



UNIVERSIDAD  
DE GRANADA



CENTRO DE  
LENGUAS  
MODERNAS

INTENSIVE SPANISH LANGUAGE AND CULTURE COURSE  
(CILYC)

CULTURE, SOCIOLOGY AND ECONOMICS- 45 HOURS

SPANISH AND LATIN AMERICAN  
ECONOMY AND INTERNATIONAL  
MARKETING

## SPANISH AND LATIN AMERICAN ECONOMY AND INTERNATIONAL MARKETING

### GENERAL DESCRIPTION

#### Spanish And Latin American Economy

This content is aimed at students with an advanced/superior linguistic level. Students will learn about the current economic situation in Spain and Latin America, as well as the cultural, economic, historical, political and social factors that have shaped the economies of these countries over the last decades.

The bases of this course are made up of three different areas: main companies in Spain and Latin America, the basics of the Spanish and Latin American economy and the lexicon.

#### International Marketing

This content will familiarize students with the characteristics of the internationalization process, strategies for entering international markets, the process of selecting target international markets, the segmentation and positioning process in international markets, and decisions related to the standardization and adaptation of the international marketing mix.

More specifically, the objective of this course is to enable students to understand/learn:

- The concept of international marketing and its role within global markets.
- The socioeconomic, political, legal, cultural, technological, and competitive dimensions of the current international landscape, as well as their potential impact on the development of international marketing strategies.
- The different approaches to the internationalization process, as well as the main drivers and barriers to internationalization.
- The international segmentation and positioning process, and the development of international expansion strategies.
- The main strategies for entering international markets, as well as the different factors to consider.
- The 4 Ps of the international marketing mix (product, price, place, and promotion), with particular emphasis on adopting a strategic position regarding the standardization or adaptation of international marketing strategies.

### CONTENTS

#### Contents Of Spanish and Latin American Economy

- Unit 1. The natural infrastructure of the Spanish economy. Profile of the Spanish population and its relation to the economy.
- Unit 2. The Spanish agricultural and industrial sectors.
- Unit 3. The tertiary sector in Spain: tourism
- Unit 4: Argentina: features of the Argentinean sectoral economy and its economic crises.
- Unit 5. Brazil: sectoral economy. Chile: economic fundamentals.

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- Unit 6. Venezuela: Bolivarian and Chavista economy as an economic base.
  - Unit 7. Mexico: sectoral features and bases of its economy.

#### Contents Of International Marketing

- Topic 1. Introduction: The globalization of markets and the internationalization of companies.
- Topic 2. The concept of international marketing.
- Topic 3. The internationalization process.
- Topic 4. Market entry strategies.
- Topic 5. Key international marketing decisions.
- Topic 6. The international marketing mix.

#### METHODOLOGY

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The methodology is based on the integration of competencies, student engagement with the proposed tasks and activities, teamwork, and the sociocultural and practical value of the topics analyzed.

Classes for each specific topic will be organized so that the professor presents the theoretical content and connects theory with practice through the examination of articles or the analysis of specific case studies. Article analysis is structured as follows:

- Reading, vocabulary work, individual analysis, and class discussion.
- Seminars, workshops, case studies, and teamwork sessions.
- Analysis of academic articles and news related to international marketing topics.
- Oral presentations of individual and group work during specific class sessions.
- Homework and the final presentation should be designed to promote the student's integration into the immersion experience, while also encouraging independent work.

#### EVALUATION

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Mandatory attendance (80% of classes)

Grading:

- Participation and engagement, analysis of articles and essays on current marketing topics, additional tasks and homework, and other activities: 20%.
- Teamwork: 30%.
- Final exam: 50%.

The professor will provide students with slides, notes, and workbooks containing the theoretical content, as well as articles and essays on current marketing topics that will be analyzed throughout the course. Google Drive will be used to share relevant information with students, including web links, additional tasks, exams, important deadlines, and other course materials.

## BIBLIOGRAPHY

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