

COURSE DESCRIPTION CARD

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

1. Course title:
International Marketing in Europe

2. Course code:
Number of ECTS credits: 5
Course completion mode: credit
Course commenced/Year 2019/20

3. Major: International Business

4. Department of major coordinator: Department of Consumption Research

5. Name of course instructor:
Lecture: Prof. Maja Szymura-Tyc, Ph.D.;
Classes: Magdalena Grochal-Brejdak,
Examiner prof. Maja Szymura-Tyc, Ph.D.

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	-	-
classes	42	-
foreign language classes	-	-
lab classes	-	-
seminars	-	-
e-learning	-	-
other	-	-
Total hours	42	0
examination (hours)	-	-

8. Course timeframe - no. of semesters: 1

Course commencement / Year 2020

Course commencement / Semester 4

9. Level of tertiary education: Bachelor

10. Course status
Compulsory for the major International Business

11. Course prerequisites
Compulsory: Principles of Marketing
Recommended:---

12. Course objectives:
Development of knowledge and competences to conduct marketing activities on the international market with particular emphasis on the European 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	Presentation of of theoretical foundations and basic concepts related to development of international marketing in Europe	16	-
2.	Classes with Power Point presentations and class discussions on cases	Presentation of management issues in international marketing in Europe	11	-
3.	Discussion on Project Presentations	Analysis of selected cases of international marketing strategies in Europe	11	-
4.	Debates	Debates on core issues related to EU functioning	4	-
Total			AS:42	AN:0

B. Self-study:

No.	Learning methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Analysis of source materials	Work with source materials (journals, data bases etc.) - expanding knowledge of the conditions and principles of planning and conducting international marketing in Europe – individual and team work	28	-
2.	Literature and class notes study	Studying handbooks, readings and class notes - individual work	10	-
3.	Project on international marketing strategy in Europe	Analysis of secondary and primary data on IM strategy in Europe of selected SME - team work	10	-
4.	Case studies	Presentation of a given case study - team work	6	-
5.	Debates	Preparation to the debate on the core issue related to EU functioning – team work	4	-
Total			BS: 58	BN: 0

Total AS+BS = 100

Total AN+BN = 0

Examination (E) = 0

Examination (E) = 0

Total AS+BS+E= 100

Total AN+BN+E = 0

14. Key words: Euromarketing, international marketing, marketing strategy, European Union**15. Course content:**

1. Marketing vs international marketing and global marketing
2. Internationalization of enterprises - concept, motives
3. European markets as an object of foreign expansion of companies - analysis of the business environment
4. Criteria for measuring the investment attractiveness of European markets
5. Marketing strategies possible to implement on European markets
 - a) entry strategies
 - b) instrumental strategies (standardization vs adaptation of marketing strategies)
 - c) competition strategies
 - d) cross-border strategies
6. Identification of marketing strategies implemented on European markets by transnational corporations and local companies

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>			
IB1_K03#	1. Knows and understands national and international socio-economic processes in a basic degree, is able to draw conclusions based on the collected data.	Written test	Test copies
IB1_K05#	2. Knows and understands relations between economic entities such as enterprises, social entities, non-commercial organizations, considered in an international and multicultural context. Has advanced knowledge of norms and principles (legal, organizational, financial, professional, negotiating, moral and ethical) conditioning structures, management strategies and the functioning of social institutions embedded in an international context.		
IB1_K06#	3. Has sufficient knowledge to understand key problems of industrial and intellectual property protection, understands problems arising from the ownership rights of various stakeholders.		
<u>Skills</u>			
IB1_S02#	1. Is able to apply the acquired theoretical knowledge in the field of international management and related academic disciplines to analyze and assess the situation of entities operating on national and international markets. Is able to create business strategies, formulate strategic recommendations and management implications and communicate them to the environment in the form of their own oral and written statements as well as during debates and discussions.	Preparation of a project on the marketing strategy on European markets of a selected Polish SME; case study analysis; participating in the debate.	Copies of presentations of projects, case studies (with answers) and debates.
IB1_S10#	2. Is ready to think and act in an entrepreneurial way. Recognizes and takes into account the consequences of decisions and actions taken by employees of various types of organizations, in different cultural conditions. Is ready for social interaction, has the ability to adapt to a working group, takes on various team roles.		
<u>Social competences</u>			
IB1_C01#	Is ready to critically assess the level of professional knowledge and skills in the field of international business. Is ready to develop knowledge and skills previously acquired, also with the help of experts. Is able to critically evaluate and formulate constructive feedback on the knowledge, organization of work or activities of other people with whom is associated with team relationships or goals pursued jointly.	Preparation of a project on the marketing strategy on European markets of a selected Polish SME; case study analysis; participating in the debate.	Copies of presentations of projects, case studies (with answers) and debates.

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.	Written exam	Written exam based on lectures and handbook studies – individual work	50%
2.	Project	Preparation and presentation of the IME strategy of a selected SME – teamwork	25%
3.	Class activity	Participation in class discussion during lectures and case studies presentations – individual work	10%
4.	Debate	Preparation to the debate on the core issue related to EU functioning – team work	10%
5.	Case studies	Case studies – presentation and answers to cases study questions – team work	5%

* 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:

- Maja Szymura Tyc (ed.), *International Marketing in Europe*, University of Economics in Katowice Publ., 2011.

Suggested readings:

- G. Suder, *Doing Business in Europe*, Sage Publications Ltd., London, 2008 or 2011.

19. Language of instruction: English

20. Course instructors' recommendations: ---