

Title International marketing	Code 10111053210111401394
Field Management - Part-time studies - Second-cycle studies	Year / Semester 1 / 2
Specialty -	Course core
Hours Lectures: 1 Classes: 10 Laboratory: - Projects / seminars: -	Number of credits 4
	Language polish

Lecturer:

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Status of the course in the study program:

- core; 1 year/ 2 semester

Assumptions and objectives of the course:

Obtaining competence in understanding the problems of international marketing and internationalization of enterprises; understanding and application of concepts and instruments of international marketing.

Contents of the course (course description):

Introduction.

IM definitions. Domestic, foreign, international, multinational, global (world) marketing. Euromarketing.

Benefits of IM.

IM barriers: a/ tariffs (import and export tariffs, protective and revenue tariffs, tariff surcharge and countervailing duty, tariff rates: specific, ad valorem, combined), b/ nontariff barriers (governmental participation in trade, customs and entry procedures, product requirements, quotas, financial control).

International Market Environment - Political Environment (political and economic systems, political risk: confiscation, expropriation, nationalization, domestication; political risk: general instability risk, ownership/control risk, operation risk, transfer risk; measures to minimize political risk).

International Market Environment - Legal Environment (legal systems: common law, statute law; bribery; jurisdiction and arbitration; intellectual property: infringement, counterfeiting; gray markets). Case study related to gray marketing.

International Market Environment - Cultural Environment (definitions and features of culture, cultural universals, communication through verbal and nonverbal language).

A. Product Strategies - International Context

Meaning of product (core product, attributes, extended product). New product development.

Screening international marketing opportunities (criteria for selecting target countries, techniques of making market selection decisions, market segmentation: geographic segmentation, vertical and horizontal international market segmentation, global markets). Readings and round table discussion related to globalization of markets.

Product positioning and repositioning in international marketing.
Branding levels and alternatives (branding versus no brand, private brand versus manufacturer's brand, single brand versus multiple brands, local brands versus worldwide brands).
Product adoption at foreign markets.
International product life cycle.
Product standardization versus product adaptation (mandatory and optional product modifications). Mini case studies related to product adaptation strategy.
World (global) product. Mini case studies related to world products.

B. International Pricing Strategy

Importance of pricing. Basic quantitative analysis for marketing (fixed and variable cost, margins, contributions, break-even volume, iso-profit curves).
Pricing factors (cost, competition, elasticity of demand, fluctuation of exchange rates, terms of trade, terms of payment).
Terms of trade (INCOTERMS 2010, duty and tax calculation methods, price calculations by different terms of trade). Incoterms 2010 quiz.
Terms of payment (cash in advance, letters of credit, documents against payment and acceptance, open account, consignment).
Pricing orientation: cost approach (export-import procedure, cost factors of export-import goods, progressive and degressive price calculations; full costs versus incremental costs). Practical cost calculations.
Pricing orientation: market approach (pricing strategies: top of the market, upmarket, competitive, downmarket, bottom end).
Exporter strategies under varying currency conditions (when domestic currency is strong/weak).
Price escalation and means to counteract.
Transfer pricing (factors which affect transfer prices, methods used to determine transfer prices, practical guidelines for setting transfer prices)
Parent company's role in pricing (price standardization and differentiation).
Dumping.
Leasing in international marketing.

C. Distribution Strategies - International Context.
Channels of Distribution (channel theory, direct and indirect channels).
Types of intermediaries - direct channel and indirect channel. International logistics.

D. International Promotion
International promotion mix (advertising, sales promotion, public relations, personal selling).
International promotion campaign

Introductory courses and the required pre-knowledge:

Basic marketing and marketing research courses

Courses form and teaching methods:

Lectures illustrated with slides and practical exercises, including: case studies in international marketing, the simulation of negotiations process of foreign trade agreement

Form and terms of complete the course - requirements and assessment methods:

Written examination - test. Practical exercises - passing the tests and case studies solutions.

Basic Bibliography:

Additional Bibliography: