

COURSE SYLLABUS			
Subject name	INTERNATIONAL TRADE		
Subject area	Marketing		
Module	Marketing and Communication		
Qualification	COMMERCE INTERNATIONAL SEMESTER		
Plan	902	Code	75015
Teaching period	First semester	Type/Nature	Compulsory
Level/Stage	DEGREE	Year	Third
ECTS credits	6		
Language of instruction	Spanish		
Lecturers in charge	Emilio Hernández Correa		
Contact details	emiliohcorrea@gmail.com		
Tutorial timetable	As stated on the UVa website.		
Departments	<ul style="list-style-type: none"> • Commercial Law, Employment and Private International Law • Business Organisation and Marketing and Market Research. 		
Knowledge areas	<ul style="list-style-type: none"> • Private International Law. • Business Organisation. 		

SITUATION/DIRECTION OF THE SUBJECT	
Context	Taught at the end of the Degree, when students have the knowledge that will enable them to deal with foreign operations.
Relationship with other subject areas	This is a transversal subject.
Prior requisites	None.

CONTRIBUTION TO SKILLS DEVELOPMENT	
General	<p>G1. Demonstrating the possession and understanding of knowledge in the area of Commerce, based on a general secondary education foundation, at a level that, supported by advanced textbooks, also includes some aspects involving knowledge from the forefront of commercial activity studies.</p> <p>G2. Being able to identify the different aspects that directly and globally affect the commercial activity of businesses and knowing how to apply the overall knowledge gained to their work or trade in a professional way, and having the skills that are typically shown by means of preparing and defending arguments and solving problems within the commercial department of a business in the context of a globalised, dynamic economy subject to a constant process of change and technological innovation.</p> <p>G3. Having the ability to gather and interpret significant data, within the commercial field, to make judgements that include a reflection General on relevant social, scientific or ethical issues.</p>

	<p>G4. Being able to convey in Spanish and in another language (English, French or German), both orally and in writing, information, ideas, knowledge, problems and solutions in the commercial field, analysis results, action or business proposals, the grounds and underlying reasons for them, in a way that is clear, concise and understandable both for specialist and non-specialist audiences.</p> <p>G5. Having developed any necessary learning skills that will allow students to continue training in commercial activity and in other aspects of business management with a high degree of autonomy.</p> <p>G6. Acquiring a global, multicultural vision, applying the knowledge and skills needed to organise, direct and manage the commercial area of a business in the current economic context.</p>
Transversal	<p>T1. Acquiring the skill of learning and knowledge from the references, as well as from the permanent sources of documentary information and statistics that will give them the necessary ability to continue studying, researching or learning in a permanent and autonomous way.</p> <p>T2. Achieving the skills needed to properly use ICT (information and communication technologies) in the field of study and professional context, as a tool for expression and communication, to access information sources, as a means of storing data and documents, for presentations, learning, cooperative work and to manage any commercial operation.</p> <p>T3. Learning to understand and respect social diversity and multiculturalism as an enriching personal and group element, in order to develop coexistence between people without distinctions of sex, age, religion, ethnicity, social or political status.</p> <p>T4. Knowing how to behave in an upstanding way that is consistent with personal and professional principles and values (ethical commitment), taking into account the various ethical instruments made available to them. This means being familiar with the ethical instruments that regulate their professional activity, acting with integrity and honesty in any situation, even in situations that are unfavourable to their own interests, being respectful of rules and laws without needing to be supervised or monitored, as well as knowing how to recognise, accept and take responsibility for mistakes made and their possible consequences.</p> <p>T5. Acquiring the potential to work as a team, demonstrating the ability to coordinate people and specific tasks, accepting or refuting the arguments of others through logical reasoning and contributing with professionalism to the smooth running and organisation of the group based on mutual respect.</p> <p>T6. Being creative, with initiative and entrepreneurial spirit, attaining the ability to offer new, different solutions to conventional problems and situations, as well as having a good willingness to act in a proactive way, putting ideas into action in the form of activities and projects in order to make the most of opportunities, assuming the necessary risks.</p> <p>T7. Being able to recognise new situations (both in the competitive environment in which their professional work is going to be undertaken as well as in changing work methods), as well as adapting to changes with versatility and flexibility.</p> <p>T8. Knowing how to develop and maintain high quality work in line with standards and managing by process using quality indicators for continuous improvement, through the use of indicators that assess progress and results, through proper planning and implementation of activities, seeking constant improvement in everything that is done, and through participation in self-assessment processes, assuming responsibilities as both assessor and assessee.</p>
Specific	<p>E1. Learning the principles and basics of marketing.</p> <p>E14. Being able to take decisions about marketing products and services.</p> <p>E20. Being able to manage an international import/export operation.</p>

