



## Syllabus of the academic discipline «International marketing»

<b>Specialty</b>	075 - Маркетинг
<b>Educational program</b>	075Marketing
<b>Level of education</b>	The first (bachelor's) level of higher education
<b>Discipline status</b>	Mandatory
<b>Teaching language</b>	English
<b>Курс / семестр</b>	3rd year, 5th semester
<b>Number of credits ECTS</b>	5
<b>Distribution by types of trainings and hours of study</b>	Lectures – 30 hours Practical (seminars) – 30 hours. Independent training– 90 hours.
<b>Form of final assessment</b>	Credit
<b>Department</b>	Department of Marketing Kharkiv, ave. Nauki 9a, 1st building, 4th floor, room 413, +38 (057) 702-02-65 (366), <a href="http://www.dom.hneu.edu.ua">http://www.dom.hneu.edu.ua</a>
<b>Teacher (-s)</b>	Lysytsia Nadiia Michailivna, Doctor of Science (Sociology), Professor of Department of Marketing
<b>Teacher's contacts</b>	nadiia.lysytsia@hneu.net
<b>Days of the classes</b>	Lecture: <a href="#">according to the current schedule</a> Practical studies: <a href="#">according to the current schedule</a>
<b>Consultations</b>	At the Department of Marketing, full-time according to the schedule of consultations; individual; remote via PNS chat
<b>The purpose of the discipline is to form students' totality of knowledge and skills about the modern concept of international marketing, about the conditions, mechanism and tools for its use in the activities of enterprises</b>	
<b>Prerequisites for learning</b>	
The student starts studying the discipline "International marketing" after listening to the most of the disciplines in the humanitarian cycle. Before starting to study the academic discipline: "Microeconomics", "Macroeconomics", "Enterprise Economics", "Management", etc.	
<b>Contents of the academic discipline</b>	
<b>Content module 1. Specific features of international marketing</b>	
<b>Topic 1.</b> The concept, content and features of international marketing	
<b>Topic 2.</b> Features of international marketing environments	
<b>Topic 3.</b> Marketing research of foreign markets	
<b>Topic 4.</b> Forms of international marketing	
<b>Content module 2. Development of a marketing mix in the process of entering foreign markets</b>	
<b>Topic 5.</b> Selection of an external target market and its segmentation	
<b>Topic 6.</b> Price and pricing strategy in international marketing	
<b>Topic 7.</b> Commodity promotion in the system of international marketing	
<b>Topic 8.</b> International marketing communications	
<b>Material and technical (software) support of the discipline</b>	
Multimedia projector	
<b>Course page on the Moodle platform (personal learning system)</b>	<a href="https://pns.hneu.edu.ua/course/view.php?id=6893&amp;notifyeditingon=1">https://pns.hneu.edu.ua/course/view.php?id=6893&amp;notifyeditingon=1</a> Посилання: <a href="https://pns.hneu.edu.ua/course/view.php?id=6893">https://pns.hneu.edu.ua/course/view.php?id=6893</a>
<b>Learning outcomes</b> assessment system	



The system for assessing the formed competencies of applicants for education takes into account the types of classes that, according to the program of the discipline, include lectures, seminars, practical classes, as well as independent work. Evaluation of the formed competencies of students is carried out according to the cumulative 100-point system.

Assessment during the semester is conducted in the form of evaluation of the performance of tasks in practical classes; evaluation of creative homework, the results of which are accompanied by prepared multimedia presentations, writing control work, drawing up a comprehensive module control in the form of a colloquium. All work must be done independently. Tasks that are similar to each other will be rejected.

The applicant is not allowed to take credit if he has not completed his creative homework and received an unsatisfactory grade according to the final modular written assessment. In special situations, work during the semester can be performed remotely: (using the Moodle platform).

More detailed information on assessment is given in the technological map of the discipline. Students who have a semester rating score of less than 60 are not allowed to the final semester control event.

#### **Discipline policies**

The teaching of the discipline is based on the principles of academic integrity. Violations of academic integrity are: academic plagiarism, fabrication, falsification, write-off, deception, bribery, 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 Syllabus (working plan) of the educational discipline***