

Buenos Aires Global Marketing Program 2026

Course Outline

Course Title	International Marketing in a Changing World
Instructor(s)	<ul style="list-style-type: none"> • Eng. Jorge Almada, MBA, UTDT • Susanne Ruckelshausen, MSc, WU Vienna • Dr. Eva Marckhgott, WU Vienna
Language of instruction	English
Course level	Undergraduate (intermediate to advanced level)
Total hours	200 hrs/8 ECTS-Credits

Aim of the course

This course is intended to provide students with an in-depth understanding of international marketing in the context of a rapidly changing world. Special emphasis is placed on how global crises, societal challenges, and evolving consumer dynamics shape marketing practices and international business decisions.

Students will explore the interplay between consumer behavior, corporate responses, and international market strategies, learning how firms can navigate uncertainty and address societal needs responsibly while competing in global markets.

Through participating in the seminar, students will gain the ability to critically analyze and design marketing strategies that are both globally effective and ethically sound.

Key areas of focus include:

- Understanding consumer behavior in times of crises, changing needs, decision-making biases, and anti-consumption movements.
- Critically evaluating corporate responses to societal challenges, including CSR, brand activism, inclusivity, and the risks of greenwashing or exploitative practices.
- Developing strategies for internationalization, including market entry, branding, communication, and global campaign management, with a specific focus on Europe and Argentina.
- Exploring how marketing can contribute to solving societal problems while driving sustainable business growth.

Students will apply course content to a real-life group project. Project specifics TBA

Learning Objectives

During this course students will learn to

- navigate complex international business topics,
- critically reflect on consumer needs and market responses
- gather and filter information efficiently and effectively on a specific research topic,
- collaborate in culturally diverse teams and communicate findings effectively through presentations and discussions,
- structure complex material into coherent arguments and present it concisely in both oral and written form, defend their insights and strategic recommendations in written, visual, and interactive formats.

Teaching Methods

The course integrates various teaching methods such as theory lectures, discussions, company visits, a group project and workings session with coaching. Substantial classroom discussion is encouraged and expected. All students are required to work on the group project during the seminar.

Attendance throughout the course is mandatory.

Field Trips

There are two offsite scheduled activities of interest from International Business perspectives, Toyota Manufacturing Facility, (2/19), and La Fuerza Bar (2/12), as we are planning in advance, days/places can change according to availability.

Pre-course assignment (WU)

Choose a product, service, or brand that you believe is responding well (or poorly) to today's societal and environmental challenges.

On one page, briefly:

1. Describe the product/brand and its positioning.
2. Does it operate globally or locally? If local, would internationalization be possible?
3. Analyze how it addresses (or fails to address) one or more United Nations Sustainable Development Goals (SDGs).
4. Reflect on whether the approach seems genuine or risks being perceived as *greenwashing* or *purpose-washing*.
5. Conclude with your opinion: Would you buy/support this brand? Why or why not?

Requirements:

- Submit in PDF format (max. 1 page) via CANVAS by January 11 2026.
- Use data and references (e.g., reports, academic sources, company websites).
- Do not rely only on AI. You may use AI tools for support, but you must cite them alongside all other sources.

Grading (WU Students)

WU Students will be assessed on their:

- Ability to understand the strategic issues related to International Business and International Marketing initiatives, particularly in the context of global crises, evolving consumer needs and societal challenges.
- Reflection paper on an academic article
- Presentation for 2nd preparation meeting in Vienna (WU students)
- Active participation in class
- The quality of the project report and presentation - by quality in this context we mean the clarity and persuasiveness of each bit of the work.
- Peer review, i.e., ability to work in teams. Students failing to participate in their teams will lose the mark for that piece of work.
- **Please bear in mind that grading standards and procedures may differ between the two academic institutions.**

Assessment	
• reflection paper	20%
• In-class individual performance (participation, case analysis, quizzes, assignments)	20%
• presentation of group project	30%
• written report	30%

The following evaluation scheme is applied:

Grade	Points	Description
1	90 +	Exceptional, outstanding and excellent performance. Normally achieved by a minority of students. These grades indicate a student who is self-initiating, exceeds expectation and has an insightful grasp of the subject matter.
2	89-75	Very good, good and solid performance. Normally achieved by the largest number of students. These grades indicate a good grasp of the subject matter or excellent grasp in one area balanced with satisfactory grasp in the other area.
3	74-65	Satisfactory, or minimally satisfactory. These grades indicate a satisfactory performance and knowledge of the subject matter.
4	64-51	Marginal Performance. A student receiving this grade demonstrated a superficial grasp of the subject matter.
Failed	50 and below	Unsatisfactory performance

Grading (UTDT Students)

UTDT Students will be assessed according to the following criteria:

Assessment	
Individual	
<ul style="list-style-type: none">Final Test	40%
<ul style="list-style-type: none">In-class participation (class work engagement, discussion participation, on-going assignments)	20%
In-Group	
<ul style="list-style-type: none">presentation of group project & final report	40%

Course literature

Hollensen, Svend (2020) Global Marketing, 8th edition, Pearson
Solomon, Michael (2019) Consumer Behavior, 13th edition, Pearson

Academic articles provided during the class

Further readings suggested by the lecturer(s)

Literature and other course material will be communicated to participating students in due time before the ISP Argentina program starts.

Course Material

The instructors will use a variety of teaching methods comprising readings, lectures, case analysis, videos, class exercises, current events discussions, guest speakers, and a group project. For the case studies, a separate download link will be provided in due time.

