

IBERO Summer School 2023 - Course outline

Topic #3: Global Marketing in Latin American Markets

Course dates:

- May 29th – June 16th, 2023 ([3-week modality](#))
- May 29th – June 30th, 2023 ([5-week modality](#))

Application deadline: April 6th

Recommended arrival date: May 26th



Your host: Universidad Iberoamericana Mexico City (IBERO)

Universidad Iberoamericana is considered one of Mexico's most prestigious universities, distinguished by its high academic standards and strong social commitment. The Mexico City campus is located within the Santa Fe business district (western part of town).



Course content: 3-week modality (May 29th – June 16th)

Part One: Core topic

The goal of this summer course is to understand the new tools of global marketing in the regional market named Latin America, which is divided at the same time into different sub markets. The pandemic and the war in Eastern Europe have spinned the global marketing into a new era where the global market has to be analyzed with a perspective of local contexts.

Geopolitics and geoeconomics are the main factors that move global marketing. In Latin America, however, politics has an even higher impact on the framework of marketing. Putting all the elements together, the course will analyze important particularities and key parameters of global marketing within this relevant market.

This course is designed at graduate level. Undergraduate students may be admitted upon request.

Syllabus:

- Geopolitics. Definition and application to the Latin American market.
- Geoeconomics. Meaning and understanding through the Latin American regional perspective.
- Diplomacy and international marketing in Latin America.
- Politics. Analysis of the different political governments in the LATAM market.
- LATAM global environment. Indicators to understand the legal, political and economic environment.



Final Project:

The students will apply all the topics seen during the course in a digital magazine.

Part Two: The Mexican context

The selected core topic of the summer course will be flanked by lectures on three central topics, that will give the students a profound understanding of the national and cultural background of the chosen subject. This insight will be a valuable addition to the learning outcomes, since it will allow contextualization of the more specific perspectives of the core course.



Topic #1: Mexican History

Mexican history includes the rise and fall of great civilizations, the dramatic collision and fusion of Spanish and indigenous cultures, and a revolutionary war that would change the political landscape of the country and renew its sense of cultural identity. Today Mexico is an important geographical, cultural and political bridge between the southern and northern part of the American continent, and its developments have great influence on the whole region.

Topic #2: Mexican Culture and Society

Mexican culture is a beautiful blend of the country's indigenous roots and its history of European conquest and colonization. Modern Mexican traditions are based on the distinct history of the country and its different regions, presenting a colorful variety of habits and societal expressions. The course will span the link between the country's history with current society, and how Mexican culture has influence on areas like Business, Arts, and International Relations.





Topic #3: Interculturality and Inequalities

Mexico is one of the world’s most diverse countries, and understanding the faces of the “many Mexicos” will be an important learning goal of the summer course. Sharp contrasts between rich and poor define the country’s identity – rural areas with no water or electricity supply contrast skyscraper-packed business districts. With 68 different indigenous languages still spoken in the country, native cultures play an important role in Mexico’s society. The course will pay special attention to that topic.



Course content: Optional extension for a 5-week modality (June 19th – 30th)

Week One of the extension: Mexican Context #2

All international students who opt for the 2-week extension of the Summer School will dive even deeper into the Mexican context, and will gain a more profound understanding of the country and its circumstances. The first week of the extension will cover a variety of additional topics, each of them conducted by a different expert lecturer:

- **Mexico: Indigenous Topics.** Deeper insight into the indigenous cosmovision and societal challenges.
- **Mexico: Migrations Topics.** Mexico as source and as transit country for intra-continental migration flows.
- **Mexican Cinema.** Famous film makers and Mexican movie culture – history, present and future.
- **Mexico: Environment and Sustainability.** Biodiversity, strategies and social impact of environmental problems.
- **Mexico: Human Rights and Security.** Structural violence, discrimination and NGO efforts.
- **Mexican Culinary Topics.** Heritage and modern expressions (including cooking class).



Week Two of the extension: Study Trip



The second week of the extension will take the group on a fascinating study trip to one of the most diverse and beautiful places of Mexico: Cuetzalan. The jewel in the Northern mountains of Puebla state is surrounded by canyons, cloud forests, waterfalls and coffee plantations. Being one of the last places in Central Mexico where the indigenous culture is still alive and visible, the students will be able to live amongst the local population and observe their culture and traditions.

The study trip will be full of adventures and unforgettable experiences. The group will be accommodated in the eco-touristic lodging of a coffee farmers' cooperative and will enter in natural caves, swim in waterfall basins, visit local NGOs, do coffee tasting, visit pyramids and the famous botanical garden, do rappelling or handcraft workshops with indigenous women. Visits to local indigenous farmers will give the students a deep insight into traditional farming techniques and the rich flora and fauna of the region. All experiences will be embedded into the theoretical framework provided during the previous four weeks of the summer course.



CUETZALAN



Contact hours and credit recommendation:

3-week modality ([LINK](#)):

Core course: 66 contact hours; Mexican context: 34 contact hours. Total: 100 contact hours.

Credit recommendation: 7.5 ECTS / 4 credit hours

5-week modality ([LINK](#)):

Total: 154 contact hours.

Credit recommendation: 12 ECTS / 6 credit hours

More information and application: [LINK](#)