

SYLLABUS

Course and educational program	International Marketing Marketing EP
Course description	International Marketing is the activity aimed at meeting the needs of foreign markets established by the specific external environment of the enterprise. A comprehensive approach to addressing issues of international marketing allows identifying current trends in the implementation of marketing objectives of enterprises, particularly the features of implementing global and multinational marketing strategies.
Prerequisites for studying	The prerequisites for studying the International Marketing discipline is the study of such disciplines as Business Psychology, Marketing, and Management.
Number of credits/hours	3 ECTS credits / 90 academic hours
Learning format	Blended learning
Moodle location	https://dist.ieu.edu.ua/course/view.php?id=668
Lecturer's full name	Yevhen Kozlovskyi, PhD in Public Administration, Associate Professor, Head of the Department of Tourism, Social Sciences and Humanities
Department	Department of Tourism, Social Sciences and Humanities: 
Office location	42V Akademika Hlushkova Ave., Kyiv, room 504
Consulting	Every Tuesday from 2 p.m. to 3:30 p.m. by appointment via corporate e-mail
Lecturer's e-mail address	yevhenkozlovskyi@ieu.edu.ua
Course objectives	To study the categorical framework used in international marketing activities; to develop a system of knowledge about theoretical foundations of analyzing the international marketing environment and assessing its attractiveness for conducting foreign economic activities; to master methods for obtaining and processing marketing information in international activities; to identify the main components and particularities of developing the enterprise's marketing policy on international markets; to understand the specifics of developing a

	marketing commodity policy on international markets; to create the foundation for applying the acquired theoretical knowledge in practical activities.
Role of the academic discipline in achieving program learning outcomes	<p style="text-align: center;"><i>Specialty: 075 Marketing</i></p> <p>PLO 1. To show knowledge and understanding of the theoretical fundamentals and principles of marketing activities.</p> <p>PLO 2. To analyze and predict market phenomena and processes based on the application of fundamental principles, theoretical knowledge and applied skills of marketing activities.</p> <p>PLO 3. To apply acquired theoretical knowledge to solve practical marketing tasks.</p> <p>PLO 4. To identify and analyze the key characteristics of marketing systems of different levels, as well as the particularities of their entities.</p> <p>PLO 5. To identify functional areas of marketing activities of a market entity and their relations in the management system, calculate appropriate indicators characterizing the efficiency of such activities.</p>
Learning outcomes	The discipline will help students understand the specifics of international marketing activities of enterprises and develop the ability to apply various marketing tools to achieve desired results on the market.
Course content	<p>SECTION 1. The essence and features of international marketing</p> <p>Topic 1.1. Concept, content, and specifics of international marketing</p> <p>Topic 1.2. Features of marketing activities in the international environment</p> <p>Topic 1.3. Analysis of the International Marketing Environment</p> <p>SECTION 2. The marketing set of international business</p> <p>Topic 2.1. Forms of international marketing</p> <p>Topic 2.2. Features of international marketing research</p> <p>Topic 2.3. Segmentation of the international market</p>
Books and materials	<ol style="list-style-type: none"> 1. V.L. Korniiiev. International Marketing: Study Guide. Lviv: Magnolia-2006, 2017. – 384 p. 2. International Marketing: Textbook, edited by A.A. Mazaraki. Kyiv: Kyiv National University of Trade and Economics, 2018. – 520 p. 3. I.S. Purska. International Marketing: Study Guide. Kyiv: Knowledge, 2012. – 285 p. 4. International Marketing: Textbook. Kyiv: Helvetica, 2018. – 451 p. 5. M.S. Rakhman. International Marketing: Study Guide for Students of Economic Specialties of Higher Education Institutions. Kharkiv: V.N. Karazin KhNU, 2017. – 180 p. 6. S.I. Chebotar. International Marketing: Study Guide. Sumy: Papirus Printing House, 2015. – 368 p. 7. P.O. Chernomaz. International Marketing: Study Guide. Kyiv: Akademvydav, 2010. – 272 p.

