

Proyecto/Guía Docente de la Asignatura

Subject name	International Trade		
Subject Area	Marketing		
Module	Marketing and Communication		
Qualification	Degree in Commerce		
Plan	418	Code	75015
Teaching period	2 nd Semester	Type/Character	Compulsory
Level/Stage	Degree	Year	3º
ECTS credits	6		
Language of instruction	English		
Lectures in charge	Sergio Castaño Riaño		
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Department	Business Organisation and Marketing and Market Research		

1. Course

1.1 Description

International Trade deals with the economics of globalization or cross-border economic activity. More specifically, the course focuses on international transactions that involve a physical movement of goods (trade flows) or of factors of production (migration, foreign direct investment). Three themes are explored: the gains from trade (including the impact of trade on income distribution), the pattern of trade (who sells what to whom?), and protection (if trade is beneficial, why do countries protect domestic production?).

1.2 Goals

- 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.
- 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.
- Analysing the variables in depth: product, price setting, distribution and the importance of the business' commercial communication in international markets.
- Recognize and use Incoterms 2010 in the International trade scope

2. Thematic Blocks

Block 1: “Multinational market regions and developing markets. Product development for global markets”

a. Contextualization and justification

Two seemingly contradictory currents are taking place simultaneously: the globalisation of markets and the regionalisation of these markets through commercial integration processes.

b. Contents

- 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

Block 2: “The internationalization of business. Access to foreign markets”

a. Contextualization and justification

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.

b. Contents

- 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).
- Marketing.
- Strategy and commercial planning:
- Selecting the target market:

- Incoterms.

Block 3: “The operational plan for internationalisation”

a. Contextualization 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.

b. Contents

- The operational plan for internationalisation.
- Premises of the operational plan for internationalisation.
- Preparing the offer and commercial communication.
- Action plan.

3. Methodology and Weighting

Teaching Methodology	Time Dedication
Lectures (in class)	30 hours
Discussions (in class)	24 hours
Assessment (in class)	3 hours
Presentations (in class)	3 hours
Preparation for assessment (outside class)	14 hours
Preparation of articles, reports, essays, etc. (outside class)	16 hours
Group work on practical contents (outside class)	30 hours
Independent final course project on theoretical contents (outside class)	30 hours
TOTAL	150 hours

4. Course Schedule

Week	Topic	ECTS
Weeks 1-2	BLOCK 1. Multinational market regions and developing markets. Product development for global markets.	1
Weeks 3-13	BLOCK 2: The internationalisation of business. Access to foreign markets	4
Weeks 14-15	BLOCK 3. The operational plan for internationalisation	1

5. Grading Criteria

Your final grade in the course will be based on both individual and group work. The evaluation is based on:

<p>Class participation 30%</p>	<p>Everyone is expected to be prepared for each class and to be an active participant in class discussion. You are required to attend each of the classes. If you are unable to attend a class, please let me know before the class.</p> <p>Your participation grade will reflect my assessment of your total contribution to the learning environment. This includes not only the frequency of your contributions but also their quality. The grades will range from 0 to 4.</p> <p>0: You do not do any of the following: 1: You are present, on time, awake and not bothering others in class. 2: You are participating and are part of the discussion. 3: You are greatly involved in participation, having more than one good point to make. 4: You participate with really high quality points, helping advance the in-class discussion and sharpening the in-class debate.</p>
<p>Individual Exam. 30%</p>	<p>This assignment will consist on answering to a set of questions about the subject. The questions will be assigned and will have to be answered during class.</p>
<p>Article presentation (Teams) 20%</p>	<p>Each of the teams is assigned to an article. Your learning team will be asked to present the key findings in the article and to provide a critical analysis of them in 15 minutes. You will be evaluated according to the following criteria: (1) How well you summarize the most important findings of the article, (2) if you do this on a way that is easy for the audience to follow and enjoyable to listen to and (3) the depth and soundness of your own critical analysis of the article.</p>
<p>Final course project (individual) presentation 20%</p>	<p>The purpose of this assignment is to provide you with an opportunity to use the course material in the design of a business plan for the internationalisation. The project will be evaluated by:</p> <ul style="list-style-type: none"> • Its depth and thoroughness • The appropriateness of the proposed plan for the internationalisation (in other words, whether the proposed plan indeed is aligned with the profile of the company and whether the proposed stages and practices are consistent with each other).

6. Courses Policies

<p>Attendance</p>	<p>Lectures form a core component of this course. Students must ensure that they are available to attend lectures during these times. Students should pay close attention to the class schedule and read the material prior to class. They are welcome to share new ideas during class and are encouraged to read about current events in the world economy throughout the semester.</p>
<p>Technology in the Classroom</p>	<p>Please turn-off your cell phone prior to the start of class. NO CELLPHONES should be used during class; that means no texting, tweeting, surfing, or anything else. You will be asked to leave the course for the day if you are using your phone.</p>
<p>Policy on Academic Ethics and Honesty</p>	<p>The University of Valladolid (UVa) regards cheating as a serious academic offence. Anyone caught cheating will automatically receive a 0/10 for the quiz/exam/assignment, and will be reported to the dean. Your responsibility, besides maintaining a high standard of personal honesty, includes taking precautions to prevent others from copying your work. A student's assessed work may be reviewed against electronic source material using computerised detection mechanisms.</p>
<p>Text / Materials</p>	<ul style="list-style-type: none"> • UK TRADE & INVESTMENT (2015). Exporting is Great. www.exportingisgreat.gov.uk • The Canadian Trade Commissioner Service (2011). STEP-BY-STEP Guide TO EXPORTING • U.S. DEPARTMENT OF COMMERCE INTERNATIONAL TRADE ADMINISTRATION U.S. COMMERCIAL SERVICE (2015). A Basic Guide to Exporting • SWITZERLAND GLOBAL ENTERPRISE (2015). Intercultural values