



DEVELOPMENT OF A MASTER PROGRAMME IN THE MANAGEMENT OF INDUSTRIAL
ENTREPRENEURSHIP FOR TRANSITION COUNTRIES

610198-EPP-1-2019-1-ES-EPPKA2-CBHE-JP

Partners :



Co-funded by the
Erasmus+ Programme
of the European Union



The information and views set out in this publication are those of the authors and do not necessarily reflect the official opinion of the European Union. Neither the European Union institutions and bodies nor any person acting on their behalf may be held responsible for the use which may be made of the information contained therein.



International Markets and Marketing

Study program	Year	Semester

Course type:

University code

Lectures	Seminar	Tutorial	Laboratory work	Other work	Individ. work	ECTS

Lecturer

Languages

<input type="text"/>	<input type="text"/>
----------------------	----------------------

PREREQUISITS	ОБЯЗАТЕЛЬНЫЕ УСЛОВИЯ
--------------	----------------------

Fundamentals of Marketing

CONTENTS	СОДЕРЖАНИЕ
----------	------------

1. Introduction to International Marketing
2. Digital Marketing
3. International segmentation, targeting and positioning.
4. Global Product Management and Branding
5. Global Pricing
6. Differentiating audiences and markets.
7. Global Sales Management.
8. Global Promotional Strategies

READINGS

Czinkota, M. R. and Ronkainen, I. A. International Marketing. 9th Edition. South-Western College Pub.
Douglas and Craig. Global Marketing Strategy. McGraw-Hill, Inc.
Keegan and Green. Global Marketing. Pearson-Prentice Hall.
Kotler, D. & K.C. Keller. Marketing Management. 12th Edition. Prentice Hall.
Krugman, P.R., Obstfeld, M. & Melitz, M. International Economics. 11th Edition. Pearson

OBJECTIVES AND COMPETENCES**ЦЕЛИ И КОМПЕТЕНЦИИ**

The course analyzes the impact of cultural, economic, technological, political, and legal differences on the international marketing process.

INTENDED LEARNING OUTCOMES**ОЖИДАЕМЫЕ РЕЗУЛЬТАТЫ ОБУЧЕНИЯ**

Students should be able to:

1. Understand the nature of international marketing strategy and its linkages to corporate strategy.
2. Develop analytical frameworks in the screening of national markets
3. Define the key factors in the firm's internationalization process by evaluating the international business environment.
4. Discuss the complexities of international marketing operations
5. Explore the tensions in adopting a global standardized action as opposed to a locally responsive action in international marketing

LEARNING AND TEACHING METHODS**МЕТОДЫ ОБУЧЕНИЯ И ПРЕПОДАВАНИЯ**

The course accomplishes its objectives through lectures, analyses and discussions of real business cases of actual global marketing issues, and through the establishment of a company's international marketing strategy.



Students are expected to be prepared and participate actively in class discussions. Therefore, students must read prior to the class session the material related to the content of the session. Students will work in groups on the case study analyses and discussions and will elaborate and present an international marketing plan.

ASSESSMENT	ОЦЕНКА
------------	--------

Final Exam: 40%	
Individual class activities and case discussions: 30%	
Group activities and submission and presentation of the international marketing plan: 30%	
Case discussions will be evaluated both as a group and on an individual basis. The group presentations will be evaluated and graded on a group basis.	

LECTURER'S REFERENCES