GENERAL AIMS OF THE SUBJECT

- Understanding the apparently contradictory processes of globalising and regionalising economic activity.
- Distinguishing and assessing the different ways to access foreign markets.
- Understanding the importance and scope of marketing in the business' international strategy.
- Knowing and differentiating the main variables of the marketing mix.
- Knowing how to determine the applicable tariffs in import/export operations.
- Understanding the features of international contracts, especially contracts associated with an international sales transaction, and means of dispute settlement.

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TIME TO BE SPENT ON THE SUBJECT BY STUDENTS
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CONTACT HOURS			
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Theory classes	Practical classes	Academically supervised activities	Assessment
30	30	-	3

INDEPENDENT STUDY			
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Independent work on theoretical contents	Independent work on practical contents	Preparation of work, reports, essays, etc.	Preparation for assessment
30	30	14	13

THEMATIC BLOCKS

BLOCK 1. Multinational market regions and developing markets. Product development for global markets	
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Contextualisation and justification	Two seemingly contradictory currents are taking place simultaneously: the globalisation of markets and the regionalisation of these markets through commercial integration processes.
Learning goals	<ul style="list-style-type: none"> • Being familiar with the different economic groupings between countries, their scope and the most significant differences. • Determining the products we are going to be able to sell in developing markets (both in their traditional market as well as in the modern market). • Deciding the most appropriate product format for a given market within a global market.
Contents	<ul style="list-style-type: none"> • Multinational market regions and market groups; multinational cooperation models. • Developing markets and market behaviour; economic development; developing countries; changes in market behaviour and its segmentation. • Global markets and product development; the influence of culture on products; adapting products to culture; choosing products for adaptation.
Teaching methods	<ul style="list-style-type: none"> • The teacher will explain the subject area and respond to any questions raised by students in the classroom. • Students will work in groups, resolving proposed cases and analysing documentation provided by the teacher. It will also be suggested that students gather information outside of class. Once the work has been finished, a number of groups chosen by the teacher will present at random.
Work plan	<ul style="list-style-type: none"> • The teacher will explain the subject area and answer any questions raised by students in the classroom. • Students will work in groups, resolving proposed cases and analysing documentation provided by the teacher. It will also be suggested that students gather information outside of class. Once the work has been finished, a number of groups chosen by the teacher will present at random.
Assessment	<ul style="list-style-type: none"> • See the section Assessment – Summary Table
Basic references	<ul style="list-style-type: none"> • Course notes and other documentation provided by the teacher.

Recommended reading	<ul style="list-style-type: none"> • BERTRAN VALL, J. (2003): <i>Marketing en un mundo global. Claves y estrategia para competir en el mercado internacional</i>, McGraw-Hill. • CATEORA, P.R. and GRAHAM, J.L. (2006): <i>Marketing internacional</i>, 12th edition, McGraw-Hill. • DANIELS, J.D., RADEBAUGH, L.H. and SULLIVAN, D.P. (2004): <i>Negocios internacionales. Ambientes y operaciones</i>, 10th edition, Pearson Educación. • RAMOS ALONSO, Luis Óscar (2011): "Productos globales y filtros culturales", <i>Secartys News</i>, Asociación Española para la Internacionalización de la Empresas de Electrónica, Informática y Telecomunicaciones, no. 02, April, pp. 20-21.
Required resources	<ul style="list-style-type: none"> • The recommended textbooks. • Addition information provided by the teacher and in the supplementary activities.
Workload in ECTS credits	0,4
BLOCK 2: The internationalisation of business. Access to foreign markets	
Contextualisation and justification	<p>Any decision about a business' foreign activity must take into account the most appropriate form of access to each market, and therefore it is necessary to evaluate a set of both internal and external variables. In international activity, communication is the essential and basic element of the business' strategic planning, to a certain extent becoming the catalyst for other concepts that are increasingly on the rise in business. This block provides an introduction to the concept of international marketing in its strategic vision, carrying out market research is considered, the most appropriate way to access is determined and the strategic internationalisation plan is set up.</p>
Learning goals	<p>Being able to determine the most appropriate way to access a certain market. Understanding the concept of marketing and its importance in business. Analysing the strategic marketing planning process and its importance for the development of international marketing planning, necessary for the business' international activity. Encouraging discussion, teamwork and sharing opinions on criteria to be applied.</p>