Technical requirements for the course	<p>To work on the International Marketing course, you need regular access to a computer (or phone) and the Internet.</p> <p>In order to successfully study and pass the course exam, you should first explore the distance learning platform (Moodle) and study all folders that already contain or will contain information or materials for the course. You will also have to download and create documents, watch videos, or create them.</p> <p>You can use distance platforms only using corporate e-mail.</p> <p>If you are unable to attend the course, you should notify the Dean's Office or your class representative or the course lecturer directly.</p>														
Learning process	<p>The International Marketing course consists of lectures and practical classes.</p> <p><u>Lectures</u> use the following training methods: <i>lecture, conversation lecture, discussion, discussion of problematic issues, demonstration, analysis of various situations according to the lecture topic.</i></p> <p><u>Practical classes</u> use the following training methods: <i>questioning, testing, performing individual and team tasks, case studies, preparing reports and presentations, performing analytical and calculation works, solving specific problems and situations, brainstorming.</i></p> <div style="text-align: center;">  </div>														
Discipline features	<table border="1"> <thead> <tr> <th>Period of teaching</th> <th>Semester</th> <th>International disciplinary integration</th> <th>Year of study</th> <th>Courses: general training/professional training/elective</th> </tr> </thead> <tbody> <tr> <td>1 semester</td> <td>8th semester</td> <td>available</td> <td>4th year</td> <td>Professional training</td> </tr> </tbody> </table>	Period of teaching	Semester	International disciplinary integration	Year of study	Courses: general training/professional training/elective	1 semester	8 th semester	available	4 th year	Professional training				
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Assessment policy	<p>You will have various ways to show your knowledge and skills during the semester. This includes how you attend classes, how and what you contribute to class discussions, how you perform and submit practical tasks and tests on time, how you perform independent work tasks, as well as your ability to present your report. Additionally, you have the opportunity to complete an individual research task performed individually or in a small group in the form of a scientific and practical project.</p> <table border="1" data-bbox="451 1877 1487 2051"> <thead> <tr> <th>Activities during the semester</th> <th>Maximum amount of points during the semester</th> </tr> </thead> <tbody> <tr> <td>Current work (attendance, oral questioning, solving calculation problems and tasks, situational exercises)</td> <td>15</td> </tr> </tbody> </table>					Activities during the semester	Maximum amount of points during the semester	Current work (attendance, oral questioning, solving calculation problems and tasks, situational exercises)	15						
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Reports with presentation (4 pcs.)	25
Tests (4 pcs.)	10
Individual research task (admission to the exam)	10
Total	60

Grading scale

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 exam (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.

The overall final grade in points according to the national and ECTS scales is put into the examination and test register, academic card and credit book of students.

National and ECTS grading scale

Sum of points for all types of educational activities	ECTS grade	Grade according to the national scale	
		for exam, term paper, practical training	for Pass/Fail test
90-100	A	excellent	pass
82-89	B	good	
74-81	C	satisfactory	
66-73	D		
60-65	E		
30-59	FX	fail with possible repeated pass	fail with possible repeated pass
1-29	F	fail with obligatory repeated learning of the discipline	fail with obligatory repeated learning of the discipline

QR Code:



<p>How to find out your grade</p>	<p>To check your grades for tasks and read your lecturer's comments, you should check appropriate tabs on Moodle distance learning platforms. You can also obtain information about your grades directly from the course lecturer via corporate e-mail or by appointment on consulting days (room 504).</p>
<p>Course policy</p>	<p>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. Students who miss the current control for <i>valid reasons</i> confirmed by documents have the right to take current control within two weeks after returning to studying. Students who have missed classes <i>without valid reasons</i>, 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.</p> <p>QR Code:</p> <div data-bbox="836 1621 1118 1921" data-label="Image"> </div> <p>All participants in the educational process rely on the academic integrity principles.</p> <p>QR Code:</p>

