**SYLLABUS**

**regarding the qualification cycle FROM 2024TO2025**

1. Basic Course/Module Information

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| --- | --- |
| Course/Module title | International Marketing  |
| Course/Module code \* |  |
| Faculty (name of the unit offering the field of study) | Finance and Economics |
| Name of the unit running the course | *Institute of Economics and Finance*  |
| Field of study | Economics  |
| Qualification level  |  |
| Profile | General academic |
| Study mode | undergraduate |
| Year and semester of studies |   |
| Course type | major |
| Language of instruction | Tomasz Surmacz., PhD  |
| Coordinator | Tomasz Surmacz., PhD |
| Course instructor | English |

\* - as agreed at the faculty

1.1.Learning format – number of hours and ECTS credits

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Semester(n0.) | Lectures | Classes | Colloquia | Lab classes | Seminars | Practical classes | Internships | others | **ECTS credits**  |
|  |  | 30 |  |  |  |  |  |  | 5 |

1.2. Course delivery methods

- conducted in a traditional way

- involving distance education methods and techniques

1.3. Course/Module assessment (exam, pass with a grade, pass without a grade)

The credit and final grade awarded at the end of the course is based on the following criteria:

1. Attendance and in-class participation (30%), Final exam (70%) –Classes

2. Prerequisites

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| A good level of knowledge about the Internet and tools associated with using this medium. Student should be capable of analyzing business models functioning in the “real world” and should be able to plan a business venture. A good command of English language. |

3. Objectives, Learning Outcomes, Course Content, and Instructional Methods

3.1. Course/Module objectives

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| The primary objective of this course is to provide an overview of international marketing operations The business is becoming increasingly more aware of the international marketplace. we will have a look at general examples and frameworks of international marketing through the text, lecture, and discussion. Given the rapid internationalization of business activities, critical understanding of marketing activity at an international level is a requirement for a general management and a marketing career. This course should (1) sensitize students to economic, political, and cultural differences among nations as they effect marketing, (2) introduce students to the international framework of organizations, laws, and practices that affect marketing and (3) develop students abilities to gather information, draw conclusions and present the material. At the end of the course, students are expected to:* understand important concepts of international marketing,
* understand the impact of trade environments and socio-cultural environments on the international marketing strategy,
* recognize factors affecting international marketing decisions,
* know how companies can succeed in the competitive international arena.
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3.2. Course/Module Learning Outcomes (to be completed by the coordinator)

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| --- | --- | --- |
| Learning Outcome | The description of the learning outcome defined for the course/module | Relation to the degree programme outcomes |
| EK\_01 | Recognize the essence of integration and globalisation processes | K\_W04 |
| EK\_02 | Identify interactions between business and social organizations and their impact on changes in economic structures | K\_W05 |
| EK\_03 | Prepare speeches in foreign languages concerning socio-economic issues | K\_U12 |
| EK\_04 | Design presentations of economic issues with the use of multimedia techniques | K\_U13 |
| EK\_05 | Exploit foreign publications to identify economic phenomena making use of language competences acquired at level B2 of the European Framework of Reference for Languages | K\_U14 |
| EK\_06 | Able to work in groups taking on varied roles and accepting co-responsibility for the accomplishment of tasks | K\_K01 |
| EK\_07 | Understand the need for continued exploration of changing business environments | K\_K02 |

**3.3. Course content (to be completed by the coordinator)**

1. Lectures

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| Content outline  |
|  |

1. Tutorials

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| Content outline  |
| 1. Introduction to International Marketing
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| 1. International Trade
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| 1. Analysis of Global Economic Environment
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| 1. Cultural Environment
 |
| 1. Political Environment
 |
| 1. Legal Environment
 |
| 1. Segmentation, Targeting, and Positioning
 |
| 1. Global Marketing Entry Strategies
 |
| 1. Product and Brand Decisions
 |
| 1. Pricing Decisions
 |
| 1. Distribution Channels in International context
 |
| 1. Management of Global Communications
 |
| 1. Organization of Marketing and Sources of Financing
 |

3.4. Methods of Instruction

PRESENTATIONS, Groupwork, discussions, case studies

4. Assessment techniques and criteria

The credit and final grade awarded at the end of the course is based on the following criteria: attendance and in-class participation, essay/marketing plan and/or final test.

4.1 Methods of evaluating learning outcomes

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| --- | --- | --- |
| Learning outcome | Methods of assessment of learning outcomes (e.g. test, oral exam, written exam, project, report, observation during classes) | Learning format (lectures, classes,…) |
| EK\_01 | Group project, written test | Classes |
| EK\_02 | Group project, written test | Classes |
| EK\_03 | Group project, written test | Classes |
| EK\_04 | Group project, written test | Classes |
| EK\_05 | Group project, written test | Classes |
| EK\_06 | Group project, written test | Classes |
| EK\_07 | Group project, written test | Classes |

4.2 Course assessment criteria

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| Attendance and in-class participation (20%), essay (25%) and final test (55%).  |

5. Total student workload needed to achieve the intended learning outcomes

– number of hours and ECTS credits

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| --- | --- |
| Activity | Number of hours |
| Scheduled course contact hours | 30 |
| Other contact hours involving the teacher (consultation hours, examinations) | 20 |
| Non-contact hours - student's own work (preparation for classes or examinations, projects, etc.) | 50 |
| Total number of hours | 100 |
| Total number of ECTS credits | 5 |

\* One ECTS point corresponds to 25-30 hours of total student workload

6. Internships related to the course/module

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| --- | --- |
| Number of hours | *n/a* |
| Internship regulations and procedures | *n/a* |

7. Instructional materials

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| Primary literature:1. Keegan and Schlegelmilch, Global Marketing Management: A European Perspective, Harlow FT Prentice Hall
2. Hollensen, Global Marketing: A market-responsive approach, London FT Prentice Hall
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| Complementary literature: 1. Bradley, International Marketing Strategy, London FT Prentice Hall
2. Muhlbacher, Leihs & Dahringer, International Marketing: A Global Perspective, International Thomson Business
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Approved by the Head of the Department or an authorised person