

## Format to prepare the syllabus of courses for the international week

The purpose of this document is to complete the information for the preparation of the syllabus of courses for the international week in the empty boxes.

Please complete the following mandatory fields requested in each of the boxes

### below: I. General Information

Complete the following general information:

Name of the course:

International Marketing Research

Teacher's name:

Diana Escandón-Barbosa.

### II. Introduction

Describe briefly, simply and synthetically what the course consists of and its formative scope. To do so, indicate what the course offers or provides to the student, mentioning its practical and theoretical usefulness.

**Type the course introduction in the following box:**

This course provides analytical techniques to develop adaptable strategic frameworks for firms aiming to internationalize their business. As a practical course, it offers insights into research methods, strategic positioning in international markets, and guidance on decision-making related to the 4 Ps of an international marketing plan. Participants will develop skills to identify customer needs, design adaptive marketing actions, and recognize the opportunities and threats arising from international activity.

### III. Final Learning Achievement of the Course

The final learning achievement is a precise and assessable statement of what a student is expected to be able to do at the end of the course. They are essential for guiding the teaching process, assessing student progress, and verifying the acquisition and application of knowledge.

**To develop the learning achievement of the course, consider the following elements to develop the final learning achievement of the course:**

**Write the final achievement of the course in the following box:**

At the end of the course, the student will be able to:

1. **Develop an international marketing research project** from start to finish.
2. **Use data analysis programs** to minimize risk in decision-making related to the international marketing mix.
3. **Apply advanced statistical techniques** such as Classification Trees, Cluster analysis, and Factor Analysis to segment markets and identify brand dimensions

### IV. Learning Units

In this section **the final learning achievement of the course** is moved and the **thematic contents and the activities and evaluations that will be developed** are indicated.

**Now, type the name of the course after "Learning Unit 1". Also, move the final learning achievement of the course under "Unit Learning Achievement", the contents to be worked on during the week as well as the activities and evaluations to be developed.**

**Learning unit 1:** International Marketing Research.

**Unit Learning Achievement:** Upon completion of the unit, the student will be able to conduct global marketing research, identify market segments and typologies, and implement social media strategies for global marketing.

**Contents:**

- Conducting global marketing research.
- Market segmentation using Classification Trees.
- Finding typologies using Cluster analysis.
- Identifying brand dimensions through Factor Analysis.
- Using Social Media for global marketing.



**Activities and evaluations:**

- Project presentations.
- Practical case studies.
- Data analysis program practice.
- Social Media project.
- Final Test.

## V. Teaching Strategies

The teaching strategies respond to the characteristics of the subject and the teaching methodology used by the teacher. Below are some teaching strategies that can be selected. Write an "x" in the box corresponding to the teaching strategies you use in your course. If any of these strategies do not fit your course, add the strategy at the end of the list and describe it:

Teaching strategy	Type an x
<p><b>Interactive presentation:</b> <i>It consists of the explanation and demonstration of contents by the teacher, with the intervention of the students, either through questions or presentations of work prepared by the students.</i></p>	x
<p><b>Exercise and problem solving:</b> <i>It consists of asking students to solve exercises and/or problems by using formulas or algorithms, applying procedures and interpreting the results.</i></p>	x
<p><b>Case studies:</b> <i>It consists of an in-depth analysis of a fact, problem or real or hypothetical event in order to interpret it, generate hypotheses, diagnose it and solve it.</i></p>	
<p><b>Group dynamics:</b> <i>It consists of activities of a different nature conducted collaboratively between two or more students, whose purpose is to learn how the groups interact and thus facilitate experiential learning.</i></p>	
<p><b>Structured debates/discussions:</b> <i>It consists of moderating a systematically organized discussion of divergent opinions between two or more students on a topic or problem.</i></p>	x
<p><b>Role playing:</b> <i>It consists of providing a real or simulated scenario in which students are required to assume fictitious or real roles with the intention that they can deploy all their abilities to resolve conflicts, as well as understand or experience a reality according to the role assumed.</i></p>	
<p><b>Reflective dialogue:</b> <i>It consists of the interaction of two participants who exchange ideas and opinions through a conversation with</i></p>	
<p><b>Collaborative learning:</b> <i>the purpose of reflecting critically and deeply on a specific topic. In this dynamic, students not only share their points of view, but are required to be open to listen and consider the other's perspective in order to build a more comprehensive understanding of the topics discussed.</i></p>	



