



COURSE DESCRIPTION CARD - SYLLABUS

Course name

International marketing

Course

Field of study

Engineering Management

Area of study (specialization)

Managing the Enterprise of the Future

Level of study

Second-cycle studies

Form of study

full-time

Year/Semester

2/3

Profile of study

general academic

Course offered in

English

Requirements

elective

Number of hours

Lecture

15

Laboratory classes

Tutorials

Projects/seminars

Other (e.g. online)

Number of credit points

1

Lecturers

Responsible for the course/lecturer:

dr inż. Mariusz Branowski

Responsible for the course/lecturer:

email: mariusz.branowski@put.poznan.pl

tel. 602 747 242

Prerequisites

The student has basic knowledge about the place and importance of marketing in the science system, in the economy and in the enterprise; knows the basic terminology and scope of marketing; knows and understands basic marketing activities, methods and instruments; has basic knowledge of market aspects of marketing



Course objective

The aim of the course is to acquire knowledge, skills and competences in the field of concepts, issues, regularities and methods of solving international marketing problems.

Course-related learning outcomes

Knowledge

1 / knows in depth the methods and tools for modeling information and decision-making processes, 2 / has extended knowledge of the subject of contextual sciences in relation to management sciences and ergological sciences and the research methods used in them, as well as about common and specific conceptual apparatus in relation to management sciences and technical sciences, 3 / has knowledge of connections occurring in network organizations (concerns, holdings, clusters, etc.) and in-depth knowledge of organizational dependencies occurring between organizational units of an enterprise, as well as virtual units, 4 / knows in-depth methods of obtaining data on the behavior of market participants,

Skills

1 / is able to use theoretical knowledge to describe and analyze the causes and course of social processes and phenomena (cultural, political, legal, economic) and is able to formulate their own opinions and select data and methods of analysis critically, 2 / has the ability to use the acquired knowledge in various areas and forms, extended by a critical analysis of the effectiveness and usefulness of applied knowledge, 3 / is able to correctly interpret and explain social, cultural, political, legal, economic phenomena and mutual relations between social phenomena, 4 / efficiently uses normative systems, norms and rules (legal, professional, ethical) or can use them to solve specific problems, has extended skills in relation to the selected category of social bonds or the selected type of norms

Social competences

1 / is aware of the interdisciplinary knowledge and skills needed to solve complex organization problems and the need to create interdisciplinary teams, 2 / can make substantive contribution to the preparation of social projects and manage projects resulting from these projects, 3 / can initiate activities for social projects, 4 / is aware of the importance of professional behavior, compliance with professional ethics and respect for the diversity of views and cultures

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Knowledge acquired during the lecture is verified by a 60-minute colloquium carried out at the last lecture. Colloquium consists of questions (test and open), each question scored from 0 to 1. Passing threshold: 50% of points. Final issues on the basis of which questions are prepared will be sent to students by e-mail using the university e-mail system. Students receive sample tests (with correct answers) along the same route.

Programme content

The concept of international and global marketing. International orientations of enterprises. Standardization and adaptation in international marketing. Euromarketing. The international marketing



environment and its elements: economic and market, demographic, socio-cultural, political, legal and administrative, technological and natural. Methodology for analyzing the international marketing environment. Marketing research of foreign markets. Strategies for entering foreign markets. Basic: product, price and communication strategies in international marketing. Distribution strategies and logistics on international and global markets. International and global competition strategies and their marketing tools.

Teaching methods

Information and problem lectures (supported by multimedia presentations), solving case studies.

Bibliography

Basic

1. Hollensen S., Global marketing, Pearson Education Limited, 2016
2. International marketing, Cateora Ph.R., Money R.B., Gilly M.C., Graham J.L., McGraw-Hill Education, 2019.

Additional

1. International marketing. Analysis and Strategy, Onkvist S., Shaw J., Routledge, New York, 2004

Breakdown of average student's workload

	Hours	ECTS
Total workload	25	1,0
Classes requiring direct contact with the teacher	15	0,5
Student's own work (literature studies, preparation for laboratory classes/tutorials, preparation for tests/exam, project preparation) ¹	10	0,5

¹ delete or add other activities as appropriate