Contents	<ul style="list-style-type: none"> Distinguishing and valuing the different ways to access foreign markets. Most significant variables. Exportation (indirect, direct and piggyback). Manufacturing in foreign markets (manufacturing contract, manufacturing licence and own production centre).
	<ul style="list-style-type: none"> Marketing. Strategy and commercial planning: <ul style="list-style-type: none"> Internal and external analysis. Product. Price. Segmentation and positioning. Market plan and target setting. Selecting the target market: <ul style="list-style-type: none"> Findings from the market research carried out. Commercial market strategy: intended positioning. Marketing mix.
Teaching methods	<p>Introductory master class in the lecture/theory classes. Practical classes (case studies, reading, group dynamics, etc.).</p> <p>Searching for detailed, up-to-date information to prepare cases that will be presented in class.</p> <p>Cooperative learning.</p> <p>Supervised tutorials.</p>
Work plan	<p>In the theory classes, at the start of each topic in the block, the teacher will explain the basic concepts of the subject area and will answer any questions raised in the classroom.</p> <p>In the practical classes, the teacher will provide the relevant educational material (reading material, case studies, asking questions, etc.) to be studied and resolved individually or in groups, as well as to be discussed later during class.</p>
Assessment	See the section Assessment – Summary Table
Basic references	<ul style="list-style-type: none"> Course notes and other documentation provided by the teacher.
Recommended reading	<ul style="list-style-type: none"> INSTITUTO ESPAÑOL DE COMERCIO EXTERIOR (2005): <i>Estrategia y gestión del comercio exterior</i>. Consejo Superior de Cámaras and ICEX. SÁNCHEZ, P.M. LAGUNA N. (2007): <i>El comercio exterior de España</i>. Ed. Pirámide. CZINKOTA. M.R. and RONKAINEN, I.A. (2002): <i>Marketing internacional</i>. Pearson Education. GUISADO TATO, M. (2002): <i>Internacionalización de la empresa. Estrategias de entrada en los mercados extranjeros</i>, Pirámide.
Required resources	<ul style="list-style-type: none"> The textbooks recommended in the references. References provided by the teacher as well as information given in the activities carried out.
Workload in ECTS credits	2.4

BLOCK 3. The operational plan for internationalisation

Contextualisation and justification	Once familiar with the market environment, students are introduced to the set of tools that will allow them to establish terms of trade as well as the forces that make them up. Developing the fundamental variables to combine them properly and to develop the appropriate strategies.
Learning goals	Analysing the variables in depth: product, price setting, distribution and the importance of the business' commercial communication in international markets.

Contents	<ul style="list-style-type: none"> • The operational plan for internationalisation. • Premises of the operational plan for internationalisation. • Preparing the offer and commercial communication. • Action plan.
Teaching methods	<p>Introductory master class in the lecture/theory classes. Practical classes (case studies, reading, group dynamics, etc.).</p> <p>Searching for detailed, up-to-date information to prepare cases that will be presented in class.</p> <p>Cooperative learning.</p> <p>Supervised tutorials.</p>
Work plan	<p>In the theory classes, at the start of each topic in the block, the teacher will explain the basic concepts of the subject area and will answer any questions raised in the classroom.</p> <p>In the practical classes, the teacher will provide the relevant educational material (reading material, case studies, asking questions, etc.) to be studied and resolved individually or in groups, as well as to be discussed later.</p>
Assessment	See the section Assessment – Summary Table
References	<ul style="list-style-type: none"> • INSTITUTO ESPAÑOL DE COMERCIO EXTERIOR (2005): <i>Estrategia y gestión del comercio exterior</i>. Consejo Superior de Cámaras and ICEX. • INSTITUTO DE COMERCIO EXTERIOR: <i>Pasaporte al exterior</i>, http://www.icex.es/icex/cda/controller/pageICEX/0,6558,551839_4_5519162_6735919_0_0_-1,00.html • ARTEAGA ORTIZ, J. Coord. (2012): <i>Manual de internacionalización</i>. ICEX and CECO. • SÁNCHEZ, P.M. and LAGUNA N. (2007). <i>El comercio exterior de España</i>. Ed. Pirámide. • MARTÍN MARTÍN, M.A. and MARTÍNEZ GORMÁZ, R. (2012): <i>Manual práctico de comercio internacional. Para saber cómo vender en el exterior</i>. Ed. Deusto. • CZINKOTA, M.R. and RONKAINEN, I.A. (2002): <i>Marketing internacional</i>. Pearson Education.
Required resources	<ul style="list-style-type: none"> • The textbooks recommended in the references. • References provided by the teacher as well as information given in the activities carried out.
Workload in ECTS credits	1.2

BLOCK 4. European Union Customs Law

Contextualisation and justification	It is fundamental to be familiar with the foundations of European Union Customs Law in the foreign trade operations that are going to involve an import or export of goods.
Learning goals	<ul style="list-style-type: none"> • Being familiar with the Community Customs Code and its application. • Differentiating the various customs procedures. • Determining the applicable tariffs according to the type of goods and their origin.
Contents	<ul style="list-style-type: none"> • The Community Customs Code: Scope and fundamental concepts. The Common Customs Tariff. • Administrative management of import/export operations. The Single Administrative Document. • EU trade policy.

Teaching methods	<ul style="list-style-type: none"> The teacher will explain the subject area and respond to any questions raised by students in the classroom. Students will work in groups, resolving proposed cases and analysing documentation provided by the teacher. It will also be suggested that students gather information outside of class. Once the work has been finished, a number of groups chosen by the teacher will present at random.
Work plan	<ul style="list-style-type: none"> The teacher will explain the subject area and answer any questions raised by students in the classroom.
	<ul style="list-style-type: none"> Students will work in groups, resolving proposed cases and analysing documentation provided by the teacher. It will also be suggested that students gather information outside of class. Once the work has been finished, a number of groups chosen by the teacher will present at random.
Assessment	<ul style="list-style-type: none"> See the section Assessment – Summary Table
Basic references	<ul style="list-style-type: none"> CABELLO PÉREZ, M. and CABELLO GONZÁLEZ, J.M. (2012): Las aduanas y el comercio internacional, Ed. ESIC, Madrid.
Recommended reading	<ul style="list-style-type: none"> PELECHÁ ZOZAYA, F. (2009): Fiscalidad sobre el comercio exterior. El Derecho aduanero tributario, Marcial Pons, Madrid. RODRIGO SERRADILLA, F. and DE LA OSSA MARTÍNEZ, A. (2009): Comentarios al Código aduanero modernizado, Ed. Taric, Madrid. PÉREZ DE LAS HERAS, B. (2008): El mercado interior europeo, Universidad de Deusto, Bilbao.
Required resources	<ul style="list-style-type: none"> The official website of the European Union will be used.
Workload in ECTS credits	0.8

BLOCK 5. International contracts	
Contextualisation and justification	Foreign trade operations are generally embodied in international contracts that, due to this international character, have certain features that are essential to be aware of and assess.
Learning goals	<ul style="list-style-type: none"> Identifying the basic elements of any international contract. Determining the legal rules applicable to international contracts according to the type of contract in question. Being familiar with and differentiating the different settlement mechanisms for disputes that may arise from a contract.
Contents	<ul style="list-style-type: none"> Basic elements of an international contract. International sales contracts for goods. Incoterms. Transport contracts and insurance of goods. Documentary credits and other international payment methods. Conflict resolution mechanisms: judicial means, mediation and arbitration.
Teaching methods	<ul style="list-style-type: none"> The teacher will explain the subject area and respond to any questions raised by students in the classroom. Students will work in groups, resolving proposed cases and analysing documentation provided by the teacher. It will also be suggested that students gather information outside of class. Once the work has been finished, a number of groups chosen by the teacher will present at random.
Work plan	<ul style="list-style-type: none"> The teacher will explain the subject area and answer any questions raised by students in the classroom. Students will work in groups, resolving proposed cases and analysing documentation provided by the teacher. It will also be suggested that students gather information outside of class. Once the work has been finished, a number of groups chosen by the teacher will present at random.

