

**Valencia Semester Program - AIP
Marketing for International Trade
Spring**

LANGUAGE OF INSTRUCTION: English

PRE-REQUISITE: Some general knowledge about marketing (definition and four main components of marketing mix).

DESCRIPTION: This course describes and assesses various strategies for identifying and entering international markets with an emphasis on marketing, exporting, and financing strategies. At the end of the course, participants will be able to:

- Evaluate the export potential of products and services in overseas markets
- Develop a marketing plan for exports
- Identify the main factors to be considered in designing the four marketing policies for international trade
- Identify the main factors to be considered in international negotiations
- Identify different possibilities of transporting goods from one country to another and the advantages and disadvantages of each
- Identify the different possibilities of payment and financing imports and their advantages and disadvantages
- Assess the importance of post-sales service and identify different options for providing post-sales service abroad

TOPICS: Specific focus and topics of this course may vary from semester to semester.

Unit 1: Introduction: Reasons for International Trade

Unit 2: Developing an Export Strategy

Unit 3: Developing a Marketing Plan: Market research and export advice

Unit 4: Marketing mix: Designing the four components for foreign markets

Unit 5: International Negotiation Skills

Unit 6: International Transport

Unit 7: Methods of payment and financing

Unit 8: Post-Sales Service: Building a Working Relationship; New Sales Opportunities and Improved Customer Relations

EVALUATION:

Students are expected to actively participate in class (20%). The exams will be related to the subjects covered in class during the semester. The first test will be worth 25% and the final exam will be worth 25% of the final grade. Students will submit essays related to the subjects covered in class during the semester. The teacher will then go through corrections of each essay and the completion of this work will contribute towards the final grade (30%). Class attendance is regarded as an obligation as well as a privilege, and all students are expected to attend regularly and punctually all classes in which they are enrolled. Three absences will decrease the final grade by 10% and three tardies will be considered as one absence.

REFERENCES:

Gilligan, Colin, and Hird, Martin (1993): International Marketing: Strategy and Management. Routledge, London.

Hawver, Dennis A. (1982): How to Improve Your Negotiation Skills. Alexander Hamilton Institute, New York.

Piercy, Nagel (1982): Export Strategy: Markets and Competition. George Allen and Unwin, London.

Issues, CDs, and videotapes from IVEX and ICEX, Camara de Comercio de Valencia. Articles from Financial Times and other economic issues. Websites: www.unzco.com, www.tradeport.com, europa.eu.int, www.wto.org, www.oecd.org