

| <b>STUDY MODULE DESCRIPTION FORM</b>   |   |  |
|--|---|--|
| Name of the module/subject<br><b>International Marketing</b>   |   | Code<br><b>1011102221011140230</b>   |
| Field of study<br><b>Engineering Management - Full-time studies -</b>  | Profile of study (general academic, practical)<br><b>(brak)</b> | Year /Semester<br><b>1 / 2</b>   |
| Elective path/specialty<br><b>Quality Systems and Ergonomics</b>   | Subject offered in:<br><b>Polish</b>                            | Course (compulsory, elective)<br><b>obligatory</b>   |
| Cycle of study:<br><b>Second-cycle studies</b>   | Form of study (full-time, part-time)<br><b>full-time</b>        |  |
| No. of hours<br>Lecture: <b>15</b> Classes: <b>15</b> Laboratory: <b>-</b> Project/seminars: <b>-</b>  |   | No. of credits<br><b>4</b>   |
| Status of the course in the study program (Basic, major, other)<br><b>(brak)</b>   |   | (university-wide, from another field)<br><b>(brak)</b>   |
| Education areas and fields of science and art<br><b>social sciences</b>  |   | ECTS distribution (number and %)<br><b>4 100%</b>  |
| <b>Responsible for subject / lecturer:</b><br><br>dr inż. Mariusz Branowski<br>email: mariusz.branowski@put.poznan.pl<br>tel. 6653395<br>Faculty of Engineering Management<br>ul. Strzelecka 11 60-965 Poznań  |   |  |
| <b>Prerequisites in terms of knowledge, skills and social competencies:</b>  |   |  |
| 1  | <b>Knowledge</b>  | Basic knowledge of marketing in production enterprises: subject, scope, terminology. Basic knowledge of marketing strategies and programs, methods and tools (marketing mix) in production enterprises   |
| 2  | <b>Skills</b>   | Ability to describe and analyse economic and social phenomena related to domestic marketing. Ability to make decisions relating to marketing mix. Ability to analyse domestic marketing problems relevant to enterprise management.  |
| 3  | <b>Social competencies</b>                                      | Awareness of marketing self education need. Awareness of marketing importance for maintenance and development of economic and social relationships. Preparation to active participation in organizations and groups realizing marketing activities. Awareness of ethical aspects of marketing. |
| <b>Assumptions and objectives of the course:</b><br>--Acquisition of knowledge, skills and competencies related to concepts, regularities and problem solution methods of international marketing (IM).  |   |  |
| <b>Study outcomes and reference to the educational results for a field of study</b>  |   |  |
| <b>Knowledge:</b>  |   |  |
| 1. Knowledge of IM importance for economy and enterprises - [K2A_W04]<br>2. Knowledge of IM scope and terminology. Knowledge of international corporations, virtual enterprises and clusters in IM - [K2A_W04]<br>3. Knowledge of IM methods and tools - [K2A_W11]<br>4. Knowledge of IM organization and management - [K2A_W11]<br>5. Knowledge of methods and tools of data analysis for IM - [K2A_W11]  |   |  |
| <b>Skills:</b>   |   |  |
| 1. Ability to describe, analyse and forecast the economic, legal, cultural and social environment related to IM - [K2A_U01]<br>2. Ability to use theoretical knowledge to analyse and explain economic, legal, cultural and social processes and phenomena related to IM - [K2A_U02]<br>3. Ability to use and evaluate usefulness and effectiveness of knowledge to make decisions related to IM - [K2A_U06]<br>4. Ability to propose the solutions of IM management problems - [K2A_U07]<br>5. Ability to analyse and evaluate social phenomena in IM with application of research methods. - [K2A_U08] |   |  |
| <b>Social competencies:</b>  |   |  |

1. Awareness of responsibility for own and team work in IM.. - [K2A\_K02]
2. Awareness of importance of professional and ethical behaviour in IM; respect for different cultures - [K2A\_K04]
3. Ability to prepare and manage social projects in IM - [K2A\_K05]
4. Awareness of the need to build interdisciplinary teams to solve complex IM problems - [K2A\_K06]
5. Ability to plan and manage IM projects - [K2A\_K07]

### Assessment methods of study outcomes

Primery evaluation: active participation in lectures and classes (exercises). Classes: solutions of case studies, active participation in simulation of negotiations, tests.

Final evaluation: lectures: examination test; classes: final colloquy and solutions of case studies.

### Course description

Nature of international and global marketing. Euromarketing. International orientations of corporations and enterprises: ethno-, poli-, regio-, and geocentricity. IM and foreign trade. IM and internationalization of enterprises. Standardization and adaptation in IM. IM economic, political, social, and legal environment. IM environment analysis methods. IM research. Product, price and communication strategies and programmes in IM. International and global distribution and logistics. International and global competition strategies

Teaching methods: lectures, solutions of case studies, excersises, role playing.

#### Basic bibliography:

1. Marketing międzynarodowy. Materiały dydaktyczne do wykładów i ćwiczeń , Branowski M., Wyd. Politechniki Poznańskiej, Poznań, 2010
2. Marketing międzynarodowy, Duliniec E., PWE, Warszawa, 2009
3. Marketing międzynarodowy. Zarys problematyki, Wiktor J.W., Oczkowska R., Żbikowska A., PWE, Warszawa, 2008
4. International marketing. Analysis and Strategy, Onkvist S., Shaw J., Routledge, New York, 2004

#### Additional bibliography:

1. Operacje handlu zagranicznego, Białecki K. , PWE, Warszawa, 2002
2. Marketing na rynku międzynarodowym , Grzegorzczak W., Oficyna Ekonom., Kraków, 2005
3. Euromarketing. , Komor. M., Wyd. Naukowe PWN, Warszawa, 2000
4. Internacjonalizacja i globalizacja przedsiębiorstwa, Rymarczyk J., PWE, Warszawa, 2004
5. Euromarketing. Strategie marketingowe przedsiębiorstw na eurorynku, Sznajder A., Wyd. Naukowe PWN, Warszawa, 2000

### Result of average student's workload

| Activity                               | Time (working hours) |      |
|--|----------------------|------|
| 1. Lectures                            | 15                   |      |
| 2. Classes                             | 15                   |      |
| 3. Consultations                       | 15                   |      |
| 4. Preparation to classes              | 20                   |      |
| 5. Preparation to the examination test | 20                   |      |
| 6. Literature studying                 | 20                   |      |
| 7. Examination test                    | 2                    |      |
| Student's workload                     |                      |      |
| Source of workload                     | hours                | ECTS |
| Total workload                         | 107                  | 4    |
| Contact hours                          | 47                   | 2    |
| Practical activities                   | 15                   | 1    |