

**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
WEST UKRAINIAN NATIONAL UNIVERSITY
FACULTY OF ECONOMICS AND MANAGEMENT**

APPROVED

Dean of the Faculty of Economics and Management



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2024 p.

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Vice-rector for Scientific and Pedagogical Work



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2024 p.

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Director of the Education and Scientific Institute of Innovative Educational Technologies



Sviatoslav PYTEL

2024 p.

**WORK PROGRAM
on discipline “INTERNATIONAL MARKETING”**

Degree of higher education – bachelor

Field of knowledge – 07 Management and Administration

Specialty – 075 Marketing

Education and professional program «Marketing»

Department of Marketing

Form of study	Course	Semester	Lectures (hours)	Practical classes (hours)	Individual study (hours)	Training (hours)	Self-studies of stud. (hours)	Total (hours)	Credit (sem.)
Full-time	4	7	32	14	3	8	93	150	7
Part-time	4	7.8	8	4	-	-	138	150	8

30.08.2024
[Signature]

Ternopil – 2024

The work program was prepared by Cand.Ec.Sc. Liudmyla HALKO.

The work program was approved at the meeting of the Department of Marketing, protocol № 1 dated August 28, 2024.

Chief of the Department



Tetiana BORYSOVA

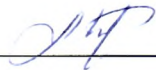
Reviewed and approved by the Group providing specialty 075 Marketing, protocol № 2 dated August 30, 2024.

Head of the Group providing specialty



Tetiana BORYSOVA

Guarantor of the education
and professional program



Liudmyla HALKO

STRUCTURE OF THE WORK PROGRAM OF THE DISCIPLINE
“INTERNATIONAL MARKETING”

1. “International Marketing” Course Description

Discipline “International Marketing”	Field of knowledge, specialty, degree of higher education	Course Features
ECTS Credits– 5	Field of knowledge – 07 Management and Administration	Course Status: <i>Elective course</i> Language learning: <i>English</i>
Number of Credit Modules – 3	Specialty – 075 Marketing	Year of study: <i>Full-time – 4</i> <i>Part-time – 4</i> Semester: <i>Full-time – 7</i> <i>Part-time – 7,8</i>
Number of Content Modules – 2	Education and professional program «Marketing»	Lectures: <i>Full-time – 32</i> <i>Part-time – 8</i> Practical classes: <i>Full-time – 14</i> <i>Part-time – 4</i>
Total number of hours – 150	Degree of higher education – bachelor	Self-studies of students: <i>Full-time – 93</i> <i>Part-time – 138</i> Training: <i>Full-time – 8</i> Individual study: <i>Full-time – 3</i>
Hours per week – 10, contact hours – 3		Final assessment – <i>credit</i>

2. Aim and learning objectives of the discipline “International Marketing”

2.1. Aim of the discipline.

The aim of the discipline is to form future professionals’ system knowledge of the conceptual foundations of international marketing activity and to acquire practical skills in making tactical and strategic decisions regarding the implementation of the enterprise’s marketing activities on international markets.

The main focus during studying the discipline is concerned to assimilate the methodology of conducting international marketing research, substantiate strategies for covering the international market, as well as adapt the global marketing program in

relation to product, price, sales and communication solutions in accordance with the needs, requests and development trends of the selected foreign market.

2.2. Learning objectives of the discipline.

The «International Marketing» course conduces achieving the following objectives:

- mastering the theoretical and methodological principles of international marketing, conducting marketing research of world markets and monitoring the international marketing environment;
- development of practical skills of global market segmentation, assessment of prospects and selection of target markets, substantiation of models of the enterprise's entry into foreign markets;
- application of acquired knowledge, skills and abilities in the formation of an effective international marketing complex.

2.3. As a result of studying the academic discipline «International Marketing», students should know:

- the essence and content of international marketing, its forms and features of implementation of business' marketing orientation on an international scale;
- modern trends in the development of the world market and the main motives for the internationalization of the company's marketing activities;
- methods of conducting international marketing research and analysis of the economic, political-legal, socio-cultural environment of international marketing activity;
- approaches to segmentation and criteria for choosing international markets;
- models of enterprises entering foreign markets;
- tools for the formation of the international marketing complex.

