



**Syllabus of the educational course**  
 «Methodology of international marketing, modern tools»

<b>Specialty</b>	292 <i>International Economic Relations</i>
<b>Educational program</b>	<i>International Economic Relations</i>
<b>Level of education</b>	<i>The third (educational and scientific) level of higher education</i>
<b>Course status</b>	<i>Elective</i>
<b>Language of teaching, learning and assessment</b>	<i>English</i>
<b>Course / semester</b>	<i>1 course, 2 semester</i>
<b>Number of credits ECTS</b>	5
<b>Distribution of hours by forms educational process and types educational classes</b>	<i>Lectures – 20 hours. Practical studies (seminars) – 20 hours Self-study – 110 hours.</i>
<b>Form of semester assessment</b>	<i>Pass</i>
<b>Department</b>	<i>Department of International Economic Relations, Building 2, Room 35, <a href="https://kafmex.hneu.edu.ua">https://kafmex.hneu.edu.ua</a></i>
<b>Teacher (-s)</b>	<i>Gron Oleksandra, PhD, associate professor</i>
<b>Teacher's contacts</b>	<i>gronsense@gmail.com</i>
<b>Days of the classes</b>	<i>Lectures: <a href="#">according to the current schedule of classes</a> Seminars: <a href="#">according to the current schedule of classes</a></i>
<b>Consultations</b>	<i>At the Department of International Economic Relations, full-time, according to the schedule of consultations, individual, PNS chat, Zoom</i>

**The purpose of the academic course**

is to form knowledge about the methodology and skills of using tools of international marketing activity in modern conditions

**Structural and logical scheme of studying an academic discipline**

<b>Prerequisites</b>	<b>Post requisites</b>
Methodology and organization of scientific research	Scientific research work
World economy, trends and regularities of its development	

**Content of the educational course**

**Content module 1. Theoretical foundations of international marketing.**

**Topic 1. Transformation of the global economic space.**

**Topic 2. Theoretical and methodological foundations of international marketing.** Global marketing.

**Topic 3. International marketing environment and marketing research.** Trends and patterns of international market development.

**Topic 4. Organizational forms of entering international markets.**

**Content module 2. Peculiarities of using international marketing tools on the world market.**

**Topic 5. Toolkit of international marketing.** Information technologies in international marketing.

**Topic 6. Management of international marketing.** International trade in licenses and know-how. Features of product policy in international marketing. Price policy in international marketing.

**Topic 7. Sales policy in international marketing.** Communication policy in international marketing

**Topic 8. International marketing of high technologies.** Transformation of the behavior of consumers of high-tech market products.



**Material and technical support (software) of the course**  
*Multimedia projector, S.Kuznets KhNUE, ZOOM*

**Assessment system of learning outcomes**

Assessment of the formed competencies of students is carried out according to the accumulative 100-point system.

The maximum possible number of points for the current control during the semester for the discipline whose form of control is credit is 100 and the minimum possible number of points is 60.

The final control is carried out in the form of a pass. The final grade for the academic discipline is determined by: summing the points for the current control.

More detailed information on the assessment and accumulation of points in the discipline is given in the working plan (technological card) of the discipline.

**Course policies**

The teaching of the course is based on the principles of academic integrity. Violations of academic integrity include: academic plagiarism, fabrication, falsification, write-off, deception, bribery, or biased evaluation. For violation of academic integrity, students are brought to the following academic responsibility: re-assessment of the relevant type of educational work

*More detailed information about competencies, learning outcomes, teaching methods, assessment forms, independent training is given in the Program of the course*

<http://repository.hneu.edu.ua>