Universidad Rey Juan Carlos

TEACHING GUIDE

INTERNATIONAL MARKETING

GRADO EN RELACIONES INTERNACIONALES (INGLÉS)

ACADEMIC YEAR 2026-27

Publication date: 25-06-2026

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I.-Subject Identification	
Type	OBLIGATORIA
Teaching period	2 course, 1Q semester
Nº of credits	6
Language in wich the subject is taught	English

II.-Presentation

The International Marketing course is a mandatory subject, worth 6 credits in the International Relations degree, that aims to analyse marketing strategies in organisations operating in international markets. It provides the conceptual tools and techniques required to analyse and manage marketing strategies that companies, international organisations, foundations, and NGOs use to develop and expand their international economic activities. Alongside the theoretical framework, practical cases and real-world situations will be examined to reflect the challenges and decision-making processes organisations face.

III.-Learning outcomes

CG02. Students must be able to apply acquired knowledge to professional work and posses the skills that can be demonstrated by means of reasoning and defence, as well as problem-solving.
CG04. Students must be able to transmit information, ideas, problems and solutions to others, be they specialised or not.
CG05. Students must be able to work in groups, transmitting, sharing and processing information.
CE09. Students must be aware of and understand the basic features of the globalisation of social, economic and political activity as well as the functioning of international organisations.
CE11. Students must be capable of identifying the process in which public opinion is formed in the area of international relations and develop skills to analyse the information and pass it on.
CE13. Students must acquire the necessary skills to understand and analyse economic relations and their international dimension.

- Key for degrees not adapted to RD 822/21: **CB** - basic competences, **CG** - generic competences, **CE** - specific competences, **CT** - transversal competences.
- Key for degrees adapted to RD 822/21: **CON** - knowledge, **COM** - competences, **HAB** - skills.

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IV.-Contents

IV.A.-Syllabus

Topic - 1: Introduction: The scope and challenge of International Marketing
Topic - 2: The international marketing environment and global market.
Topic - 3: Strategy formulation of global development in international marketing.
Topic - 4: The marketing information system in international markets and market research.
Topic - 5: Segmentation, penetration, targeting and positioning in international markets.
Topic - 6: Product decisions in global marketing.
Topic - 7: Pricing, distribution and communication decisions in global marketing.

IV.B.-Training activities

Type	Title
Lectures	Theoretical and practical cases
Theoretical sessions	Knowledge about the subject as well as its application to cases
Group work	Group work on parts of an International Marketing
Oral presentations	Oral Intervention in debates and group presentation

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V.-Student workload	
Theoretical sessions	30
Resolution of exercises, problems, case studies, etc.	25
Practical sessions in experimental, technological and clinical laboratories, fieldwork, etc.	0
Tests and/or exams	5
Academic tutorials	40
Related activities: conferences, seminars, etc.	8
Preparation of theoretical sessions and self-study	15
Preparation of practical tasks, exercises, case studies, projects, etc.	25
Preparation for tests and/or exams	32
Total student workload	180

VI.-Methodology and academic programme

Type	Period	Content
Group work	Week 1 to Week 15	Work done by the students : Case study or another activityprepared through prior work in accordancewith teh guidelines established by the professor
Resolution of exercises, problems, case studies	Week 1 to Week 15	cases related to the subject
Theoretical sessions	Week 1 to Week 15	Master classes: Main concepts presentation.

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VII.-Assessment methods

The general assessment method is continuous as established in the *Regulation for the Assessment of Learning Outcomes* of Rey Juan Carlos University.
All the assessment systems established in the degree report must be employed, except for those that have a minimum weight of 0%, which can be used by professors in the academic years they consider relevant. Each assessment system may be applied through one or more assessment activities, consistent with the system. No assessment activity can exceed individually 60% of the overall grade for the subject.
The sum of non re-evaluable activities cannot exceed 40% of the overall grade for the subject and, in general, should not have an established minimum grade (except for practical activities in which, strictly speaking, the conditions of the ordinary call cannot be reproduced in the extraordinary call).
Those students who do not manage to pass the subject in the ordinary call, or do not attend this first call, may attend the extraordinary call only for failed re-evaluable assessment activities.
The distribution and characteristics of the assessment activities are described below.