2.4. As a result of studying the academic discipline «International Marketing», students should be able to:

- organize and conduct marketing research of international markets, collect and analyze information about of the international marketing environment;
- assess the prospects and possible business' risks in the foreign market, analyze the motives and justify the decision on the enterprise's entry to the foreign market;
- choose the optimal model of business penetration into the international market;
- develop a marketing complex for an enterprise in an international competitive environment and effectively use individual marketing tools to influence consumers and ensure competitive advantages.

3. Program of the discipline «International Marketing»

Content Module 1. Conceptual foundations of international marketing. Global marketing research.

Topic 1. Theoretical foundations of international marketing.

The essence of international marketing. Conditions and factors of the emergence of the concept of international marketing. Internationalization of the world economy and new priorities of international marketing. Stages of internationalization of the company. The “nine strategic windows” Model: industry globalism and preparedness for internationalization.

Motives of business entering international markets. International and domestic marketing: common features and differences. Features of international marketing. The EPRG model: the essence of ethnocentric, polycentric, regioncentric and geocentric approaches to business marketing orientation. The essence of the geolocal approach in international marketing.

Subjects of international marketing: global companies, transnational corporations, exporters, importers. Forms of international marketing: export, foreign economic, transnational, multiregional, global.

Benefits and challenges of international orientation of business marketing activities.

Topic 2. International marketing environment.

The essence and goals of studying the international business environment.

The essence and structure of the international economic environment: economic conditions in the market, economic policy and economic systems. Types of economic activity. World economic pyramid. International trade. Indicators and processes that characterize the stage and development of world trade. The country's balance of payments: analysis of the state.

The logic of researching the political and legal environment in international marketing: internal, external and international dimensions. Elements of the political and legal environment of international marketing. Typology of political systems. Political risk factors and ways to reduce them.

International sociocultural environment. Concept of culture and its main characteristics. The concept of the iceberg in understanding the influence of culture on the international marketing activities of the firm. High-context and low-context cultures: features of communication. Elements of the international sociocultural environment. Methods of adaptation to cross-cultural features of international markets.

Composition and sequence of PESTEL analysis. Indicators of the international marketing environment. The impact of the war in Ukraine on world economic development and geopolitical order. Economic, political and social consequences of the war for different regions of the world.

Topic 3. Competitiveness in international marketing.

International competition and competitiveness.

International competitiveness of the enterprise. The main elements and sources of

the formation of competitive advantages of the enterprise in the international market.

Stages of analysis of the enterprise's competitiveness in international markets: analysis of national competitive advantages (Porter's diamond); competitive industry analysis (Porte's 5 forces model) and value chain analysis. Application of benchmarking to analyze the competitive advantages of the enterprise in the foreign market.

Marketing strategies in an international competitive environment. Blue ocean strategy and tactics for its implementation. Pitfalls of the red ocean strategy in international marketing.

Social responsibility in international companies. Approaches to the management of social responsibility of international business: obstructionist position, defensive position, accommodation position, active position. Social responsibility of international brands during the war in Ukraine: directions of implementation and methods of communication.

Topic 4. Research and segmentation of international markets.

International marketing research: essence, goals, applied significance. Features of international marketing research. Types of international marketing research.

Stages of the process of international marketing research. Methods of conducting marketing research of the foreign market. ICC ESOMAR International Code of Marketing and Sociological Research. EFAMRO Code of Ethics and International Research Quality Standards. Formation of an international marketing information system.

Segmentation of the world market: concepts, goals and conditions of implementation. The concept of macro- and micro-segmentation in international marketing. Comparative characteristics of approaches to international segmentation: based on demand for similar products, universal segments and unique segments. Criteria for international market segmentation.

The essence and classification of approaches to choosing a foreign market. Subjective approach and prerequisites for its use. Market selection indicators and criteria for a discrete approach. A comprehensive approach. The model of "four filters" for the selection of foreign markets. Marketing strategies for reaching segments on the international market: mass, targeted, differentiated.

Product positioning on the foreign market.

Content Module 2. Designing the international marketing complex.

Topic 5. Entry models of enterprise to foreign markets.

