

## SYLLABUS INTERNATIONAL MARKETING



**Degree of higher education – bachelor**  
**Field of knowledge – 07 Management and administration**  
**Specialty – 073 Management**  
**Education and professional program «Personnel management»**  
**Year of study: 4    Semester: 7**  
**ECTS Credits: 5    Language learning: English**

### Head of the course

**Full name** Cand.Ec.Sc. **Liudmyla HALKO**  
**Contact information** [l.halko@wunu.edu.ua](mailto:l.halko@wunu.edu.ua), (0352) 51-75-36

### 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

<b>№</b>	<b>Topic</b>	<b>Results of study</b>	<b>Tasks</b>
1.	Topic 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.	Topic 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.	Topic 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.	Topic 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.	Topic 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.	Topic 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.	Topic 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.	Topic 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 zminiuiie ekonomichnyi i biznesovyi landshafty krain, rehioniv ta svitu. Forbes Ukraine, 2023. URL: <https://forbes.ua/money/velika-ekonomichna-perebudova-25082023-15642>.
2. Kotler F., Armstronh 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 brendy: lovit klientiv, stymuliuite zrostannia 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. Stratehiia blakytneho okeanu i taktyka yii zastosuvannia v ukraïnskykh 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 diskurs. *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 ukraïnskomu rynku tovariv povsiakdennoho 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

**Deadline and Retake Policy:** Specific deadlines are set for completing individual assignments and conducting tests. Retakes of modules are permitted with the permission of the faculty management if there are valid reasons (e.g., sick leave).

**Academic Integrity Policy:** The use of printed and electronic sources of information during tests is prohibited.

**Attendance Policy:** For objective reasons (e.g., quarantine, martial law, illness, foreign internship), training may be conducted online with the approval of the course leader and permission of the faculty management.

## 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.

<b>Modul 1</b>		<b>Modul 2</b>	<b>Modul 3</b>
<b>40%</b>	<b>40%</b>	<b>5%</b>	<b>15%</b>
<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:**

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