



**Syllabus of educational course
«International B2B marketing»**

Speciality	<i>All</i>
Educational program	<i>All</i>
Educational level	<i>Second (master degree)</i>
Course status	<i>Elective (mag-maynor)</i>
Teaching language	<i>English</i>
Year/ Semester	<i>1 year, 1 semester</i>
Credits quantity ECTS	<i>5 ECTS</i>
Distribution by type of classes and hours of training	<i>Lectures – 20 год.</i>
	<i>Tutorials – 20 год.</i>
	<i>Independent work – 110 год.</i>
Form of final control	<i>Credit (offset)</i>
Department	<i>Business economics and business organization, second building, cl.40, http://www.kafepm.hneu.edu.ua/</i>
Teacher	<i>Anastasiia Panchuk, PhD in economics, associate professor</i>
Contact information	anastasiya.panchuk@hneu.net
Classwork days	<i>Thursday</i>
Consultations	<i>Monday 14:00 – 16:00, Wednesday 10.00-12.00 –internal Through PNS system - online</i>
The purpose of the course: is the formation of a competencies system to justify management decisions in marketing activity in international markets	
Prerequisites for training: basic knowledge of the market, management and marketing activities of the enterprise.	
Course outline	
Content module 1 Conceptual foundations of international B2B marketing	
Topic 1. Specifics of modern B2B and B2C marketing	
Topic 2. Complex of international B2B marketing	
Topic 3. Market research business	
Topic 4. Building a strong brand for an international company	
Topic 5. development of pricing strategies and programs for an international company	
Content module 2. Organization of marketing activities of an international company	
Topic 6. Managing integrated marketing channels	
Topic 7. Integrated marketing communications	
Topic 8. Neuromarketing as the basis for successful promotion of products on the international market	
Topic 9. decision-Making on the international B2B marketing program	
Topic 10. Organization and control of marketing activities of an international company	
Material and technical (software) support of the course:	
Course page on the Moodle platform (personal training system)	https://pns.hneu.edu.ua/course/view.php?id=4358 Work program, technological map, lecture presentations, tasks for practical training, independent work, interactive tasks
Recommended reading	
1. Gerard J. Tellis, “Modeling Marketing Mix,” Rajiv Grover and Marco Vriens, eds., Handbook of Marketing Research (Thousand Oaks, CA: Sage Publications, 2006)	
2. Leon Schiffman and Leslie Kanuk, <i>Consumer Behavior</i> , 10th ed. (Upper Saddle River, NJ: Prentice Hall, 2010)	



3. Gerard J. Tellis, “Modeling Marketing Mix,” Rajiv Grover and Marco Vriens, eds., Handbook of Marketing Research (Thousand Oaks, CA: Sage Publications, 2006)

The system of assessment of learning outcomes

KHNUE uses a cumulative (100-point) assessment system.

The total number of points that a higher education applicant can accumulate consists of the sum of points for current and final academic performance.

More detailed information on the assessment is provided in the technological map of the course.

Accumulation of rating points for course

Active work on lecture	5
Tutorials performance	22
Independent work control	13
Presentation	21
Current control work	19
Colloquium	20
Maximum amount	100

Compliance of the ECTS assessment scale with the national assessment system and the Simon Kuznets National University of Economics

Total points for all types of training activities	Rainting ECTS	The rating on the national scale	
		for exam, course project (work), practice	for credit
90 – 100	A	Excellent	Passed
82 – 89	B	Good	
74 – 81	C		
64 – 73	D		
60 – 63	E	Satisfactorily	Not passed
35 – 59	FX	Unsatisfactorily	
1 – 34	F		

Coursee policies

The policy of academic course is based on the principles of academic virtue of S. Kuznets KHNUE <https://www.hneu.edu.ua/akademichna-dobrochesnist/>

It is forbidden to publish (partially or completely) scientific (creative) results obtained by other persons, the results of their own research (creativity) and/or reproduce published texts of other authors without indicating authorship.

Cheating during control (modular) works and exams is prohibited (including using mobile devices)

For more detailed information about competencies, learning outcomes, teaching methods, forms of assessment, and independent work, see the work program of the coursee: https://pns.hneu.edu.ua/pluginfile.php/294198/mod_resource/content/1/_B2B_Робочий%20план_2017-18%20%28Панчук%29.xls