



UNIVERSIDAD
DE GRANADA



CENTRO DE
LENGUAS
MODERNAS

INTENSIVE SPANISH LANGUAGE AND CULTURE COURSE (CILYC)

CULTURE, SOCIOLOGY AND ECONOMICS- 45 HOURS

INTRO TO BUSINESS SPANISH AND INTERNATIONAL MARKETING

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GENERAL DESCRIPTION

The Introduction to Business content is designed to develop students' general competencies and communicative language skills as defined in the Common European Framework of Reference for Languages (CEFR). It adopts a practical approach focused on the fields of business and management while addressing all the communicative competencies outlined in the framework.

The course is organized into two components:

1. Theoretical Component: Focused on the acquisition of business-related vocabulary and communication skills, as well as fundamental concepts in business and economics.
2. Practical Component: Centered on activities involving the analysis and solution of business problems using authentic materials and real-world case studies.

The International Marketing content introduces students to the key aspects of the internationalization process, including market entry strategies, the selection of target international markets, international market segmentation and positioning, and decisions regarding the standardization or adaptation of the international marketing mix.

More specifically, by the end of the course, students will be able to understand:

1. The concept of international marketing and its role in global markets.
2. The socioeconomic, political, legal, cultural, technological, and competitive dimensions of today's international environment, as well as their impact on international marketing strategies.
3. Different approaches to the internationalization process, together with the principal drivers of and barriers to international expansion.
4. The processes of international market segmentation and positioning, and the development of international expansion strategies.
5. The principal strategies for entering international markets and the key factors that influence their selection.
6. The four Ps of the international marketing mix (Product, Price, Place, and Promotion), with particular emphasis on the strategic decision to standardize or adapt international marketing strategies.

CONTENTS

Introduction to Business Spanish

- Unit 1: Today's Business Landscape: Entrepreneurship and Human Resources
- Unit 2: Case Study 1: Developing a Digital Product
- Unit 3: Case Study 2: The Evolution of a Family Business
- Unit 4: Case Study 3: Digital Sales Strategies for a Non-Digital Product

International Marketing

- Unit 1: Introduction to International Marketing and the Concept of International Marketing
- Unit 2: The Sociopolitical and Economic Environment of Global Markets
- Unit 3: The Cultural Environment of Global Markets

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- Unit 4: The Internationalization Process
 - Unit 5: Market Entry Strategies and Key International Marketing Decisions: Segmentation, Positioning, and Market Expansion
 - Unit 6: The International Marketing Mix

Practical Component

- Seminars, workshops, case studies, and collaborative team projects.
- Analysis of academic articles and current news related to international marketing.
- Individual and group oral presentations delivered during designated class sessions.
- Seminars and discussions on multinational corporations through the analysis of case studies.
- Analysis of international marketing campaigns and comparison of marketing strategies across different countries.

METHODOLOGY

The course uses the case study method, a teaching approach based on the study and subsequent discussion of real business cases. Its objective is to ensure that students become active participants in the learning process by encouraging the expression of opinions, beliefs, attitudes, and values, while helping them develop the following skills:

- The ability to observe and analyze reality in depth.
- The understanding of social phenomena and events.
- The ability to define the problematic situation that needs to be addressed.
The conceptualization of the relationship between theory and action.
- Decision-making skills.
- Collaborative work skills.

Classes for each specific topic will be organized so that the instructor presents the theoretical content and connects theory with practice through the examination of articles or the analysis of specific case studies.

Article analysis follows a structured process consisting of reading, vocabulary work, individual analysis, and class discussion.

EVALUATION

To be eligible for evaluation, attendance at 80% of classes is mandatory.

Assessment:

- Continuous assessment: 40%
 - Active participation in class: 10%
 - Assignments to complete the case studies: 20%
 - Forum responses: 10%
- Final presentation: 30%
 - Business model, international expansion, and SWOT analysis of a Spanish company
- Final exam: 30%

BIBLIOGRAPHY

- Berbel Pineda, J. M., & Fuentes García, F. J. (2022). *Casos de éxito en internacionalización de empresas andaluzas* (1st edition). Tirant Humanidades.
- Castillo Clavero, A. M., Abad Guerrero, I. M., & Rastrollo Horrillo, M. A. (2011). *Casos prácticos de administración y dirección de empresas*. Pirámide.
- Martínez, L., & Sabater, M. L. (2006). *Socios 2 – Nueva edición*. Barcelona: Difusión.
- Tano, M. (2009). *Expertos*. Editorial Difusión.
- Cateora, P. R., Gilly, M., & Graham, J. (2013). *International Marketing* (16th edition). New York: McGraw Hill.
- The following academic works are examples of the articles that will be analyzed by students and discussed in **International Marketing** classes:
- Adams, R. (2011). "Fragmentation and Segmentation: Marketing Global Benefits." *International Business & Economics Research Journal*, 10(9), 59–66.
- Fetscherin, M., Alon, I., Littrell, R., & Chan, A. (2012). "In China? Pick Your Brand Name Carefully." *Harvard Business Review*, 90(9).
- Hong, H., & Doz, Y. (2013). "L'Oréal Masters Multiculturalism." *Harvard Business Review*, 91(6), 114–118.
- Keegan, W. (2007). *Marketing Global* (5th edition). Madrid: Prentice Hall.
- Kumar, N., & Steenkamp, J. (2013). "Diaspora Marketing." *Harvard Business Review*, 91(10), 127–131.
- Sheth, J. N., & Parvatiyar, A. (2001). "The Antecedents and Consequences of Integrated Global Marketing." *International Marketing Review*, 18(1), 16–29.
- Tan, Q., & Sousa, C. M. P. "International Marketing Standardization: A Meta-Analytic Estimation of Its Antecedents." *Management International Review*, 53, 711–739.