

# SYLLABUS

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INTERNATIONAL EUROPEAN  
UNIVERSITY



**EUROPEAN SCHOOL  
OF BUSINESS**



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Course Name				
		International marketing		
Lecturer (s)				
		Roman Halenin, PhD in Economics, associate professor at the Department of Management, Finance and Business Administration		
Lecturer's profile				
		<a href="https://business.ieu.edu.ua/pro-yemsh/struktura-kafedry-vykladachi/kafedry/kafedra-menedzhmentu#galenin">https://business.ieu.edu.ua/pro-yemsh/struktura-kafedry-vykladachi/kafedry/kafedra-menedzhmentu#galenin</a>		
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Discipline page				
		<a href="https://business.ieu.edu.ua/navchannia/orhanizatsiia-osvitnoho-protsesu/robochi-prohramy/bakalavrat">https://business.ieu.edu.ua/navchannia/orhanizatsiia-osvitnoho-protsesu/robochi-prohramy/bakalavrat</a>		
Form of final control		test	def. test	exam
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## 1 Brief discipline annotation

The International marketing discipline is the theoretical foundation for a set of knowledge and skills developing the profile of a marketing specialist. The academic discipline studies activities of subjects of foreign economic activity aimed at exploring the market, impact on consumer demand in order to meet mutual needs using exchange, expansion of sales of goods produced by them. The discipline studies the nature and forms of international marketing methods of research of economic, social, cultural, political and legal environment, international marketing activities; processes and masters the methodology of international market research, segmentation, selection of target markets; models of research of the firm's entry into foreign markets; development of an efficient international marketing strategy.

## 2 Background for studying discipline

Subject matter of the International marketing discipline: the process of developing international marketing activities at enterprises and making decisions on the work of enterprises on foreign markets, taking into account the marketing component.

## 3 Goal and objectives of the discipline

The goal of the academic discipline is to provide students with theoretical and methodological foundations of international marketing organization and practical skills of their use in economic activities of organizations beyond national borders.

Key objectives of the International marketing discipline are to learn the content and forms of international marketing, methods of studying the international marketing environment and methods of marketing research, criteria for selecting foreign markets and their segmentation.

## 4 Learning outcomes

PLO 1. To show knowledge and understanding of the theoretical fundamentals and principles of marketing activities.

PLO 7. To use digital information and communication technologies and software products required for the proper implementation of marketing activities and practical application of marketing tools.

PLO 10. To explain information, ideas, problems and alternatives for managerial decision making to marketing specialists and non-specialists, representatives of different structural units of a market entity.

PLO 17. To show written and oral professional communication skills in state and foreign languages, as well as the appropriate use of professional terms.