Ways of entering foreign markets. Types of strategies of companies entering the foreign market: export, contract and investment.

Types of export models of entering international markets: direct and indirect export. Characteristics of contract models, conditions of their application. Investment models of foreign market development. Prospects and risks of using direct investment model.

Comparative characteristics of foreign market entry strategies according to criteria: market control, resource requirements, risk, flexibility, involvement in international marketing. Exit selection matrix. Internal and external factors of the choice of the strategy of the firm's entry into the foreign market.

Topic 6. Commodity policy and pricing in international marketing.

The essence and types of the international marketing complex.

The product is on the international market. The connection between the elements of the product and its competitiveness on world markets. Product standardization and adaptation. Forced and necessary adaptation of the product. Advantages of product customization to the needs of the target audience of the foreign market.

Types of international product strategies: simplification, perceptual adaptation and standardization in service. Service in international marketing policy Product quality management in international marketing. Product life cycle (Life Cycle) on the international market and its features.

Reputational capital of international brands.

Concept of international price policy. Factors determining the firm's pricing policy on the international market. Types of prices in international marketing.

The main price goals in international marketing. Pricing methods on the international market. Formation of price conditions in international contracts. Mechanism of transfer pricing.

International marketing price strategies and technologies for their implementation.

Topic 7. Organization of product distribution on international markets.

The essence, goals and objectives of the international distribution system. Organization of goods movement on world markets. External factors in the formation of sales decisions in international distribution channels. Structure and characteristics of distribution channels.

Forms of international distribution of products. The Internet's Impact on Distribution Decisions. Organization of international online sales.

Management and control of product distribution channels on international markets. Criteria for the selection of international trade intermediaries.

International logistics and global supply chains.

Topic 8. International marketing communications.

Concepts, participants and scheme of the communication process in the international market. Methods of international marketing communication and their features. Peculiarities of choosing tools of communication policy in the foreign market.

The role and place of advertising in international marketing. Features and problems of advertising in international marketing. Basic decisions in the field of international advertising. Standardization and adaptation of advertising appeals. Stages of planning an international advertising campaign. Internet advertising opportunities for global marketing. Peculiarities of international communication of brands in the digital environment. Overview of regulatory and legal regulation of advertising activity in different countries of the world.

PR communications of the company on international markets. Sales promotion and direct marketing in international communications. Peculiarities of conducting personal sales in the foreign market.

4. Credit Structure of the discipline «International Marketing»
(full-time)

Topic	Number of hours					Control measures
	Lectures	Practical classes	Self-studies of students	Individual study	Training	
<i>Content Module 1. Conceptual foundations of international marketing. Global marketing research.</i>						
Topic 1. Theoretical foundations of international marketing.	4	2	10	2	2	<i>Oral survey, tests, situational tasks</i>
Topic 2. International marketing environment.	4	2	12			<i>Oral survey, tests, situational tasks</i>
Topic 3. Competitiveness in international marketing.	4	2	12		2	<i>Oral survey, tests, situational tasks</i>
Topic 4. Research and segmentation of international markets.	4	2	10			<i>Oral survey, tests, situational tasks</i>
<i>Content Module 2. Designing the international marketing complex.</i>						
Topic 5. Entry models of enterprise to foreign markets.	4	2	10	1	2	<i>Oral survey, tests, situational tasks</i>
Topic 6. Commodity policy and pricing in international marketing.	4	2	15			<i>Oral survey, tests, situational tasks</i>
Topic 7. Organization of product distribution on international markets.	4	1	12		2	<i>Oral survey, tests, situational tasks</i>
Topic 8. International marketing communications.	4	1	12			<i>Oral survey, tests, situational tasks</i>
PA3OM	32	14	93	3	8	

(part-time)

Тема	Number of hours		
	Lectures	Practical classes	Self-studies of students
Topic 1. Theoretical foundations of international marketing.	2	2	12
Topic 2. International marketing environment.			18
Topic 3. Competitiveness in international marketing.	2	2	20
Topic 4. Research and segmentation of international markets.			15
Topic 5. Entry models of enterprise to foreign markets.	2	2	15
Topic 6. Commodity policy and pricing in international marketing.			20
Topic 7. Organization of product distribution on international markets.	2	2	18
Topic 8. International marketing communications.			20
PA3OM	8	4	138

5. Topics for practical classes of the discipline «International Marketing»

Practical class 1

Topic. Theoretical foundations of international marketing.