	
<p>Late task performance, correction of grades, making up missed classes</p>	<p>Tasks should be submitted via Moodle by the deadlines stipulated in the course schedule on our website. Most tasks should be performed by 9 a.m. on the day of the next class to coordinate them with the course content and group activities. It is best practice to perform tasks as soon as possible after receiving them so that you have enough time to take an active part in the class.</p> <p>If you need more time to perform the task, flexible deadlines are available. Completed tasks will be accepted until full credit until the last scheduled class in the discipline. Afterwards, the 40% partial credit based on the grade will be awarded within a week after the last day of class. Tasks that are not submitted at all will receive 0.</p> <p>If you are going to miss classes for more than one week due to illness or other reasons, please contact your lecturer to arrange alternative options for performing tasks.</p> <p>Note: deadlines work both ways, and meeting them ensures that your lecturer will provide prompt feedback on your tasks to make sure you keep up with the course.</p> <p>QR Code:</p> 
<p>Lecturer's response time</p>	<p>Via corporate e-mail, within 24 hours.</p>
<p>Efficient communication</p>	<p>Efficient communication is a two-way street!!!</p> <p>Therefore, the main recommendations for efficient communication include: corporate e-mail directly to the course lecturer; personal communication with classmates via social media/corporate e-mails/mobile phones; communication directly in the course on the Moodle distance platform; and a face-to-face meeting with the lecturer on consulting days.</p>
<p>Policy of publication and</p>	<p>Students are not allowed to post, publish, sell, or otherwise publicly distribute course materials without the written permission of the lecturer.</p>

distribution of course materials	<p>Such materials include, but are not limited to: lecture notes, lecture slides, video or audio recordings, tasks, problem sets, exams, other students' work, and answer keys.</p> <p>Students who sell, post, publish, or distribute course materials without written permission in order to get answers or otherwise can be subject to disciplinary action, up to and including being required to withdraw from the course. Besides, students are not allowed to make video or audio recordings of the class for their own use without the written permission of the lecturer.</p>	
Expected student workload and engagement	<p>During this course, you should allocate some hours for independent study of some lecture materials in accordance with the course topics (approximately 5-6 hours per week).</p> <p>If you face circumstances requiring you to spend more time on any of the tasks, please inform your lecturer by e-mail.</p> <p>The deadline for submission can be extended only if the lecturer is informed in advance that you will not be able to submit the task on time. Students are expected to have a backup plan in case of computer malfunctions or Internet outages.</p>	
Support services	<p>E-schedule Library Supervisor Repository Dean's Office</p>	
Course schedule	<i>Lecture topic</i>	<i>Practical classes</i>
	<i>Topic 1.1. Concept, content, and specifics of international marketing</i>	<ol style="list-style-type: none"> 1. Oral questioning 2. Practical tasks 3. Homework tasks 4. Checking questions submitted for independent study 5. Writing a report 6. Tests
	<i>Topic 1.2. Features of marketing activities in the international environment</i>	<ol style="list-style-type: none"> 1. Oral questioning 2. Practical tasks 3. Homework tasks 4. Checking questions submitted for independent study 5. Writing a report 6. Tests
	<i>Topic 1.3. Analysis of the International Marketing Environment</i>	<ol style="list-style-type: none"> 1. Oral questioning 2. Practical tasks 3. Homework tasks 4. Checking questions submitted for independent study 5. Writing a report 6. Tests

	<p><i>Topic 2.1. Forms of international marketing</i></p>	<ol style="list-style-type: none"> 1. <i>Oral questioning</i> 2. <i>Practical tasks</i> 3. <i>Homework tasks</i> 4. <i>Checking questions submitted for independent study</i> 5. <i>Writing a report</i> 6. <i>Tests</i>
	<p><i>Topic 2.2. Features of international marketing research</i></p>	<ol style="list-style-type: none"> 1. <i>Oral questioning</i> 2. <i>Practical tasks</i> 3. <i>Homework tasks</i> 4. <i>Checking questions submitted for independent study</i> 5. <i>Writing a report</i> 6. <i>Tests</i>
	<p><i>Topic 2.3. Segmentation of the international market</i></p>	<ol style="list-style-type: none"> 1. <i>Oral questioning</i> 2. <i>Practical tasks</i> 3. <i>Homework tasks</i> 4. <i>Checking questions submitted for independent study</i> 5. <i>Writing a report</i> 6. <i>Tests</i>
<p>Tips on successful study during the course</p>	<p>If you want to succeed in this discipline, you should be:</p> <ul style="list-style-type: none"> - 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. <p>See you at classes!</p>	