



SYLLABUS INTERNATIONAL MARKETING

Degree of higher education – bachelor
Education and professional program: «Entrepreneurship and Trade»

Year of study: 3 Semester: 6

ECTS Credits: 5 Language learning: English

Head of the course

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Course Description

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.

Course Structure

No	Topic	Results of study	Tasks
1	Theoretical foundations of international marketing.	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.	Tests, situational tasks

2	International marketing environment.	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.	Tests, situational tasks
3	Competitiveness in international marketing.	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.	Tests, situational tasks
4	Research and segmentation of international markets.	To know the features, types and algorithm of conducting international marketing 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.	Tests, situational tasks
5	Entry models of enterprise to foreign markets.	To understand the goals and motives of the company's entry into foreign markets, 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.	Tests, situational tasks
6	Commodity policy and pricing in international marketing.	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.	Tests, situational tasks
7	Organization of product distribution on international markets.	To analyze distribution channels on international markets and determine their 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/	Tests, situational tasks
8	International marketing communications.	To choose international communication policy tools, analyze advertising features, conduct PR campaigns, sales promotion and the use of personal selling techniques in international markets.	Tests, situational tasks

Recommended literature

1. Galiani Sebastian Yak viina v Ukraini zminiue ekonomichni i biznesovi landshafty krain, rehioniv ta svitu. Forbes Ukraine, 2023. URL: <https://forbes.ua/money/velika-ekonomichna-perebudova-25082023-15642>.

2. Kotler F., Armstrong H. *Osnovy marketynhu: 5-te vydannia; per. z anhl.* Kyiv: «Naukovyi svit», 2022. 880 p.
3. Krykavskiy Ye., Pokhylchenk O., Fertch M. *Lohistyka ta upravlinnia lantsiuhamy postavok: pidruchnyk.* L.: V-vo Lvivskoi politechnik, 2020. 848 p.
4. Losheniuk O., Halan L., Posokhov I. *Suchasni stratehii v mizhnarodnomu marketynhu. Vcheni zapysky Universytetu «KROK».* 2022. No.2 (66). 123–131 pp. <https://doi.org/10.31732/2663-2209-2022-66-123-131>.
5. Malska M.P., Purska I.S. *Mizhnarodna marketynhova diialnist: teoriia ta praktyka: pidruchnyk.* K.: Tsentr uchbovoi literatury, 2021. 288 p.
6. *Marketynh: navch. posib.* / N. Ivanechko, T. Borysova, Yu. Protsyshyn [ta in.]; za red. N. R. Ivanechko. Ternopil, 2021. 180 p. URL: <http://dspace.wunu.edu.ua/handle/316497/42757>.
7. *Mizhnarodnyi marketynh: konspekt lektsii: navch. posib. dlia studentiv spetsialnosti 075 «Marketynh».* Spivakovska T,V., Tsarova T.O.; Kyiv : KPI im. Ihoria Sikorskoh, 2021. 71 p.
8. Pedrosa Luis Hnuchki *breundy: lovit kliientiv, stymuliuite zrostantia ta vyrizniaitesia na rynku; per. z anhl.* A. Kuchmy. K.: Yakaboo Publishing, 2021. 272 p.
9. Poznanska I.V., Tytok V.V., Ustenko A.O. *Stratehiiia blakytneho okeanu i taktyka yii zastosuvannia v ukrainskykh kompaniiakh. Investytsii: praktyka ta dosvid.* 2020. No 19-20. 23-28 pp.
10. Rais El, Traut Dzhek *Marketynhovi viiny; per. z anhl.* V. Stelmakh. Kharkiv, 2022. 240 p.
11. Serikova O.M. *Korporatyvna sotsialna vidpovidalnist biznesu v umovakh viiny v Ukraini: natsionalnyi i hlobalnyi vymiry. BiznesInform.* 2022. No 6. 94-100 pp. DOI: <https://doi.org/10.32983/2222-4459-2022-6-94-100>.
12. Shevel I.P. *Vplyv viiny rosii proty Ukrainy na heopolitychni ta hlobalni zminy u sviti: sotsiopolitychni dyskurs. Mizhnarodni vidnosyny: teoretyko-praktychni aspekty.* 2024. No 13. 181-194 pp. DOI: <https://doi.org/10.31866/2616-745X.13.2024.306912>.
13. Shlapak A.V., Ivashchenko O.A., Nykoniuk K.O. *Marketynhovi stratehii mizhnarodnykh kompanii na ukrainskomu rynku tovariv povsiakdenneho popytu. Ekonomika ta suspilstvo.* 2024. No 60. DOI: <https://doi.org/10.32782/2524-0072/2024-60-72>.
14. Byllan Alon, Eugene Jaffe, Christiane Prange, Donata Vianelli *Global Marketing: Strategy, Practice, and Cases.* New York, 2020. 665 p.
15. Hollensen Svend *Global Marketing. 8th Edition.* London: Pearson, 2021. 808 p.

Assessment Policy

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.

Deadline and re-course policies. Specific deadlines are established for the performance of all types of tasks and control measures, which the lecture informs the students at the beginning of the study of the discipline. Modules are reassigned with the permission of the Dean, if there are valid reasons.

Academic Integrity Policy. The use of printed or electronic sources of information during the current knowledge control and modular control is prohibited. During the control event, the student may use only authorized supporting materials or tools; it is forbidden to

exchange information with other students in any form, to use, distribute, collect versions of control tasks. Mobile devices are allowed to be used only during practical tasks that involve analytical calculations.

Attendance Policy. Attending classes is mandatory. Missing practical classes must be made up during consultation hours. For objective reasons (for example, illness, international internship, study abroad, foreign internship, quarantine etc.) training may be provided on-line in case of agreement with the course leader. For applicants who study according to an individual schedule, current assessment is carried out during consultations and by completing tasks in the Moodle system.

Assessment

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%
<i>Current survey</i>	<i>Modular control</i>	<i>Training</i>	<i>Self-studies</i>
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)