Goal: to use economic terminology, be able to explain the basic concepts, types and forms of international marketing, understand the goals and features of marketing in foreign markets, identify the main motives of the internationalization of the marketing activities of enterprises and the sources of the formation of competitive advantages in the global dimension, analyze the current trends in the development of international marketing.

Questions for discussion:

1. The essence of international marketing. Conditions and factors of the emergence of the concept of international marketing.
2. Stages of internationalization of the firm's marketing activities.
3. Motives for business entry into international markets.
4. International and domestic marketing: common features and differences.
5. International marketing orientation approaches (EPRG model).
6. Forms of international marketing and its main subjects.
7. Benefits and challenges of international orientation of business marketing activities.

Practical class 2

Topic. International marketing environment.

Goal: to identify the factors of the international marketing business environment, assess the impact of economic, political, legal and socio-cultural features of foreign markets on the formation of an international marketing program, apply methods of analysis of the international macro environment, analyze the impact of the war in Ukraine on the world economic development and geopolitical situation.

Questions for discussion:

1. The essence and features of the international business environment.
2. The economic environment of international marketing, its elements and indicators. World economic pyramid.
3. The logic of researching the political and legal environment in international marketing. Political risk factors and ways to reduce them.
4. International sociocultural environment: concepts and basic elements. Methods of adaptation to cross-cultural features of international markets.
5. Methods and indicators of analysis of the international marketing environment.
6. Economic, political and social consequences of the war in Ukraine on the development of various regions of the world.

Practical class 3

Topic. Competitiveness in international marketing.

Goal: to understand the mechanism of implementation of international competition, to identify the sources of the formation of competitive advantages in the global dimension, to analyze the intensity of competition in foreign markets and the competitiveness of the enterprise, to critically evaluate the directions of implementation of socially responsible marketing of international brands in conditions of martial law.

Questions for discussion:

1. The essence of competition on the international market.
2. International competitiveness of the enterprise: main elements and sources of formation of competitive advantages in the international market.
3. Analysis of the enterprise's competitiveness on international markets.
4. Marketing strategies in the international competitive environment, their types and conditions of application.
5. Social responsibility of international brands during the war in Ukraine: directions of implementation and methods of communication.

Practical class 4

Topic. Research and segmentation of international markets.

Goal: to know the features, types and algorithm of conducting international research, master the methods of collecting and processing marketing information, apply relevant sources of information support for international marketing research, choose segmentation criteria and strategies for covering international markets, form brand positioning strategies.

Questions for discussion:

1. The essence and features of international marketing research.
2. Primary and secondary research in the system of international marketing:

sources of information and collection methods.

3. The procedure for conducting international marketing research.
4. Information provision of international marketing research.
5. Concepts, levels and criteria of international market segmentation.
6. The essence and classification of approaches to choosing a foreign market.
7. Marketing strategies for reaching segments on the international market.
8. Approaches to product positioning on the foreign market.

Practical class 5

Topic. Entry models of enterprise to foreign markets.

Goal: to understand the goals and motives of the company's entry into foreign evaluate the company's competitive position and analyze the attractiveness of international markets, conduct a comparative characterization and justify the choice of models of the firm's entry into foreign markets.

Questions for discussion:

1. Ways of entering foreign markets.
2. Types of entry strategies of firm to foreign market: advantages and disadvantages.
3. The essence of export models of entering international markets.
4. Contract models of foreign market development, conditions of their application.
5. Strategic alternatives of investment models of international business.
6. Internal and external factors of choosing a strategy for entering the foreign market.

Practical class 6

Topic. Commodity policy and pricing in international marketing.

Goal: to know the components of international marketing policy, to identify the peculiarities of the adaptation of the product range to the needs and demands of international markets, to analyze the factors of formation of world prices and to understand the mechanism of pricing in international marketing, to define the choice of international product and price policy of the enterprise.