Teaching strategy	Type an x
<p><b>Peer learning:</b> It consists of promoting collaborative spaces between a pair of students who exchange their knowledge, information, experiences and problem solving, being guided by the teacher (for example: students exchange their solutions between pairs, on an activity or exercise, before the teacher presents it to everyone).</p>	
<p><b>Active learning:</b> It consists of encouraging students' participation and continuous reflection through activities aimed at deepening knowledge through interaction with the content, which involves the analysis and synthesis of information.</p>	
<p><b>Inverted classroom:</b> It consists of establishing pre-class activities for the review of conceptual materials and information (e.g., through videos, infographics, readings and other didactic resources), which allows students to prepare for a practical and active classroom session through collaboration, discussion and problem solving.</p>	
<p><b>Experiential learning:</b> It consists of developing conditions for students to experience real or simulated situations (for example: debates, national or international learning visits, immersive experiences, internships, among others) that allow them to feel or perform actions and share them with their peers to strengthen their learning.</p>	
<p><b>Service learning:</b> It consists of preparing students to apply the contents and tools provided by the course to the real needs of the community in order to develop a sense of social responsibility and, thus, improve their environment.</p> <p><b>Spaces for creation:</b> It consists of facilitating physical or virtual spaces for students to create projects or prototypes based on computer programs or physical tools (for example: game labs software, design software, innovation labs, 3D printers, laser cutters, among others).</p> <p><b>Design thinking:</b> It consists of the development of solutions or products focused on the needs of users, through strategies and tools (for example: empathy map, user journey, Canva, among others) that allow students to develop their empathy to understand the environment, generate ideas and solutions, as well as prototyping solutions or products that can be tested and adjusted to achieve user satisfaction.</p> <p><b>Problem-based learning:</b> It consists of posing a complex real-world or hypothetical problem formulated by the teacher, with the intention that students (usually in groups) gather more information and analyze the problem in order to propose solutions.</p>	
<p><b>Research-based learning:</b> It consists of connecting teaching with research through the application of scientific concepts, theories and methods in order to generate new knowledge about a particular aspect of reality or the exploration of an unknown phenomenon in order to suggest theoretical or methodological guidelines for its approach.</p>	
<p><b>Project-based learning:</b> It consists of the design and development of projects (generally in groups of students) with the purpose of having the student manage a set of planned, interrelated and coordinated activities to achieve an objective within a given time frame.</p>	X
<p><b>Challenge-based learning:</b> It consists of providing a situation or general context in a social or physical environment so that students can collaboratively choose a challenge to be solved based on the learning of the contents offered by the course.</p>	
<p><b>Gamification of learning:</b> It consists of developing a physical or virtual learning environment by applying the principles and elements of the game in order to encourage student motivation and participation.</p>	

Write other strategies not contemplated in the previous list that you need to detail:



## VI. Evaluation System

In this section, write the names of the evaluations to be used in the course in a manner consistent with the final learning achievement of the course, as well as the percentage of weighting that each type of evaluation will have in the final score, which should add up to 100%.

**Then write the considerations for the evaluations (optional), the name of the evaluations, the weighting percentage (%) and comments (optional): Considerations for evaluations (optional)**

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Name of evaluation	%	Comments
Test	50%	Individual assessment of course concepts.
Social Media project for Munich	35%	Applied group project focused on global social media strategy.
Participation in class	15%	Evaluation of student engagement during sessions.

## VII. References

This section should indicate the sources and resources of information, indicating the required and recommended readings. It is necessary to consider that this material must be available to the students and must contemplate safe and reliable links that are unlikely to change domain, for example, DOI, handle, reliable websites, etc. Likewise, avoid considering class handouts, teacher's notes, evaluations, among other teacher's own work materials that are not referenced.

**Then, write in the corresponding box the bibliographic references to be used in the course. Mandatory: list the references that you consider mandatory for the course.**



Solberg, C. A. (2017). *International Marketing. Strategy development and implementation*. Routledge.

Hair, J.F., Black, W. C., Babin, B.J., & Anderson, R.E. (2019). *Multivariate Data Analysis*. Eighth edition. Cengage Learning.

Alon, I., Jaffe, E., Prange, C., & Vianelli, D. (2017). *Global Marketing. Contemporary theory, practice and Cases*. Routledge.

Czinkota, M. R., & Ronkainen, I. A. (2013). *International Marketing*. 10th edition

**Recommended: list the references that you consider suggested for the course**