

## COURSE DESCRIPTION CARD

NOTE: If the course includes lectures and classes, the Course Description Card applies to both types of instruction.

**1. Course title:**  
in Polish / in English  
Marketing Międzynarodowy /  
International Marketing

**2. Course code:** 34384  
**Number of ECTS credits:** 4,0  
**Course completion mode:** Z  
**Course commenced / Year** 2019-2020

**3. Major:** Finance and Accounting, specialisation: Finance and Accounting for International Business

**4. Department of major coordinator:** Department of Banking and Financial Markets

**5. Name of course instructor:** Lecture: Monika Sulimowska-Formowicz  
Classes... Lab classes ...  
Examiner ...

**6. Department of course instructor:** department of International Management

**7. Number of contact hours with students:**

Type of instruction	Full-time study	Part-time study
lectures	45	
classes		
foreign language classes		
lab classes		
seminars		
e-learning		
other		
<b>Total hours</b>	45	
examination (hours)		

**8. Course timeframe - no. of semesters:** 1

Course commencement / Year 2019-2020

Course commencement / Semester 1

**9. Level of tertiary education:** master

**10. Course status**

- Compulsory for the specialization  
FAIB - Finance and Accounting for  
International Business
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**11. Course prerequisites**  
Compulsory:  
Recommended:

**12. Course objectives:**

The main objective of the course is to provide students with knowledge and understanding of the impact of the international environment on marketing strategies of enterprises and to develop students' capability to formulate and implement marketing strategy on international market.

**13. Teaching and learning methods:****A. Direct student-instructor contact:**

No.	Teaching methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Interactive lecture	lecture combined with class discussion	40	
2.	Presentation	presenting the results of work over international marketing strategy of a company	5	
3.				
...				
Total			AS: 45	AN:

**B. Self-study:**

No.	Learning methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Project preparation	group work over a case study – international marketing strategy of a company	20	
2.	Literature-based study	Self-study over the theoretical aspects of international marketing strategies.	20	
3.	Own notes analysis		10	
4.	Presentation preparation	Group work – preparation of a presentation of project results	5	
Total			BS: 55	BN:

Total AS+BS = 100

Examination (E) = 0

Total AS+BS+E= 100

Total AN+BN = 0

Examination (E) = 0

Total AN+BN+E = 0

**14. Key words:**

international marketing, international marketing strategy

**15. Course content:**

1. The essence and genesis of international marketing: the concept of international marketing, evolution from national marketing to global marketing, factors affecting the internationalization and globalization of marketing.
2. International marketing environment: economic and demographic environment, social and cultural environment, political and legal environment.
3. International marketing strategy: international market segmentation, target market selection and positioning, strategies for entering foreign markets (export, licensing, joint-ventures, own production abroad), international marketing mix.
4. Product strategy on the international market: international product life cycle, product adaptation diversification and standardization on the international market, international brand strategy.
5. Price strategy on the international market: factors affecting international market prices,

- international pricing strategies, dumping, transfer prices, barter trade.
6. Distribution strategies on the international market: international distribution channels, factors affecting choice of distribution channel, types of international distribution channels and their participants.
  7. Promotion strategy on international market: the process of international communication, international promotion-mix, standardization and adaptation of advertising on international market, media decisions on the international market.
  8. Information management and market research systems for international marketing: systems' structure, sources of market information on the international market, process international marketing research, analytical tools for international marketing strategy planning.

**16. Course learning outcomes as related to the learning outcomes of the major and methods for assessing student attainment**

Intended learning outcomes of the major / Symbols	Intended learning outcomes of the course	Methods for assessing student learning outcomes	Documentation
<u>Knowledge</u>			
FiR2_W06#	1. Students know and understand the influence of international macro- and micro-environmental factors on effectiveness and efficiency of firms' activities on international markets.	test, written project	test form, text of written project
<u>Skills</u>			
FiR2_U01# FiR2_U04#	1. Students are capable of using adequate analytical methods and tools for international marketing environment research. 2. Students are able to formulate and implement international marketing strategy of a company.	written project	text of written project
<u>Social competences</u>			
FiR2_K04#	1. Students are able to work individually and in a team over an example of international marketing strategy of a company and to communicate the results of that work to the audience.	test, written project, presentation	test form, text of written project, presentation materials

**17. Method for determining the final course grade:**

No.	Methods for awarding credits and course completion requirements	Description	Percentage of the final course grade*
1.	Test	Individual work – test of open and closed questions, no possibility to use materials.	50%
2.	Project	Group work – written report of a work over case study.	40%
3.	Presentation	Group work – presentation of project outcomes.	10%

\* If students are required to obtain both a class grade and an exam grade, the class grade constitutes at least 30% of the final course grade.

**18. Reading list**

**Mandatory readings:**

1. Keegan, W. J.; Green, M.C.: Global Marketing, 9th ed.. Wyd. Pearson Education, Inc., 2017.
2. S. Hollensen: Global Marketing. A decision-oriented approach, 7th ed.. Wyd. Pearson Education, Inc., 2017.

**Suggested readings:**

1. Maja Szymura Tyc (ed.): International Marketing in Europe. Wyd. University of Economics in Katowice, 2011.

**19. Language of instruction:**

English

**20. Course instructors' recommendations:**

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