

**MARKETING APPLICATIONS:
International Marketing, Marketing in the EU and Tourism Marketing**

Summer Business Program 2013

Course	Marketing Applications: International Marketing, Marketing in the European Union and Tourism Marketing
Professors	Juan L. Nicolau Mayo de Juan Felipe Ruiz Moreno
Course Objectives	This course examines three relevant applications of Marketing principles: 1) Tourism Marketing, which focuses on the tourism marketing and its singular traits, explores the tourism marketing strategies that will have an impact on the future of the industry, and provides a local and global perspective on tourism marketing issues. 2) Pan-European Marketing, where a global overview of European Marketing is provided, with European marketing strategies, understanding how the consumer mind works in a global market like Europe. 3) International marketing and its application to international business. For a growing number of companies, being international is no longer a luxury but a necessity for economic survival. These and other issues affecting the world economy, trade, markets, and competition will be discussed.
Course Materials	All the materials (notes, cases, etc.) needed for this course will be provided by the instructors
Grading	Three examinations, one at the end of each week: week one 33.33%, week two 33.33%, week three 33.33%.
Methodology	Along with the lectures, case studies will be analyzed in class. The students are expected to actively take part in discussions emerging from those cases.

Class Policies

Academic Integrity Academic honesty is fundamental to the activities and principles of a university. All members of the academic community must be confident that each person's work has been responsibly and honorably acquired, developed, and presented. Any effort to gain an advantage not given to all students is dishonest whether or not the effort is successful and the academic community regards academic dishonesty as an extremely serious matter. When in doubt about plagiarism, paraphrasing, quoting, or collaboration with others, please consult the course instructor who reserves the right to apply a penalty that may be as severe as