

COURSE DESCRIPTION CARD

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

1. Course title:

Global Marketing

2. Course code:

Number of ECTS credits: 4,0

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:

Classes: Magdalena Grochal-Brejdak, MSc .

Examiner: Magdalena Grochal-Brejdak, MSc

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	28	-
foreign language classes	-	-
lab classes	-	-
seminars	-	-
e-learning	-	-
other	-	-
Total hours	28	0
examination (hours)	-	-

8. Course timeframe - no. of semesters: 1

Course commencement / Year: 2020

Course commencement / Semester: 2

9. Level of tertiary education: Master

10. Course status

X Compulsory for the major

11. Course prerequisites

Compulsory: Principles of Marketing

Recommended: -

12. Course objectives:

Understanding the influence of the global environment on the marketing activities of enterprises, as well as the concept of global marketing and the principles of its application.

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 theoretical foundations and basic concepts related to global marketing.	10	0
2.	Active exercises using case studies.	Group discussion on the presented case studies - analysis of the influence of the environment on the success of global marketing strategies of enterprises.	10	0
3.	Presentation	Presentation of the stage results of work on the project: using the theoretical framework to plan the global marketing strategy of the company.	8	0
...				
Total			AS: 28	AN: 0

B. Self-study:

No.	Learning methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Preparation the project	Preparation and presentation of the project of an international marketing strategy of a company on a selected foreign market: literature analysis, collection and analysis of empirical data from secondary sources, marketing strategy planning - teamwork.	35	0
2.	Analysis of lecture and class notes	Analysis of theoretical and methodological foundations in marketing strategy planning - own and team work.	20	0
3.	Analysis of source materials	Own work with compulsory and recommended literature, as well as additional materials - expanding knowledge of the conditions and principles of conducting global marketing operations .	12	0
4.	Solving case studies	Preparation (including the update of a content) of a case study in a form of presentation, as well as moderating group discussion - teamwork.	5	0
Total			BS: 72	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: globalization of markets, global marketing strategy, global marketing

15. Course content:

1. Globalization and regionalization of markets: premises of globalization, introduction to the theory of internationalization, processes of regional integration.
2. Global marketing: concept, evolution, factors of globalization of marketing.
3. Global business environment: political and regulatory, economic, socio-cultural and technological environment.
4. Strategic decisions of global marketing: segmentation of the global market, selection of target markets, positioning on the global market.
5. Market entry strategies for the global market: export, contractual (indirect), hierarchical forms.
6. Global strategies of product: international product life cycle, diffusion and adoption processes of innovation, product adaptation and standardization, brand strategies on the global market.
7. Global strategies of price: factors affecting price formation, price strategies on the global

market, phenomena and concepts related to prices on the global market (price escalation, dumping, transfer prices, exchange trade).

8. Global strategies of distribution: distribution channels on the global market, factors affecting the choice of distribution channel, types of distribution channels and intermediaries on the global market, conflicts in global distribution channels.

9. Global strategies of communication: the process of global communication, factors affecting global communication, tools and media in global communication, standardization and adaptation of global communication.

10. Organization, implementation and control of global marketing activities of enterprises.

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>			
IB2_K02#	Knows and understands the main development trends in the field of international business, as well as within the paradigms and cognitive approaches used in economic sciences and organization and management sciences.	written test, participation in the class discussion	test, evaluation of active class participation
IB2_K03#	Knows and understands the fundamental dilemmas of modern civilization and their consequences for international business with the awareness of corporate social responsibility.	written test, project of international marketing strategy, case study analysis, participation in class discussions	test, presentation of the international marketing strategy project, case study presentations, assessment of active class participation
<u>Skills</u>			
IB2_S01#	Is able to use in-depth knowledge in the process of formulating and innovative solving complex, unusual problems in the area of national and international socio-economic processes.	project of international marketing strategy, case study analysis, participation in class discussions	presentation of the international marketing strategy project, case study presentations, assessment of active class participation
IB2_S02#	Is able to apply the acquired theoretical knowledge in the field of international management and related academic disciplines to an analysis and an assessment of the situation of entities operating on national and international markets. Is able to create advanced 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.	project of international marketing strategy, case study analysis, participation in class discussions	presentation of the international marketing strategy project, case study presentations, assessment of active class participation
<u>Social competences</u>			
IB2_C01#	Is ready to critically assess the level of the possessed knowledge and professional skills in	written test, project of international	test, presentation of the international marketing strategy project, case study

	the field of international business. Is ready to develop his knowledge and previously acquired skills. Serves the ability of critical assessment and is able to formulate constructive feedback on the knowledge, organization of work or activities of other people with whom it is associated with team relationships or goals pursued jointly.	marketing strategy, case study analysis, participation in class discussions	presentations, assessment of active class participation
IB2_C04#	Is ready to initiate, cooperate and engage in the preparation and implementation of social projects. Is able to work for the public interest.	project of international marketing strategy	presentation of the international marketing strategy project

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.	Project	Preparation and presentation of the international marketing strategy project on a selected foreign market - teamwork.	40,00%
2.	Multiple-choice test without the possibility of using textbooks	Multiple-choice final test – individual work.	40,00%
3.	Active class participation	Active participation in the lecture and class discussion on the case studies - individual work.	10,00%
4.	Group work on a case study	Preparation (including the update of a content) of a case study in a form of presentation, as well as moderating group discussion - teamwork.	10,00%

* 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. Pearson Education, Inc., 2017.
2. S. Hollensen: Global Marketing. A decision-oriented approach, 7th ed. Pearson Education, Inc., 2017

Suggested readings:

1. M. Czinkota, I. Ronkainen: Principles of International Marketing. 9th ed. South-Western Cengage Learning, 2010.

19. Language of instruction: English

20. Course instructors' recommendations: ---