



## COURSE DESCRIPTION CARD - SYLLABUS

Course name

International Marketing [N2IZarz1-ZPP>MM]

### Course

Field of study

Engineering Management

Year/Semester

2/3

Area of study (specialization)

Managing Enterprise of the Future

Profile of study

general academic

Level of study

second-cycle

Course offered in

Polish

Form of study

part-time

Requirements

compulsory

### Number of hours

Lecture

10

Laboratory classes

0

Other

0

Tutorials

0

Projects/seminars

0

### Number of credit points

1,00

### Coordinators

dr inż. Magdalena Graczyk-Kucharska

magdalena.graczyk-kucharska@put.poznan.pl

### Lecturers

### 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:

The student defines various information process models used in marketing strategies, taking into account cultural and market diversity [P7S\_WG\_02].

The student lists and describes global management trends and their impact on international marketing, including product and service adaptation [P7S\_WG\_04].

The student classifies marketing strategies and organizational structures in global business networks,

taking into account their various business models [P7S\_WG\_06].

The student characterizes data on consumer behavior in international markets, using research methods to explain market trends [P7S\_WG\_07].

#### Skills:

The student develops marketing campaigns, using the analysis of socio-cultural factors and their impact on marketing strategies [P7S\_UW\_01].

The student evaluates the effectiveness of various marketing strategies in different international contexts, using critical analysis methodology [P7S\_UW\_03].

The student adapts marketing strategies to global economic trends and changing market conditions [P7S\_UW\_06].

The student applies international standards and regulations in designing marketing campaigns, taking into account legal and ethical requirements [P7S\_UW\_08].

#### Social competences:

The student demonstrates the ability to solve marketing problems in a global context, combining knowledge from different fields [P7S\_KK\_01].

The student plans and manages marketing projects, adapting them to the requirements of an international clientele [P7S\_KO\_01].

The student initiates and implements marketing projects, responding to the challenges of globalization and cultural diversity [P7S\_KO\_02].

The student analyzes and evaluates different cultural and ethical perspectives in the international business environment, applying this knowledge to global marketing [P7S\_KR\_01].

### Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

The knowledge acquired during the lecture is verified in the form of a partial assessment carried out by 30-minute test during the third lecture and a 60-minute test during the last lecture. The 30-minute test consists of 10-15 questions (test and open-ended), and the 60-minute test consists of 20-30 questions (multi-test and open-ended), each question scored from 0 to 1. Passing threshold: 50% of the points. Passing issues on the basis of which the questions are developed will be sent to students by e-mail using the university's e-mail system.

### Programme content

Curriculum content includes international and global marketing issues including environment, marketing research, product, price, distribution and promotion, also strategies to compete in international markets.

### Course topics

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. Branowski M., Marketing międzynarodowy. Materiały dydaktyczne do wykładów i ćwiczeń, Wyd. Politechniki Poznańskiej, Poznań, 2010.
2. Duliniec E., Marketing międzynarodowy, PWE, Warszawa, 2009.
3. Marketing międzynarodowy. Zarys problematyki, Wiktor J.W., Oczkowska R., Żbikowska A., PWE,

Warszawa, 2015.

Additional:

1. Grzegorzczak W., Marketing na rynku międzynarodowym, Oficyna Ekonom., Kraków, 2009.
2. Handel zagraniczny. Organizacja i technika, red. Rymarczyk J., PWE, Warszawa, 2017.
3. Hollensen S., Global marketing, Pearson Education Limited, 2016.
4. Internacjonalizacja i globalizacja przedsiębiorstwa, Rymarczyk J., PWE, Warszawa, 2004.
5. International marketing, Cateora Ph.R., Money R.B., Gilly M.C., Graham J.L., McGraw-Hill Education, 2019.
6. International marketing. Analysis and Strategy, Onkvist S., Shaw J., Routledge, New York, 2004.

### Breakdown of average student's workload

	Hours	ECTS
Total workload	25	1,00
Classes requiring direct contact with the teacher	10	0,50
Student's own work (literature studies, preparation for laboratory classes/ tutorials, preparation for tests/exam, project preparation)	15	0,50