

## FUC - Ficha de Unidade Curricular

### Curricular Unit's File

<b>Code</b>	L1801
<b>Name (PT)</b>	Marketing Internacional
<b>Name (EN)</b>	International Marketing
<b>Regime</b>	Semestral
<b>Level</b>	1.º Ciclo
<b>Teaching language</b>	Português, Inglês
<b>School</b>	Escola de Gestão (EG)
<b>Departament</b>	DMOGG
<b>Scientific area</b>	Marketing
<b>Responsible academic staff</b>	José Pedro Martins de Matos
<b>Pre-requisites</b>	None
<b>Objectives</b>	The main purpose of this course is to enable students to apply the specifics of International Marketing to real situations in the business environment
<b>Learning outcomes</b>	1.To characterise the internationalisation process of SMEs and MNEs 2.To explain decisions of globalisation vs. localisation, standardisation/adaptation 3.To conceptualise and develop marketing strategies in foreign markets 4.To identify and classify different foreign market entry modes
<b>Syllabus</b>	I The decision to internationalise II The international environment and International market selection III Foreign market entry strategies IV The international marketing programme
<b>Assessment</b>	During Learning-teaching term: -Attendance/case study analysis and discussion during classes: 15% -A case study presentation within working groups: 35% -Final test: 50% Final student classification, 0/20 and assiduity/punctuality = or > than 80% Minimum grade in any of the components - 8.5 values Students that fail in the regular grading system have two additional moments to pass: first and second exams, each worth 100% of the final grade.
<b>Teaching methodology</b>	Each student should acquire analytical, information gathering, written and oral communication skills, according to the established learning outcomes for this unit. The following learning methodologies (LM) will be used: 1.Expositional 2.Participative 3.Active, with the realization of company projects. 4.Experimental laboratory, with negotiation role-plays Self-study, related with autonomus work by the student, as is contemplated in the Class Planning
<b>Demonstration of the syllabus coherence with the curricular unit's objectives</b>	This "demonstration of consistency" stems from the interconnection of the syllabus with learning goals (LG) and is explained as follows: OA1-4 - Items 1 to 7 from the program OA5-7 - Items 8 to 11 from the program OA8-9 - Items 12 to 14 from the program
<b>Demonstration of the coherence between the teaching methodologies and the learning outcomes</b>	Learning-Teaching Methodologies(LTM) -Learning Goal (LG) 1.Expositional, to the presentation of the theoretical reference frames- All LG 2.Participative, with analysis and resolution of business case-G1,LG3. 3.Active, with the realization of company projects-LG2 4.Experimental laboratory, with negotiation role-plays- LG3. 5. Self-study, related with autonomous work by the student, as is contemplated in the Class Planning. All
<b>Main Bibliography</b>	Hollensen, Svend "Global Marketing", 5th ed., Financial Times/ Prentice Hall, England, 2010. Albaum, G.; Duerr, Edwin; Strandskov, Jesper "International Marketing and Export Management", 5th ed. Financial Times/ Prentice Hall, England, 2005. Bernardino, Luis and Jones, Marian "Internationalization and Performance: An Empirical Study of High-Tech SMEs in Portugal", Booknomics, Lisboa, 2008.

**Complementary  
Bibliography**

Warren, J.Keegan "Global Marketing", 6th ed., Pearson Education/  
Prentice Hall, New Jersey, 2011  
Cerviño, Julio "Marketing Internacional- Nuevas Perspectivas para un Mercado Globalizado", Ediciones Pirámide,  
Madrid, 2010  
Yin, Robert K. "Case Study Research: Design and Methods", 4th Edition, Sage Publications, London, 2009