Questions for discussion:

1. The essence and types of the international marketing complex.
2. Goods on the international market. Product standardization and adaptation. Service in international marketing.
3. The essence and components of international commodity policy. Types of international product strategies.
4. Product quality management in international marketing.
5. Product life cycle (Life Cycle) on the international market and its features.
6. Reputational capital of international brands.
7. Concept of international price policy.
8. Types of prices in international marketing.
9. Methods and objectives of pricing on the international market.
10. International marketing price strategies and technologies for their implementation.

Practical class 7

Topic. Organization of product distribution on international markets.

Topic. International marketing communications.

Goal: to analyze distribution channels on international markets and determine selection criteria for B2B and B2C markets, choose forms of relationships with international suppliers and form global supply chains, understand logistics schemes in international marketing, choose international communication policy tools, analyze advertising features, conduct PR campaigns, sales promotion and the use of personal selling techniques in international markets.

Questions for discussion:

1. The essence, goals and objectives of the international distribution system.
2. Structure and characteristics of distribution channels. Forms of international distribution of products.
3. Management and control of product distribution channels on international markets. Criteria for the selection of international trade intermediaries.
4. Organization of international online sales.
5. International logistics and global supply chains.
6. Communication policy in the system of international marketing. Elements of the international communication process.
7. International advertising activity. International advertising strategies.
8. PR communications of the company on international markets.
9. Sales promotion and direct marketing in international communications.
10. Peculiarities of conducting personal sales on the foreign market.

6. Self-studies of students

In order to successfully study and master the discipline «International Marketing», students must possess a significant amount of information, part of which they receive and process through independent work. The combination of classroom classes with independent work will strengthen the quality of training of future specialists, ensure the systematicity of knowledge and skills when justifying marketing decisions in the field of international business.

Self-studies of students in the discipline «International Marketing» is presented in the form of an end-to-end project, the result of which is the justification of the model of the enterprise's entry into the foreign market and the adaptation of its marketing complex to the needs and requests of the selected target audience.

Such a project is carried out on the example of particular enterprise for which a strategy of expansion of activities to the market of particular country is being developed. The object of the study can be a Ukrainian company that has experience in international marketing activities or has plans to enter international markets. The choice of the company and the target market is carried out by each student independently, while it is necessary to take into account both the possibilities of the company itself to internationalize in various forms, as well as the prospects, accessibility and attractiveness of the foreign market to which the business is launched.

Self-studies of students involves the sequential performance of the following tasks:

- 1.1. Background of the company:
 - business card of the company, main areas of activity;
 - the company’s international activity and experience in international markets;
 - plans to expand activities on an international scale.
- 1.2. Marketing research of the selected foreign market based on the PESTEL analysis framework and assessment of its attractiveness for the company. To search for the necessary information, you should use the databases of information services Statista, World Bank Open Data, UN Comtrade Database, as well as a review of international identifiers of the business environment of the countries for which the research is being conducted.
- 1.3. Development of the S-T-P model (description of segmentation criteria and target audience – choice of market coverage model – substantiation of approaches to positioning).
- 1.4. The model of the company’s entry into the selected foreign market with justification of the choice, success factors and challenges.
- 1.5. International marketing mix design (model 4P, 7P):
 - choice of international product strategy (standardization or adaptation);
 - analysis of price formation factors and selection of an international pricing strategy;
 - designing sales channels and substantiating the international sales strategy in the target market;
 - selection of international communication channels (offline and online).
- 1.6. Proposals – on the basis of the collected and processed data, propose measures to improve the company's marketing activities.

Forms of monitoring the self-studies of students: a report in the format of a presentation made with the help of graphic design platforms (Canva, PowerPoint, etc.) and an analytical report based on the results of the marketing research in the MS Word text editor with full internal content of the specified project positions.

The grade for self-studies of students is assigned based on the results of checking its content and mandatory oral defense. The objects of assessment of the quality of task performance are: content of the project, visualization of research results and public protection.

The applicant’s participation in a scientific-practical conference with a report, the topic of which is related to the peculiarities of the marketing orientation of international business, with the presentation of the relevant certificate of the participant (during the semester) is also counted as self-studies of students work, performed based on the results of the study of the discipline «International Marketing».