## 5 ECTS credits

3 ECTS credits / 90 academic hours



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## Course Content

Content sections and topics	Amount of hours											
	full-time mode of study						part-time mode of study					
	total	including					total	including				
		l	p	lab.	ind.	i. w.		l	p	lab.	ind.	i. w.
1	2	3	4	5	6	7	8	9	10	11	12	13
<b>Content section 1. Methodological foundations of international marketing and research in international marketing</b>												
Topic 1. Genesis of the development of international marketing concepts. Global and multinational marketing. Transnational corporations in international marketing activities	6	2	1	-	-	3	8	2	-	-	-	6
Topic 2. Factors and environment of international marketing. Economic environment	7	2	1	-	-	4	6	-	-	-	-	6
Topic 3. Social and cultural environment of international marketing	5	2	-	-	-	3	6	-	-	-	-	6
Topic 4. International political and legal environment of marketing	7	2	1	-	-	4	8	2	-	-	-	6
Topic 5. Features of international marketing research	7	2	1	-	-	4	6	-	-	-	-	6
Topic 6. Information support of international marketing research	7	2	1	-	-	4	6	-	-	-	-	6
Topic 7. Approaches to foreign market selection	5	2	-	-	-	3	6	-	-	-	-	6
Topic 8. World market segmentation and positioning strategy	7	2	1	-	-	4	6	-	-	-	-	6
Topic 9. Models of entering the foreign market	5	2	-	-	-	3	6	-	-	-	-	6
<i>Test work No. 1</i>	2	-	2	-	-	-	-	-	-	-	-	-
<b>Total per content section 1</b>	<b>58</b>	<b>18</b>	<b>8</b>	-	-	<b>32</b>	<b>58</b>	<b>4</b>	-	-	-	<b>54</b>
<b>Content section 2. Set of marketing activities on the world markets</b>												
Topic 10. Commodity policy in the international marketing system	6	2	1	-	-	3	7	2	-	-	-	5
Topic 11. Pricing policy in the international marketing system	6	2	1	-	-	3	6	-	-	-	-	6
Topic 12. International marketing communications	6	2	1	-	-	3	6	-	-	-	-	6
Topic 13. International product distribution channels	6	2	1	-	-	3	5	-	-	-	-	5
Topic 14. Management and efficiency of international marketing activities	6	2	-	-	-	4	8	-	2	-	-	6
<i>Test work No. 2</i>	2	-	2	-	-	-	-	-	-	-	-	-
<b>Total per content section 2</b>	<b>32</b>	<b>10</b>	<b>6</b>	-	-	<b>16</b>	<b>32</b>	<b>2</b>	<b>2</b>	-	-	<b>28</b>



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## List of obligatory tasks

Genesis of the development of international marketing concepts. Global and multinational marketing.  
Transnational corporations in international marketing activities  
Factors and environment of international marketing. Economic environment  
Social and cultural environment of international marketing  
International political and legal environment of marketing  
Features of international marketing research  
Information support of international marketing research  
Approaches to foreign market selection  
World market segmentation and positioning strategy  
Models of entering the foreign market  
Commodity policy in the international marketing system  
Pricing policy in the international marketing system  
International marketing communications  
International product distribution channels  
Management and efficiency of international marketing activities

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## List of selective tasks

1. To analyze one study guide or textbook according to the scheme:
    - source data;
    - information about the author (team of authors);
    - textbook structure: thematic sections and subsections, reference apparatus, annexes, availability of illustrative materials;
    - select the necessary, take notes if necessary.
  2. To characterize a scientific publication according to the scheme:
    - source data;
    - information about the author or the team of authors;
    - characterization of the form of presentation of materials (combination of theoretical material with examples of practical activities, availability of illustrative materials for relevant topics, convenience (inconvenience) of use, etc.);
    - analyze in detail one of the sections where to choose the necessary material, take notes if necessary.
  3. To prepare an informational report on the content of one of the periodicals according to the scheme:
    - general characteristics, periodicity, polygraphic embodiment, place of publication;
    - characterization of sections, columns;
    - composition of the authors and editorial board;
    - a detailed story about one of the presented materials.
- Forms and methods of control:
- standardized questioning on test assignments;
  - written work;
  - performance of practical tasks.



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## 9 Discipline features

Period of teaching	Semester	International disciplinary integration	Year of study	Courses: general training/professional training/elective
1 semester	8th semester	available	4th year	Professional training

## 10 Assessment system and requirements. General system of discipline assessment

As part of discipline teaching, one carries out current and final control of students' knowledge.

The final grade in the form of an exam is given according to the total rating of students.

QR Code: <https://ie.u.edu.ua/docs/pol-mark-esb.pdf>

According to the results of current control during a semester, students can obtain 100 points maximally, the minimum sum of points allowing students to pass the discipline is 60 points.

Correlation between national and ECTS grades and student rating: QR Code: <https://ie.u.edu.ua/docs/pol-mark-esb.pdf>

## 11 Admission to final control

The minimum amount of points that should be obtained by students for current educational activities during a semester to be admitted to the final control is 36 points. The grade for the discipline is defined as a sum of the final points for current activities and the points for the final control and is expressed due to the multipoint scale.

