimum score of 7 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
11-03-2024	12-03-2024	15-03-2024	16-03-2024