



Syllabus of the course

«International marketing»

Specialty	<i>C1 Economics and International Economic Relations (by specialization International Economic Relations)</i>
Study Programme	<i>International Economic Relations</i>
Study cycle (Bachelor, Master, PhD)	<i>First (bachelor) level of higher education</i>
Course status	<i>Mandatory</i>
Language	<i>English</i>
Term	<i>2 course, 3 semester</i>
ECTS credits	<i>5</i>
Workload	<i>Lectures – 18 hours. Practical studies (seminars) – 32 hours Independent training – 100 hours.</i>
Assessment system	<i>Grading including Exam</i>
Department	<i>Department of International Economic Relations and Business Security, Main Building, Room 422 https://kafmev.hneu.edu.ua/</i>
Teaching staff	<i>Oleksandra Gron, PhD., associate professor</i>
Contacts	gronsense@gmail.com
Course schedule	<i>Lectures: according to the current class schedule Practical: according to the current class schedule</i>
Consultations	<i>At the Department of International Economic Relations and Business Security, face-to-face, according to the consultation schedule, individual, chat in PNS</i>

Learning objectives and skills:

of the discipline is the formation students' basic knowledge and skills of thorough management decisions on the implementation of marketing activity of the enterprise in the international market.

Structural and logical scheme of the course

Prerequisites	Postrequisites
Country Studies and Cross-Cultural Organizational Behavior	International trade of goods, services and technologies
Macro- and Microeconomics	International contracts
Introduction to the specialty "Economics and International Economic Relations"	Communication technologies of international business
Quantitative Methods	Information and analytical tools for international economic relations

Course content

Content module 1. Theoretical aspects and strategic decisions of international marketing

Topic 1. The concept of international marketing.

Topic 2. Analysis of the international marketing environment and global market conjuncture.

Topic 3. Research in international marketing.

Topic 4. Analysis of international competition.

Theme 5. Choosing external markets and the method of entering foreign markets.

Topic 6. Segmentation of the world market.

Content module 2. Developing a marketing complex in the process of entering foreign markets

Theme 7. Features of commodity policy in international marketing.

Theme 8. International pricing policy.

Theme 9. International distribution and sales policy.



Topic 10. International Marketing Communications

Teaching environment (software)

Multimedia projector, S. Kuznets PNS, Corporate Zoom system

Assessment system

Assessment of students' learning outcomes is carried out by the University according to the cumulative 100-point system.

Current control is carried out during lectures and practical (seminar) classes and aims to assess the level of students' readiness to perform particular tasks, and is assessed by the amount of scored points.

The maximum amount during the semester – 60 points; the minimum amount required is 35 points. Final control is carried out at the end of the semester in the form of an exam (the maximum amount is 40 points, the minimum amount required is 25 points).

Current control includes the following assessment methods: assignments on a particular topic; testing; presentations, and essay writing.

More detailed information on assessment and grading system is given in the technological card of the course.

Course policies

Teaching of the academic discipline is based on the principles of academic integrity.

Violation of academic integrity includes academic plagiarism, fabrication, falsification, cheating, deception, bribery, and biased assessment.

Educational students may be brought to the following academic responsibility for breach of academic integrity: repeated assessment of the corresponding type of learning activity.

More detailed information about competencies, learning outcomes, teaching methods, assessment forms, self-study is given in the Course program