The grade for the discipline completing with the exam is determined as the sum of points for current learning activities (at least 36), points for individual independent work of students (no more than 6) and points for the test (at least 24).

The overall points of the discipline are 100. The total grade for the discipline is given according to the national and European scale.

The final control in the form of an exam is carried out after learning all the topics of the discipline, during the examination session.

QR Code: <https://ie.u.edu.ua/docs/050.pdf>

## 12 Discipline policy

To ensure fruitful learning and cognitive activities of students while studying the discipline, one holds relevant lectures and seminars in the form of presentations, group work and discussion seminars.

During classes and at the University, students should respect lecturers, staff and other students, attend classes according to the schedule, come on time and not leave classes without lecturer's permission. All academic assignments should be performed by the deadlines.

The teaching staff should constantly advance their professional level, teaching skills, general culture, as well as provide students with appropriate conditions for learning educational programs according to the requirements for the content, level and capacity of education, and encourage their comprehensive professional development. Lecturers should follow the curriculum, not be late for classes, not allow any manifestations of corruption, discrimination, bullying, harassment and infringement of the students' rights.



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## 13 Policy of absence and late task performance

Students who miss the current control for valid reasons confirmed by documents have the right to take current control within two weeks after returning to studying.

Students who have missed classes without valid reasons, have not participated in current control activities, have not liquidated academic failure are not admitted to the final semester control of this discipline. In this case, an academic staff member puts a mark 'non-admission' in the exam record.

Repeated taking of the exam in the discipline is appointed in case of accomplishing all types of educational, independent (individual) work stipulated by the working program of the academic discipline and is carried out according to the approved schedule of academic failure liquidation.

QR Code: <https://ieu.edu.ua/docs/050.pdf>

## 14 Academic integrity policy

Participants in the educational process rely on the academic integrity principles QR Code: <https://ieu.edu.ua/docs/011.pdf>

## 15 Recommended sources of information

### Primary (basic) literature:

1. Crandall R. 1001 Ways to Market Your Services / R. Crandall. – M.: FAIR-Press, 2018. – 496 p.
2. Shtal T.V. Sh87 International marketing [Electronic resource]: study guide / T.V. Shtal, I.E. Astakhov, V.O. Kozub. – Kharkiv: Simon Kuznets Kharkiv National University of Economics, 2019. – 275 p.
3. International marketing: study guide / S.F. Smerichevskiy, T.V. Kniazieva, Y.P. Kolbushkin, et al. K.: NAU, 2019. 164 p.
4. Bilovodska O.A. Management of marketing channels of industrial enterprises on an innovative basis: monograph / O.A. Bilovodska, L.O. Syhyda – K.: Center for educational literature, 2017. – 234 p.
5. Rakhman M.S. International marketing: study guide for economic students of higher education institutions. Kharkiv: V.N. Karazin Kharkiv National University, 2017. 180 p.
6. International marketing: lecture notes [Electronic resource]: study guide for students in the 075 Marketing specialty, Industrial Marketing educational program / Spivakovska T.V., Tsariova T.O.; Igor Sikorsky Kyiv Polytechnic Institute. – Kyiv: Igor Sikorsky Kyiv Polytechnic Institute, 2021. – 71 p.
7. Kniazieva, T.V. International marketing: study guide / T.V. Kniazieva, Y.P. Kolbushkin, S.V. Petrovska, S.F. Smerichevskiy, V.L. Sibruk; Ministry of Education and Science of Ukraine, National Aviation University. – Kyiv: NAU, 2019. – 162 p. (Library of Igor Sikorsky Kyiv Polytechnic Institute).

