

SYLLABUS

I. GENERAL DATA:

- 1.1 Curso : **GLOBAL MARKETING**
- 1.2 Código : NG1001
- 1.3 Ciclo Académico : X
- 1.4 Créditos : 03
- 1.5 Naturaleza del Curso : Obligatorio
- 1.6 Horas semanales : 4 (2Teoría- 2Práctica)
- 1.7 Requisito : E-Business
- 1.8 Currícula : 2006-II

II. SUMMARY:

The subject studies the dynamic and complexity of the global environment, it also studies the kind of administration used in International Marketing. The student will have the capacity to make an accurate decision allowing the adaptability to changes in the global markets, having commercial transactions successfully. The content allows to study International Market and Global topics, of cultural, economic, politics and laws of the international environments. The Global plan of marketing, the product adaptation, pricing decision, distribution channels and strategies at international level, and the global promotion and communication known as marketing mix will also be studied during the course.

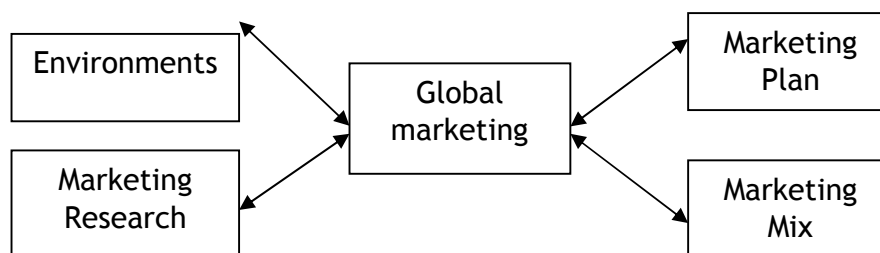
III. CAREER COMPETENCES

- ° To design different control systems to be used for the evaluation of the performance of international programs and systems, and to reprogram the strategic plans.
- ° To formulate target strategies to manage the products which have an exportable offer during its life cycle.
- ° To identify the most important aspects of the global marketing information systems, linked with the decisions of the principal management.
- ° To evaluate the opportunities given by the market, and to elaborate realistic answers in relation of the global programs development, in order to get an effective decision.
- ° To manage efficiently their own and global companies, to be respectful with the environment where the company would be established.

IV. COURSE COMPETENCES

- To design a global marketing plan for a Peruvian product.
- To study the different environments from our country and from the marketing target.
- To give different alternatives having the international marketing mix as a support.
- To have the advantage using the International Intelligent System in order to know deeply our external potential market.

V. LEARNING NET



VI. LEARNING CONTENTS AND ACTIVITIES PROGRESS CHART

UNIT 1: Global Marketing Introduction

Achievement: The student will be able to establish the difference between domestic market and international market. The student will be able to develop a model of export company during the semester. Will have an approach about the Ethical and Moral application as main topic.

Nº DE HORAS: CUATRO (4)

TEMA	ACTIVIDADES	SEMANA
1. Introduction 2. The local and international market 3. Different products to offer 4. The model of export co. 5. The Ethical and Moral topic.	<ul style="list-style-type: none"> ° Students participation ° Designing the model of the export co. 	01

UNIT 2: The basis of International Marketing

Achievement: Learning the International Theories.

Nº DE HORAS : OCHO (8)

TEMA	ACTIVIDADES	SEMANA
1. Potential benefits from export business. 2. International Trade Theories	<ul style="list-style-type: none"> ° Oral explanation about the International topics of the week. ° Analysis of the topics. ° First paper presentation. 	02
1. Export behavior theories 2. Export motives and basic goods 3. Economics of scale 4. External sales of seasonal products.	<ul style="list-style-type: none"> ° Oral explanation about International business topics. ° Analysis of the topics 	03

UNIT 3: Global Environments

Achievement: Explain the main importance of the different environments in the Global Market.

