



FUNDAÇÃO ARMANDO ALVARES PENTEADO
CENTRO UNIVERSITÁRIO ARMANDO ALVARES PENTEADO

Course: INTERNATIONAL BRANDING STRATEGIES	Code: GRA0939	Workload: 36
Program: AG - BUSINESS ADMINISTRATION		

COURSE DESCRIPTION

Explanatory Theories of International Marketing and the Exploration of the Global Market. International Market Entry Decisions. The International Marketing Program. Positioning in Global Markets. Organization of Global Activities.

COURSE OBJECTIVES

By the end of the course, students should be able to:

- Understand the concepts and characteristics of international marketing.
- Develop an international marketing planning program.
- Create global positioning and communication strategies.

METHODOLOGY

Lectures with the use of case studies.

COURSE CONTENT

1. Explanatory Theories of International Marketing and the Exploration of the Global Market.
 - 1.1 Factor endowment theories.
 - 1.2 Comparative advantage theory.
 - 1.3 Market imperfection theory.
2. International Market Entry Decisions: Which Markets to Enter.
 - 2.1 Developed and Developing Markets.
 - 2.2 Assessment of Potential Markets.
 - 2.3 PEST Analysis.
 - 2.4 CAGE Model.
 - 2.5 Cultural Sensitivity.
3. International Market Entry Decisions: Modes of Entry into the Global Market.
 - 3.1 Direct and Indirect Exporting.
 - 3.2 Licensing.
 - 3.3 Joint Ventures.
 - 3.4 Direct Investment.
4. The International Marketing Program.
 - 4.1 Global Similarities and Differences.
 - 4.2 Standardization and Market Adaptation.
 - 4.3 Global Product Strategies.
 - 4.4 Global Communication, Pricing and Distribution Strategies.
5. Positioning in Global Markets.
 - 5.1 Building the Country Image.
 - 5.2 Consumer Perceptions of Country of Origin.
6. Organization of Global Activities.
 - 6.1 Export Department.

BIBLIOGRAFIA BÁSICA

CATEORA, Philip R; GRAHAM, John L.. Marketing Internacional. 13ª ed. Rio de Janeiro: LTC, 2009. Trad. <https://integrada.minhabiblioteca.com.br/#/books/9788580551464/cfi/0/>.

CZINKOTA, Michael R.; RONKAINEN, Ilkka A. Marketing internacional. São Paulo: Cengage Learning, 2008. Trad. <https://integrada.minhabiblioteca.com.br/#/books/9788522108886/cfi/0/>.

PIPKIN, Alex. Marketing internacional: uma abordagem estratégica. 2ª ed. São Paulo: Aduaneiras, 2003.

BIBLIOGRAFIA COMPLEMENTAR

BAÑEGIL, Tomás M.; SOUSA, José Manuel Meireles de. Estratégias de marketing internacional. São Paulo: Atlas, 2005.

CARNIER, Luiz Roberto. Marketing internacional: para brasileiros. 4.ed. São Paulo: Aduaneiras, 2004.

KEEGAN, Warren J.. Princípios de Marketing Global. São Paulo: Saraiva, 1999.

KEEGAN, Warren J.. Marketing Global. 7ª ed. São Paulo: Pearson, 2005.

KUAZAQUI, Edmir. Marketing internacional: desenvolvendo conhecimentos e competências em cenários globais. São Paulo: MBooks, 2007.

OUTRAS PUBLICAÇÕES, VIDEOS E SITES

ASSESSMENT CRITERIA

$\text{TRUNCATE}((((N1F*4) + (N2F*6))/10),1)$

ASSESSMENT CRITERIA DESCRIPTION

N1F Exam P1 (40%)

N2F Individual / Group Assignments (60%)