	SUBJECT DESCRIPTION	MODELO PED.013.02
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<i>Course</i>	Marketing Graduation			<i>Academic year</i>	2021/2022		
<i>Subject</i>	International Marketing			ECTS	6		
<i>Type of course</i>	Compulsory						
<i>Year</i>	3rd	<i>Semester</i>	1st	<i>Student Workload:</i>			
<i>Professor(s)</i>				<i>Total</i>	168	<i>Contact</i>	60
<i>Area Coordinator</i>	PhD Amândio Baía						

Planned SD

1. LEARNING OBJECTIVES

In an international perspective, the aim is to provide students the knowledge needed to establish international relationships, knowing how to develop and implement them.

For this, it is intended to sensitize students to the growing importance of international marketing concerning the characteristics and trends of the international economy; enable students to apply marketing techniques and concepts to the reality of the international market, allowing them to operationalize an international marketing plan.

2. PROGRAMME

CHAPTER 1 - The International Environment

CHAPTER 2 – Drivers of Globalization

CHAPTER 3 – Strategies: from Export Marketing to Global Marketing


- 3.1. Strategic Options of International Expansion
- 3.2. Export Marketing
- 3.3. International marketing
- 3.4. Global Marketing

CHAPTER 4 – Conceive and Implementation of a Strategic International Marketing Plan

- 4.1. Selection of International Markets
- 4.2. Internationalization Modalities

CHAPTER 5 – Conceive and Implementation of an International Marketing Operational Plan

- 5.1. Specifics of the Operational Marketing of Consumer Goods; Industrial Goods and Services.

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3. COHERENCE BETWEEN PROGRAMME AND OBJECTIVES

The contents were defined according to the objectives pursued and skills to be acquired. Thus, Chapter 1 and 2: Objectives - it is intended to sensitize students to the growing importance of international marketing concerning the characteristics and trends of the international economy; Chapter 3, Chapter 4 and Chapter 5 | Objectives - to provide the necessary knowledge to enable the development of an international marketing plan.


4. MAIN BIBLIOGRAPHY

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- DANIELS, J.; Radebaugh, L., & Sallivan, D. (2009). International Business – Environments and Operations, 12TH edition, Prentice Hall.
- GHOURI, P. N. & Cateora, P. R. (2014). International Marketing. 4ªEd. McGraw-Hill.
- GREEN, M. C., & Keegan, W. J. (2020). Global Marketing. 10th ed., Pearson.
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- KEEGAN, W. J. (2006). Marketing Global. 7ª ed, Prentice Hall.
- RONKAINEN, Czinkota (2013). Marketing Internacional. Cengage Learning Editores S.A.
- SILVA, S. C.; Meneses, R.; Pinho, J. C. (2018). Marketing Internacional – negócios à escala global. Actual Editora, Coimbra.
- VIANA, C. & Hortinha, J.(2005). Marketing Internacional. 2ª ed, Edições Sílabo, Lisboa.

5. TEACHING METHODOLOGIES (INCLUDING EVALUATION)

Teaching Methodology:

Expository lessons; Group work; Debate; Fieldwork; Observation of processes; Problem solving; Individual research; Case study.

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NOTE – the teaching methodologies will be implemented through the use of the Colibri platform and the Sigarra platform, also using other technological tools whenever necessary to promote the involvement of students and their interaction in the development of tasks and work.

Students select their assessment from the following (Assessment Methods):

Ongoing assessment

- Test: minimum score of 8 values, and worth 40% of the final grade
- Practical Work: resolution of real practical case, at the students' choice (methodology and script available); meetings with the working groups, previously scheduled and of mandatory presence including students with TE status; working group of 3 elements each; presentation and defense of the final work in the classroom of mandatory presence-will represent 55% of the final grade
- Minimum attendance: mandatory presence in the OT to be scheduled by the teacher - will represent 5% of the final grade

Non ongoing assessment: Single test - will represent 100% of the final grade (minimum score:10 values)

Final Exam: will represent 100% of the final grade (minimum grade:10 values)

CLASSIFICATION IMPROVEMENT: No activity performed in continuous evaluation is considered, and the written test is the only evaluation factor.

6. COHERENCE BETWEEN TEACHING METHODOLOGIES AND OBJECTIVES

Expositive Lessons, Debate and Case Studies will provide students the knowledge concerning methods, strategies, constraints and firm concerns that wish to adopt an internationalization strategy and which allow its operation.

Group work, individual research and fieldwork will enable students applying some analysis techniques, define strategic and operational plans for international marketing.

Debate, observation of processes and problem solving in tutorial orientation will best consolidate their knowledge.

7. ATTENDANCE

The students, including the student-workers, who opt for ongoing assessment has the obligation to fulfil the minimum class attendance.