



COURSE DESCRIPTION CARD - SYLLABUS

Course name

International Marketing [S2IZarz1E-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

English

Form of study

full-time

Requirements

compulsory

Number of hours

Lecture

15

Laboratory classes

0

Other

0

Tutorials

0

Projects/seminars

0

Number of credit points

1,00

Coordinators

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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 two 30-minutes tests during the third and fifth lectures and a 60-minutes test during the last lecture.

The 30-minute test consists of 10-15 questions (test and open-ended), and the 60-minutes 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. 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.
3. Cateora, P. R., Meyer, R. B. M. F., Gilly, M. C., Graham, J. L. International marketing. McGraw-Hill

Education, 2020.

Additional:

1. International marketing. Analysis and Strategy, Onkvist S., Shaw J., Routledge, New York, 2004.
2. Rana, S., Prashar, S., Barai, M. K., Hamid, A. B. A. Determinants of international marketing strategy for emerging market multinationals. International Journal of Emerging Markets, 2020.
3. Samiee, S., Chirapanda, S. International marketing strategy in emerging-market exporting firms. Journal of International Marketing, 27(1), 20-37, 2019.
4. Samiee, S. International marketing and the internet: a research overview and the path forward. International Marketing Review, 2020.

Breakdown of average student's workload

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