Detailed Schedule

WEEK 1. Consumer Behavior in a Changing World

February 2 9:00-12:30	Introduction to Course, Project Kick-off, Team Formation, Warm-up	Jorge Almada Susanne Ruckelshausen
February 3 9:00-12:30	Consumer Behavior in Times of Crises, Changing Consumer Needs and Perceptions	Susanne Ruckelshausen
February 4 9:00-12:30	Decision Making and Biases	Susanne Ruckelshausen
February 5 9:00-12:30	Consumerism and Anticonsumption	Susanne Ruckelshausen
February 6 9:00-12:30	Internationalization challenges, Global Markets, Global Economy, WTO, Trading Blocs, Doing Business in Argentina	Jorge Almada

WEEK 2. Company Responses: Between Impact and Illusion

February 9 9:00-12:30	Marketing Under Fire: Criticism, Ethics and Purpose	Eva Marckhgott
February 10 9:00-12:30	CSR, Brand Activism and Impact Washing	Eva Marckhgott
February 11 9:00-12:30	How Companies Keep Us Buying	Eva Marckhgott
February 12 9:00-12:30	Inclusive vs. Exploitative Marketing	Eva Marckhgott
February 13 9:00-12:30	Global Strategic Approaches, Entry Modes, Global Operations – Chili Beans Case	Jorge Almada

WEEK 3. Marketing in a Global and Cultural Context

February 16	Carnival Holidays – No Class	
February 17	Carnival Holidays – No Class	
February 18 9:00-12:30	STP, Branding, International Marketing Mix	Jorge Almada
February 19 9:00-12:30	International Marketing Communications, Global Campaigns, Technology and Advertising – La Martina Case	Jorge Almada
February 20 9:00-12:30	Final Test (UTDT students only) Final projects presentations & feedback	Jorge Almada

Individual Work Packages (in detail)**1 In-class individual performance (participation, case analyses/quizzes/assignments)**

All students are expected to regularly and actively participate in class discussions. The components of participation comprise: 1) attendance, 2) asking relevant & thoughtful questions, 3) making relevant & thoughtful comments, 4) generally being an active and engaged student (e.g., during in-class exercises/discussions and group activities). Any comments should be substantive and relevant to the topic at hand. Preparing for class ahead of time by completing assigned readings and/or preparing the cases is an essential prerequisite for effective class participation. All students will be evaluated after each class session on the quality of their contribution to class discussions. While discussion may get lively at times, please respect your classmates by timing your comments appropriately (i.e., try to avoid interrupting others while they are speaking). Quantity is no substitute for quality and irrelevant or disruptive comments may hurt your participation scores.

As part of the in-class performance component of the course instructors may choose to assign short homework or in-class assignments, or quizzes, based on cases, lecture materials, assigned readings, or other activities completed in class. Case discussions will comprise a major component of the course and students should read and carefully analyze each case in preparation for class discussions. Case analyses should include three elements: 1) Identify and define the most important problems or issues and explain why they have arisen, 2) present at least two alternatives for addressing them, 3) recommend one of the alternatives and provide justification.

2 Group Project

The objective of this project is to develop a strategic international marketing plan for introducing either

- an Argentinian product or service to the Austrian market, or
- an Austrian product or service to the Argentinian market.

Your chosen product or service should explicitly address one or more United Nations Sustainable Development Goals (SDGs). This ensures that your work reflects both market opportunities and the broader societal and environmental challenges of our time.

In developing your plan, you are expected to consider the following:

1. Consumer Behavior & Crises

- Analyze how recent crises (e.g., economic downturns, pandemics, climate crisis) and shifting consumer needs influence market potential.
- Consider biases in consumer decision-making and opposing consumer trends (e.g., consumerism vs. anti-consumption, convenience vs. sustainability) that may shape adoption

2. Ethics, CSR & Inclusivity

- Critically evaluate ethical challenges in marketing your chosen product/service.
- Discuss risks of "impact washing" (greenwashing, pinkwashing, wokewashing) and propose how your strategy can avoid them.
- Address inclusivity: consider aspects such as gender, body image, cultural diversity, or accessibility in your marketing approach.

3. Company Responses & Market Strategy

- Identify potential challenges posed by competitive practices (e.g., planned obsolescence, forced ecosystems, manipulative retail environments) and suggest responsible alternatives.
- Develop a strategic international marketing plan (entry mode, STP, branding, communications, global campaign design) tailored to the cultural context.

4. Integration & Recommendations

- Provide concrete recommendations on how to successfully and responsibly position the product/service in the target market, balancing growth opportunities with ethical responsibility and long-term consumer trust.

Project Deliverables:

Written Report: Based on your analysis (described above), a report of no more than 10 pages, 1,5 line-spaced, 12-point font, 1" margins (with no more than 5 additional pages of Appendix) should be drawn up. **The report needs to be submitted by the deadline. Please make sure that you reference correctly as per an internationally accepted referencing style such as APA or Harvard style (e.g., <https://owl.english.purdue.edu/owl/section/2/>).**

Group Work: The purpose of group work is to enhance your skill in working collaboratively. All members of the group will receive the same grade if everyone makes a fair contribution to the project. A peer evaluation will be given at the end of the course. The instructor may adjust the final grade based on the peer evaluation results.

Research Quality and References: Students should demonstrate that they have completed appropriate research for the project. Accordingly, they should use a wide range of resources (electronic or otherwise). In the written report, it is essential to properly cite the sources used for the research, including internet sources. In doing this, please make sure to use parenthetical citations (not footnotes) in the body of the text and include an alphabetized reference list of all your sources at the end of the paper. The list should be formatted in an internationally accepted referencing style. In accordance

with the university's policy on academic honesty plagiarism will not be tolerated. If, after reading the Academic Integrity section below, you have questions about what constitutes plagiarism please contact the instructors for clarification.

Coaching: Group coaching by the lecturers will be available throughout the course. More information about coaching slots will