Nº DE HORAS: CUATRO (4)

TEMA	ACTIVIDADES	SEMANA
1. The Global Environment 2. Economic Forces 3. Socio-Cultural environment 4. Political – Legal Environment 5. Financial facilities	<ul style="list-style-type: none"> ° Oral explanation about International Business. ° Analysis of the topics. 	04

UNIT 4: Global Integration

Achievement: Analysis of the Global Integration and the benefits for the peruvian exporters

Nº DE HORAS: CUATRO (4)

TEMA	ACTIVIDADES	SEMANA
1. The Andean Community of Nations. 2. The European Union – EU 3. The NAFTA 4. The Asia Pacific Economic Cooperation. 5. The Peruvian – USA F.T.A. 6. Other agreements.	° Oral explanation about Global Integration and the benefits for Peruvian exporters. ° Analysis of the topics.	05

UNIT 5: The Export Market Selection

Achievement: Know which is the best Market to export our products

Nº DE HORAS: OCHO (8)

TEMA	ACTIVIDADES	SEMANA
1. Export market definition and selection. 2. Expansion strategies. 3. Foreign market portfolios: Techniques and analysis	° Oral explanation about the best market to export our products ° Analysis of the topics.	06
1. The Global Intelligence System 2. Statistic and the actual Customs duties 3. Our target market and competition. 4. Habits and style of life	° Oral explanation about the best market to export our products ° Analysis of the topics. ° Third paper presentation	07

TEMA	ACTIVIDADES	SEMANA
1. Mid term Exam	° Suspended Classes	08

UNIT 6: The Export entry and the non export entry

Achievement: Identify the different kinds of companies in the export or non export situation.

Nº DE HORAS: OCHO (8)

TEMA	ACTIVIDADES	SEMANA
1. The trading companies 2. Manufacturer's export agent 3. Storage facilities 4. Traveling salesperson 5. Foreign sales subsidiary 6. Import distributor 7. The Broker	° Oral explanation about the export entry and the non export entry ° Analysis of the topics.	09
1. Manufacturing plant can be established 2. Assembly operations or "maquila" 3. The Joint – Ventures strategy 4. The Franchising	° Oral explanation about the export entry and the non export entry ° Analysis of the	10

	topics.	
--	---------	--

UNIT 7: The Marketing Mix

Achievement: Know the Product and Pricing Decisions, also the different models of payments and financing. The Global Physical Distribution, Production and Marketing Communication.

Nº DE HORAS: VEINTE (20)

TEMA	ACTIVIDADES	SEMANA
1. Products policy, planning and development 2. Competition in the target market 3. Standarization vs. adaptation 4. Packing and branding 5. Quality Control	° Oral explanation about Product and Pricing Decisions ° Analysis of the topics. ° Fourth paper presentation	11
1. Determinants of an export price 2. Costs 3. Distribution and market conditions 4. Competition 5. Export pricing strategy 6. Selection, quotations and Incoterms	° Oral explanation about the topics mentioned ° Analysis of the topics	12

TEMA	ACTIVIDADES	SEMANA
1. Financing and payments 2. The Letter of Credit (L/C) 3. International Factoring 4. The Warrant 5. The SECUREX 6. The SEPIMEX	Oral explanation about the topics mentioned ° Analysis of the topics	13

TEMA	ACTIVIDADES	SEMANA
1. International Physical Distribution 2. The six "C" : Cost, Capital, Control, Cover, Characteristics and Continuity	Oral explanation about the topics mentioned ° Analysis of the topics ° Final paper presentation	14
1. The local Advertising 2. The Global Advertising 3. The International Advertising blunder 4. The translation risk 5. The Embassy role and the Commercial Missions 6. The International Fair		15

TEMA	ACTIVIDADES	SEMANA
1. Final Examination		16



VII. METODOLOGY

- ° Each student will be ready to answer the questions from the readings and give the explanation of different topics seen in the previous class.
- ° The professor will give lectures in each class.
- ° An export co. will be developed by groups of students. During the week 14th, the final results of each co. will be presented, explained and graded.

VIII. EVALUATION

Final Average = (Mid Term Exam + Final Exam + Average of Practices)/3;

Average of Practices = (Practice 1 + Practice 2 + Practice 3 + Practice 4) / 4

Optionally, it's possible to eliminate the lowest grade of practice, in which case the division is between three grades.

The students will be able to take a substitute exam if they have an equal or major final average of seven.

IX. BIBLIOGRAPHY

1. Gerald Albaum, Jasper Strandskov and Edwin Duerr – International Marketing and Export Management, Third Edition, Addison Wesley Longman. Publishing Co. 1998
2. Subhash C. Jain – Marketing Internacional, Sexta Edición, Thomson Learning. 2002
3. Michael R. Czinkota and Ilkka A. Ronkainen – Marketing Internacional, Séptima Edición, Thomson Learning. 2004.
4. Masaaki Kotabe and Kristiaan Helsen – Marketing Global Marketing, Primera Edición, Editorial Limusa SA, 2001.