



COURSE DESCRIPTION CARD - SYLLABUS

Course name

International marketing

Course

Field of study

Engineering Management

Area of study (specialization)

Managing the Enterprise of the Future

Level of study

Second-cycle studies

Form of study

full-time

Year/Semester

2/3

Profile of study

general academic

Course offered in

Polish

Requirements

compulsory

Number of hours

Lecture

15

Laboratory classes

Other (e.g. online)

Tutorials

Projects/seminars

Number of credit points

1

Lecturers

Responsible for the course/lecturer:

Ph.D., Eng. Magdalena Graczyk-Kucharska

Responsible for the course/lecturer:

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Faculty of Engineering Management

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Prerequisites



The student has basic knowledge about the place and importance of marketing in the science system, in the economy and in the enterprise; knows the basic terminology and scope of marketing; knows and understands basic marketing activities, methods and instruments; has basic knowledge of market aspects of marketing

Course objective

The aim of the course is to acquire knowledge, skills and competences in the field of concepts, issues, regularities and methods of solving international marketing problems.

Course-related learning outcomes

Knowledge

1. The student knows in depth the methods and tools for modeling information and decision-making processes in relation to international marketing [P7S_WG_02]
2. The student has extended knowledge of the subject of contextual sciences in relation to management sciences and ergological sciences and the research methods used in them, as well as about the common and specific conceptual apparatus in relation to management sciences and technical sciences in the context of international marketing [P7S_WG_04]
3. The student has knowledge of the connections occurring in network organizations (concerns, holdings, clusters, etc.), especially in the international context, and in-depth knowledge of organizational dependencies between organizational units of the enterprise, as well as virtual units in terms of international marketing [P7S_WG_06]
4. The student knows in-depth the methods of obtaining data on the behavior of market participants for the purposes of international marketing [P7S_WG_07]

Skills

1. The student is able to use theoretical knowledge to describe and analyze the causes and course of social processes and phenomena (cultural, political, legal, economic) in international marketing and is able to formulate their own opinions and select critically data and methods of analysis in international marketing [P7S_UW_01]
2. The student has the ability to use the acquired knowledge in various scopes and forms, extended by a critical analysis of the effectiveness and usefulness of the applied knowledge in international marketing [P7S_UW_03]
3. The student is able to correctly interpret and explain social, cultural, political, legal, economic phenomena) and mutual relations between social phenomena in terms of international marketing [P7S_UW_06]
4. The student efficiently uses normative systems, norms and rules (legal, professional, ethical) or can use them to solve specific problems in international marketing, has an extended skill in relation to a selected category of social ties or a selected type of norms [P7S_UW_08]



Social competences

1. The student is aware of the interdisciplinarity of knowledge and skills needed to solve complex problems of organizations relating to international marketing and the need to create interdisciplinary teams [P7S_KK_01]
2. The student is able to make a substantive contribution to the preparation of social and marketing projects and manage undertakings resulting from these projects [P7S_KO_01]
3. The student is able to initiate activities for social and marketing projects [P7S_KO_02]
4. The student is aware of the importance of behavior in a professional manner, compliance with the principles of professional ethics and respect for the diversity of views and cultures in international marketing [P7S_KR_01]

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

The knowledge acquired during the lecture is verified in the form of a partial assessment carried out by two 30-minutes tests during the third and fifth lectures and a 60-minutes test during the last lecture. The 30-minute test consists of 10-15 questions (test and open-ended), and the 60-minutes test consists of 20-30 questions (multi-test and open-ended), each question scored from 0 to 1. Passing threshold: 50% of the points. Passing issues on the basis of which the questions are developed will be sent to students by e-mail using the university's e-mail system.

Programme content

The concept of international and global marketing. International orientations of enterprises. Standardization and adaptation in international marketing. Euromarketing. The international marketing environment and its elements: economic and market, demographic, socio-cultural, political, legal and administrative, technological and natural. Methodology for analyzing the international marketing environment. Marketing research of foreign markets. Strategies for entering foreign markets. Basic: product, price and communication strategies in international marketing. Distribution strategies and logistics on international and global markets. International and global competition strategies and their marketing tools.

Teaching methods

Information and problem lectures (supported by multimedia presentations), solving case studies.

Bibliography

Basic

1. Hollensen S., Global marketing, Pearson Education Limited, 2016.
2. International marketing, Cateora Ph.R., Money R.B., Gilly M.C., Graham J.L., McGraw-Hill Education, 2019.



3. Cateora, P. R., Meyer, R. B. M. F., Gilly, M. C., Graham, J. L. International marketing. McGraw-Hill Education, 2020.

Additional

1. International marketing. Analysis and Strategy, Onkvist S., Shaw J., Routledge, New York, 2004.
2. Rana, S., Prashar, S., Barai, M. K., Hamid, A. B. A. Determinants of international marketing strategy for emerging market multinationals. International Journal of Emerging Markets, 2020.
3. Samiee, S., Chirapanda, S. International marketing strategy in emerging-market exporting firms. Journal of International Marketing, 27(1), 20-37, 2019.
4. Samiee, S. International marketing and the internet: a research overview and the path forward. International Marketing Review, 2020.

Breakdown of average student's workload

| | Hours | ECTS |
|--|-------|------|
| Total workload | 25 | 1,0 |
| Classes requiring direct contact with the teacher | 15 | 0,5 |
| Student's own work (literature studies, preparation for laboratory classes/tutorials, preparation for tests, project preparation) ¹ | 10 | 0,5 |

¹ delete or add other activities as appropriate