Assessment	See the section Assessment – Summary Table
Basic references	<ul style="list-style-type: none"> • ORTEGA JIMENEZ, A. (2011): Guía práctica de contratación internacional, Ed. ESIC, Madrid.
Recommended reading	<ul style="list-style-type: none"> • ESPLUGUES MOTA, C. (2011): Derecho del Comercio Internacional, Ed. Tirant lo Blanch, Valencia. • FERNÁNDEZ ROZAS, J.C., ARENAS GARCÍA, R. and DE MIGUEL ASENSIO, P.A. (2011): Derecho de los negocios internacionales, Ed. Iustel, Madrid. • CARRASCOSA GONZÁLEZ, J. (2011): La redacción de los contratos internacionales; Ed. Colex, Madrid.
Required resources	<ul style="list-style-type: none"> • International contract models will be used.
Workload in ECTS credits	1.2

TIMELINE

THEMATIC BLOCKS	ECTS LOAD	PLANNED IMPLEMENTATION PERIOD
1*	0.4	Week 1
2*	2.4	Weeks 2-7
3*	1.2	Weeks 8-10
4**	0.8	Weeks 11 and 12
5**	1.2	Weeks 13-15

*Taught by the Business Organisation and Marketing and Market Research Department. **Taught by the Trade Law, Employment and Private International Law Department.

ASSESSMENT – SUMMARY TABLE

Blocks 1, 2 and 3 (*)

INSTRUMENT/PROCEDURE	WEIGHT IN THE FINAL MARK	COMMENTS
1. For students who opt for continuous assessment at the start of the subject:		
Active participation in the practical classes (seminars) in the thematic blocks (1, 2 and 3).	40%	A minimum number of practical classes must be done so that this section can be assessed.
Partial written examinations on the knowledge attained during the student's independent study, in relation to the contents of the thematic blocks (1, 2 and 3).	60%	These examinations are compulsory. It is necessary to obtain a minimum score equivalent to 40% of the total points assigned to this examination in order to pass the subject.
2. For students who opt for one final assessment at the start of the subject:		

A "single" written examination (final) on the knowledge attained during the student's independent study, in relation to the contents of the thematic blocks (1, 2 and 3).	100%	
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Blocks 4 and 5 (**)

Option A

INSTRUMENT/PROCEDURE	WEIGHT IN THE FINAL MARK	COMMENTS
3. For students who opt for continuous assessment at the start of the subject:		
Active participation in the practical classes (seminars) in the thematic blocks (4 and 5).	40%	A minimum number of practical classes must be done so that this section can be assessed.
Partial written examinations on the knowledge attained during the student's independent study, in relation to the contents of the thematic blocks (4 and 5).	60%	These examinations are compulsory. It is necessary to obtain a minimum score equivalent to 40% of the total points assigned to this examination in order to pass the subject.
4. For students who opt for one final assessment at the start of the subject:		
A "single" written examination (final) on the knowledge attained during the student's independent study, in relation to the contents of the thematic blocks (4 and 5).	100%	

Option B

INSTRUMENT/PROCEDURE	WEIGHT IN THE FINAL MARK	COMMENTS
5. For students who opt for continuous assessment at the start of the subject:		
Participation in the practical classes (seminars) in blocks 4 and 5	20%-30%	A minimum number of practicals must be delivered so that this section can be assessed.
Preparation and presentation of an individual/group project	30%-40%	Project on themes suggested by the teacher or by the student, which should include all the thematic blocks in the subject.
A written examination on the knowledge attained during the student's independent study, in relation to the contents of thematic blocks 4 and 5.	30%-50%	This examination is compulsory. It is necessary to obtain a minimum score equivalent to 30% of the total points assigned to this examination in order to pass the subject.
6. For students who opt for one final assessment:		

A written examination on the knowledge attained during the student's independent study, in relation to the contents of thematic blocks 4 and 5.	60%-70%	This examination is compulsory. It is necessary to obtain a minimum score equivalent to 40% of the total points assigned to this examination in order to pass the subject.
Preparation and presentation of an individual/group project	30%-40%	Project on themes suggested by the teacher or by the student, which should include all the thematic blocks in the subject.

FINAL CONSIDERATIONS

Since this Syllabus is in the implementation phase, the percentages assigned to the assessment procedures may be changed.

(*) Taught by the Business Organisation and Marketing and Market Research Department.

(**) Taught by the Commercial Law, Employment and Private International Law Department.