7. Training

Training in the discipline “International Marketing” is used in the educational process with the aim of developing students’ practical teamwork skills, establishing effective communications and supporting group interaction aimed at analyzing the features and opportunities of conducting national business on international markets under martial law conditions.

Training topic: International marketing strategy of the company during the war: national and global dimensions. Case analysis of top Ukrainian companies that entered international markets during the war.

Work in small groups involves research:

1. Key success factors of companies in foreign markets and internal potential of international competitiveness of the national brand.
2. Challenges of internationalization of marketing activities that companies faced when entering a foreign market.
3. Experience in implementing the concept of socially responsible marketing and demonstrating the civic position of brands in foreign markets.

Organization and conduct of training:

1. The introductory part is conducted in order to familiarize students with the topic of the training session
2. The organizational part consists in creating a working mood in the team of students, determining the rules for conducting a training class.
3. The practical part is implemented by performing tasks in groups of 3-4 students on certain problematic issues of the topic of the training session. The result of completing the training tasks is the presentation of a report on the practice of implementing the international orientation of the company's marketing activities in foreign markets.
4. Summing up. Presentation by groups of students of the developed projects, their critical analysis, discussion of the results of completed tasks in groups, exchange of opinions on issues that were brought up in training classes.

8. Assessment tools and methods of demonstrating learning outcomes.

During studying the course «International Marketing», the following assessment tools and methods of demonstrating learning results are used:

- current survey and testing;
- presentations of the results of tasks completed by students;
- analytical reports, reports on the subject of the lesson;
- evaluation of the results of modular control;
- presentation of the results of group tasks during training in the discipline;
- evaluation of the results of self-studies of students;
- student performances at scientific and practical conferences;
- other types of individual and group tasks.

9. Assessment criteria, forms of current and final tests.

The final score (on a 100-point scale) in «International Marketing» course is determined as a weighted average value, depending on the specific weight of each credit component.

Modul 1		Modul 2	Modul 3
40%	40%	5%	15%
Current survey	Modular control	Training	Self-studies
It is defined as the arithmetic average of the grades obtained during practical classes on topics 1-8 (each student is evaluated at least once every two classes).	Final evaluation for the completion of modular tasks according to content module 1 and 2 in the Moodle system.	The assessment received based on the results of the tasks assigned to the training.	It is evaluated based on the results of the implementation and presentation of the end-to-end project.

Assessment Scale:

University scale	National scale	ECTS scale
90–100		A (excellent)
85-89	<i>Good</i>	B (very good)
75–84		C (good)
65–74	<i>Satisfactory</i>	D (satisfactory)
60-64		E (adequately)
35–59	<i>Unsatisfactory</i>	FX (unsatisfactory with possibility of repeated passing)
1–34		F (unsatisfactory without possibility of repeated passing)

10. Instruments, equipment and software for the course.

№	Name	Topic number
1	Multimedia projector. Projection screen.	1-8
2	Communication software (Internet Explorer, Google Chrome, Firefox)	1-8
3	A package of basic information technology application programs: MS Office	1-8
4	Communication software (Zoom) for online classes (if necessary)	1-8
5	Distance learning system WUNU Moodle	1-8

In the process of studying the discipline "International Marketing", students use the equipment and tools of the neuromarketing and advertising laboratory of ZUNU, namely: projector, TS SL-1230 autonomous acoustics, F@D acoustic system, studio photo gates (3 mounts and 2 photophones), voice recorder ZOOM H1, ELITE SCREENS projection screen, Citizen calculator, Insta360 Air action camera, Logitech camera, D-Link 1005 network switch, camera monopod, information poster-banner, Zhiyus Smooth4 stabilizer, Axent flip chart, Canon camera, photo box with light Visico,

Velbon tripod, lapel microphone, blogger kit 2 in 1 tripod with phone clip, headphones, EyeTracker, EEG, graphic tablet, markers, paper.

The educational discipline involves the use of the following software, online services and online networks: NeuroLab; SendPulse; Facebook; Instagram.

RECOMMENDED LITERATURE

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