VII.A.-Description and weight of the assessment activities

Ordinary Call: Continuous assessment
Part 1:
40% of the grade. Completion and/or defence of individual/group exercise and a work group. **It is not "reassessable"** in the extraordinary call.
Practical activities are part of continuous assessment, which aims to evaluate the student´s progress regularly. This assessment encourages active participation and constant learning, which cannot be applied effectively in a reevaluation. Furthermore, these practices are designed to take advantage of the context and the dynamics of the moment, which may include group discussions, immediate feedback and problem-based learning.
Part2:
60% of the grade: Theoretical exam: It is mandatory to obtain at least a 5 in the exam. **Reassessable in the extraordinary call.**
Reassessable Extraordinary call:
The only part that can be reassessable, as mentioned earlier, is the theoretical exam. It is mandatory to obtain at least a 5 in the exam.
All work submitted must be original. Plagiarism, in whole or in part, of solutions in any of the assessment tests will result in a failing grade for the course.
Re-evaluation of the extraordinary exam session: It should be noted that the re-evaluation of the extraordinary exam session can only be carried out on the written assessment test corresponding to 60% of the grade for the parts that were failed (or not submitted) in the first session. Therefore, under no circumstances can this re-evaluation be requested to improve grades on tests that were higher than 5 in the first session.

VII.B. Assessment of students with academic exemption from class attendance

Having Academic Exemption from Class Attendance (DAAC) does not imply that students are automatically exempt from participating in the continuous assessment activities or in the training activities of compulsory attendance as established in the teaching guide. Once the exemption has been granted, students must contact the subject's teaching staff, who will propose the adaptations he/she may consider relevant, as long as they guarantee the acquisition and adequate assessment of the learning goals established. Students must maintain adequate communication with the teaching staff so that they may provide information on the dates for training and assessment activities, if these are not established in the programme and available for students at the time of achieving the exemption.
Subject with possibility of academic exemption: Yes.

VII.C. Review of assessment activities

In accordance with the Regulation for the Assessment of Learning Outcomes of Rey Juan Carlos University.

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VII.D.-Students with a disability or special educational needs

In order to guarantee equal opportunities, non-discrimination, universal accessibility and academic success, students with disabilities or especial education needs may request curricular adaptations to follow their studies. These adaptations will be provided by the Unit of Attention to People with Disabilities of Rey Juan Carlos University, in accordance with the regulation which regulates the service for the Attention of People with Disabilities at the University. This Unit will issue a report for curricular adaptations, so that students with disabilities or special education needs must contact the service (at e-mail discapacidad.programa@urjc.es) in order to provide relevant information for different educational alternatives.

VII.E.-Academic behaviour, academic integrity and honesty

Rey Juan Carlos University is fully committed to the highest standards of academic integrity and honesty, so studying at the URJC means assuming and subscribing to the values of integrity and academic honesty set out in the University's Ethical Code. To support this process, the University has Rey Juan Carlos University's Academic Conduct Regulation as well as different tools (anti-plagiarism, supervision...) that offer a collective guarantee for the full development of these essential values.

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VIII.-Teaching resources and materials
Basic bibliography
Book Title: International Marketing Strategy: Analysis, Development and Implementation, 6 Mar 2016 by Dr Alexandra Kenyon and Robin Lowe Book Title: Cateora, Philip, Bruce Money, Mary Gilly, John Graham, and Graham Cateora. International Marketing, 19th Edition. New York, New York: McGraw Hill. 2024. Gilbert, J. R. (2026). –International Marketing. *Marketing Principles From The River City*. Global Marketing Paperback – 18 Sep 2013. by Svend Hollensen
Main Book :International Marketing Strategy: Analysis, Development and Implementation6 Mar 2016 byDoole, Lowe, Kenyon
Main Book :International Marketing Strategy: Analysis, Development and Implementation6 Mar 2016 by Dr. Alexandra Kenyon and Robin Lowe Also as main book: The SOSTAC® Guide - to writing the perfect plan V1.1by PR Smith Kindle Edition
Armstrong, G. M., Kotler, P., Zepeda, A. M., Pérez, M. D. P. C., Arroyo, J. C., &Milling, H. A. (2013). Fundamentos de marketing. Pearson Educación de México.
Kotler On Marketing: How To Create, Win, and Dominate Markets Philip Kotler: Marketing 6.0
Consultation bibliography

IX.-Professors	
Name and surname	HEND FARAHAT ISSA FARAG
E-mail address	hend.farag@urjc.es
Department	Economía de la Empresa
Campus	Madrid - Vicálvaro
Category	Profesor/a Ayudante Doctor/a
Academic degree	Doctor
Person responsible for the subject	Yes
Tutorial timetable	Para consultar las tutorias póngase en contacto con el/la profesor/a a través de correo electrónico
Number of quinquennia	0
Number of sexennia	0
No. of positive evaluations by Docentia	1

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