

**UNIVERSITY OF PUERTO RICO  
RIO PIEDRAS CAMPUS  
BUSINESS ADMINISTRATION FACULTY  
GRADUATE BUSINESS SCHOOL  
PRONTUARIO**

- I. COURSE TITLE:** International Marketing Strategies
- II. COURSE CODIFICATION:** COIN 8028
- III. HOUR CREDITS:** 3 Credits/Hours
- IV. PRERREQUISITES:** COIN 8005
- V. COURSE DESCRIPTION:**

The course is designed to provide an overview of the field of international marketing and familiarize students with the strategic perspectives developed over the years by academics and practitioners for the going global/internationalize the firm decision as well as with a number of its research streams suggested by marketing and other scholars (i.e., economists, political scientist, psychologists, and so on) interested in the field. Emphasis will be provided on the development of international marketing thought, major issues and dilemmas encountered by scholars and practitioners when deciding on going global with/internationalized their offerings, and with the research streams that as the result of these issues and dilemmas has come out over past decades.

**VI. COURSE OBJECTIVES & LEARNING OUTCOMES:**

The primary objective of the course is to make the student aware of the importance of information and research when management is dealing with marketing decisions within the international/global arena. Also an important objective of the course is to help students identify types and twists in research needed to write publishable papers and to help them improve their ability of examine critically the existing literature.

**VII. COURSE CONTENT:**

<b>Topic/ Activities</b>	<b>Hours Equivalency</b>
Introduction	3
The Development of International Marketing Thought	6

Perspectives in International Marketing Strategy Development	6
Internationalization Theory	3
Culture in International Marketing Research	3
Global Sourcing / Global Supply Chain Strategy	3
Marketing Standardization vs. Adaptation	3
Exporting Services	6
Channels of Distribution: The Decision to Move Outside National Frontiers	3
Pricing Issues Within the Global Arena	3
Research Papers Presentations/Discussions	6

#### VIII. INSTRUCTIONAL STRATEGY (Teaching Methodology):

This course is a doctoral seminar, and as such, each participant should come fully prepared to class in order to participate in its discussions. Instructors will limit their roles as teachers and rather become class moderators, meaning they will provide an overview of the historical development of each research/strategic area. It will be followed by the students' critical evaluation of the assigned readings.

**Class Participation and Discussion Leader.** For each session, one of the students will be assigned to lead a class discussion. **The discussion leader's** task is to prepare the topic to be discussed on the assigned day and encourage active interchange of opinions and viewpoints in the class. For this task, the discussion leader should become very familiar with the topic and should make every attempt to read not only the required readings but also some of the recommended readings. Distributing a handout of the summary to the class will expedite dissemination of knowledge. The discussion leader will be separately graded on how well his/her roles are played. **The rest of the students** are required to actively participate in the class discussion.

**Research Paper.** You are expected to submit a paper on *a specific topic of your research interest*. The paper must be either 1) a comprehensive literature review of a certain research area, 2) a theory-building paper, or 3) an empirical research paper (should the data be available). The aim of this exercise is to enhance your research skills through critical thinking and develop a scholarly manuscript. The ultimate criterion for the quality of your paper is at least its *presentability* in a national conference or preferably its *publishability* in a reputable journal. The topic of your research paper should be developed in consultation with the instructors, and your paper (in progress) should be submitted (no more than 10 pages long) electronically to the rest of the class as well as to the instructors and will be presented for a formal critique in class. A *Word file* of your completed research paper (no more than 30 double-spaced pages in length, including references, tables, and figures) should be submitted electronically by e-mail to the instructors. In other words, you have one full month after the end of this class to complete this assignment.

**How to do the Literature Review** An area of research develops in one of three ways. First, later researchers try to address the implicit (unrealistic) assumptions to develop a more realistic perspective (i.e., theory), building on earlier researchers' work. Second, later researchers may try to offer a new perspective (theory) counter to earlier researchers' perspectives. Third, related to the second, some researchers try to synthesize a new perspective based on existing theories. And of course, empirical research will be conducted in any of these three approaches.

Your role as a discussion leader is to address **what the strengths and weaknesses of earlier work were and then ask how later researchers addressed those weaknesses**. Here, your task is to trace the evolution of theory.

Once that is done, you should conjecture on theory's applicability in a contemporary environment or in any cultural environment (or country/region).

Once you have achieved this review method, I am sure you can get to identify and develop a new stream of research building on the existing stock of literature.

## **IX. REQUIRED LEARNING RESOURCES:**

- Discussion about conceptual subjects and its applications to the marketing effort
- Case Analysis
- Individual and group presentations

**X. EVALUATION STRATEGY:**

<i>EVALUATION STRATEGY</i>	<i>PERCENTAGE</i>
Class Participation	20%
Discussion Leader	20%
Research Paper	40%
Final Exam	20%

*Special evaluations will be extended to students with special accommodation necessities.*

**XI. ASSESSMENT STRATEGY:** Rubrics (readings' evaluations)

**XII. GRADING SYSTEM:** 100-90%=A, 89-80%=B, 79-70%=C, 69-60%=D and 59-0%=F

**XIII. LEY 51 – REHABILITACION VOCACIONAL:**

*Según la Ley de Servicios Educativos Integrales para Personas con Impedimentos, todo estudiante que requiera acomodo razonable deberá notificarlo al profesor el primer día de clase. Los estudiantes que reciban servicios de Rehabilitación Vocacional deben comunicarse con el (la) profesor(a) al inicio del semestre para planificar el acomodo razonable y equipo asistivo necesario conforme a las recomendaciones de la Oficina de Asuntos para las Personas con impedimentos (OAPI) del Decanato de Estudiantes. También aquellos estudiantes con necesidades especiales de algún tipo de asistencia o acomodo deben comunicarse con el(la) profesor(a).*

*Certificación #99 (01-02) del Senado Académico, Ley 51 de 1996 (Ley de Servicios Educativos Integrales para personas con impedimentos) y la Certificación 130 (1999-2000) de la Junta de Síndicos.*

*Students who receive services from Vocational Rehabilitation (Rehabilitación Vocacional) must communicate with the professor at the beginning of the semester to plan a reasonable arrangement and necessary assisting equipment according to the 2 recommendations of the Office of Handicapped Persons Affairs (Oficina de Asuntos para las Personas con Impedimento, OAPI) of the Dean of Students. Also, those students with special needs that require some type of attendance or arrangement must communicate with the professor.*

**XIV. CONDUCTA ESTUDIANTIL SUJETA A SANCIONES DISCIPLINARIAS:**

*El Reglamento General de Estudiantes de la Universidad de Puerto Rico, Certificación 13, 2009-2010, y aprobado por el Departamento de Estado de Puerto Rico el 9 de septiembre de 2009, Parte VI, Artículo 6.2, establece las conductas de los estudiantes sujetas a sanciones*

*disciplinarias. Entre las mismas se encuentra la deshonestidad académica, la cual conlleva sanciones disciplinarias según establecido en dicho reglamento.*

**XV. BIBLIOGRAPHY (includes Textbooks):**

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