### Additional literature:

1. Marketing: Textbook / Starostina A.O., Dlihach A.O., Honcharova N.P., Krikavskiy Y.V., et al.; edited by Starostina A.O. – K.: Znannia, 2009. – 1070 p.
2. Honcharov S.M. International marketing: study guide / S.M. Honcharov, V.D. Dupliak – Kyiv: Higher School, 2013. – 342 p.
3. Novoshynska L.V. International marketing / Novoshynska L.V. [Study guide]. – Kyiv: Center for educational literature, 2012. – 186 p.
4. Purska I.S. International marketing: study guide. [for students in the Management of organizations specialty, economic specialized higher education institutions] / I.S. Purska; M.P. Malska, Y.S. Zanko. – K.: Znannia, 2012. – 285 p.
5. Tsyhankova T.M. International marketing / Tsyhankova T.M. [Study guide] – K.: KNEU, 2010. – 120 p.
6. Chernomaz P.O. International marketing [Text]: study guide / P.O. Chernomaz. – K.: Akademvydav, 2010. – 272 p.



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## Рекомендовані джерела інформації

7. Chumachenko T.M. International marketing: Study guide / Chumachenko T.M. [3rd edition, revised and supplemented] – Dnipro: National Mining University State Higher Education Institution, 2012. – 210 p.
8. Polishko H.H. The role of stakeholders in country brand development / H.H. Polishko // International marketing: problems and prospects of development in Ukraine: materials of the International Scientific Conference (November 12, 2015). – Kyiv: B.V., 2015. – P. 43-45.
9. Jaffe E. D. National Image and Competitive Advantage: The Theory and Practice of Country-of-Origin Effect / E. D. Jaffe, I. D. Nebenzahl. – Frederiksberg: Copenhagen Business School Press, 2011. – 235 p.
10. Brand Finance Flying the flag. Discover the most valuable nation brands of 2013: The annual report on nation brands. – 2013 [Electronic resource]. – Access mode: [http://www.brandfinance.com/images/upload/brand\\_finance\\_nation\\_brands\\_2013.pdf](http://www.brandfinance.com/images/upload/brand_finance_nation_brands_2013.pdf).
11. Azarian E.M. International marketing / Azarian E.M. [study guide] – K.: ISMO of the Ministry of Defense of Ukraine, Student Center Interdisciplinary Company, 2012. – 220 p.
12. Kanishchenko O.L. International marketing: theory and economic situations / Kanishchenko O.L. [Study guide. – 3rd edition, revised]. – K: Polytechnic, 2012. – 182 p.
13. Kotler F. Marketing management / Kotler F. [4th edition: translated from English]. – St. Petersburg, 2010. – 710 p.

### INFORMATION RESOURCES:

1. Electronic resource. – Available at: [www.marketing.ru](http://www.marketing.ru)
2. Electronic resource. – Available at: [www.ama.gov](http://www.ama.gov)
3. Electronic resource. – Available at: [www.search.center.ru](http://www.search.center.ru)
4. Electronic resource. – Available at: [www.marketingtools](http://www.marketingtools)
5. Electronic resource. – Available at: [www.topping.com.ua](http://www.topping.com.ua)
6. Electronic resource. – Available at: [www.infokes.com](http://www.infokes.com)
7. Information resources in the digital repository of the NUWEE scientific library NUWEE [Electronic resource]. – Available at: <http://ep3.nuwm.edu.ua>.
8. Cabinet of Ministers of Ukraine [Electronic resource]. – Available at: <http://www.kmu.gov.ua/>.
9. Vernadsky National Library of Ukraine [Electronic resource]. – Available at: <http://www.nbu.gov.ua/>.
10. Rivne State Regional Library [Electronic resource]. – Available at: <http://www.lib.rv.ua/>.

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## Tips on successful study during the course

**If you want to succeed in this discipline, you should be:**

- **persistent, attentive and curious;**
- **creative, cheerful, and open to communication and discussions;**
- **ready to acquire information and knowledge about the subject not only during lectures but also during extracurricular activities.**

**See you at classes!**