

COURSE DESCRIPTION CARD

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

| <p>1. Course title: International marketing</p> | <p>2. Course code: Number of ECTS credits: 3,0 Course completion mode: Z Course commenced / Year 2022/23</p> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---|---|---------------------|-----------------|-----------------|----------|----|---|---------|----|----|--------------------------|--|--|-------------|--|--|----------|--|--|------------|--|--|-------|--|--|--------------------|----|----|---------------------|--|--|
| <p>3. Major: Finance and Accounting for Business</p> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <p>4. Department of major coordinator: Department of Banking and Financial Markets</p> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <p>5. Name of course instructor: Lecture dr hab. Monika Sulimowska-Formowicz Classes dr hab. Monika Sulimowska-Formowicz Examiner dr hab. Monika Sulimowska-Formowicz</p> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <p>6. Department of course instructor: Department of International Management</p> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <p>7. Number of contact hours with students:</p> <table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr> <th style="width: 35%;">Type of instruction</th> <th style="width: 30%;">Full-time study</th> <th style="width: 35%;">Part-time study</th> </tr> </thead> <tbody> <tr> <td>lectures</td> <td>15</td> <td>9</td> </tr> <tr> <td>classes</td> <td>15</td> <td>12</td> </tr> <tr> <td>foreign language classes</td> <td></td> <td></td> </tr> <tr> <td>lab classes</td> <td></td> <td></td> </tr> <tr> <td>seminars</td> <td></td> <td></td> </tr> <tr> <td>e-learning</td> <td></td> <td></td> </tr> <tr> <td>other</td> <td></td> <td></td> </tr> <tr> <td>Total hours</td> <td>30</td> <td>21</td> </tr> <tr> <td>examination (hours)</td> <td></td> <td></td> </tr> </tbody> </table> | | Type of instruction | Full-time study | Part-time study | lectures | 15 | 9 | classes | 15 | 12 | foreign language classes | | | lab classes | | | seminars | | | e-learning | | | other | | | Total hours | 30 | 21 | examination (hours) | | |
| Type of instruction | Full-time study | Part-time study | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| lectures | 15 | 9 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| classes | 15 | 12 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| foreign language classes | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| lab classes | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| seminars | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| e-learning | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| other | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Total hours | 30 | 21 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| examination (hours) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <p>8. Course timeframe – year: 1 Course commencement / Year 1 Course commencement / Semester 2</p> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <p>9. Level of tertiary education: Master</p> | <p>10. Course status <input checked="" type="checkbox"/> Compulsory for the major... <input type="checkbox"/> Compulsory for the specialization ... <input type="checkbox"/> Elective ...</p> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <p>11. Course prerequisites -</p> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

12. Course objectives:

Provision and development of students' knowledge on international marketing strategy development and analysis, development of understanding of the impact of international environment on company's marketing behaviour. Development of capabilities of international marketing strategy preparation, analysis and presentation of own findings.

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

| No. | Teaching methods | Description | Number of hours | |
|-------|------------------|--|-----------------|-----------------|
| | | | Full-time study | Part-time study |
| 1. | lecture | Interactive lecture with the use of multimedia, held in class or online | 15 | 9 |
| 2. | classes | Interactive classes held in class or online – class discussions over theoretical topics, case study analyses, students' projects presentations | 15 | 12 |
| Total | | | AS:30 | AN:21 |

B. Self-study:

| No. | Learning methods | Description | Number of hours | |
|-------|---|--|-----------------|-----------------|
| | | | Full-time study | Part-time study |
| 1. | Group work over case study | Students work in max. 4 people teams, in class and outside – in a form of traditional or virtual team, supported with GSuite tools. The task is to research, analyse and add own comments / amendments to the marketing strategy of an existing internationalized company. | 15 | 15 |
| 2. | Literature studies | Analysis and learning from the body of compulsory and additional literature . | 20 | 29 |
| 3. | Analysis and learning from noters and class materials | Repetitions and preparation to the test with the use of own notes and the ones delivered by the teacher. | 10 | 10 |
| Total | | | BS:45 | BN:54 |

Total AS+BS = 75

Examination (E) =

Total AS+BS+E= 75

Total AN+BN = 75

Examination (E) =

Total AN+BN+E = 75

14. Key words: international marketing, global marketing, international marketing strategy, global marketing strategy

15. Course content:

1. The essence and genesis of international marketing: the concept of international marketing, evolution from domestic marketing to global marketing, factors influencing 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, market selection target 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 adoption and diffusion in the international market, product diversification and standardization in the market international, international brand strategy.
5. Price strategy in the international market: factors influencing prices on the international market, international pricing strategies, dumping, transfer pricing, barter trade.
6. Distribution strategies in the international market: international distribution channels, factors influencing the choice of channel distribution, types of international distribution channels and their participants.
7. Promotion strategy on the international market: international communication process, international promotion-mix standardization and adaptation of advertising on the market international, media decisions in the international market.

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> | | | |
| FAB2_W05# | 1. The student knows and understands the principles of undertaking and conducting international marketing activities, understands the rules governing development of marketing strategies on foreign markets. | Lecture – test Classes – group work project | Test form Written project report |
| <u>Skills</u> | | | |
| FAB2_U01# FAB2_U04# | 1. Student is able to assess the context of international activities of a company, knows how to analyse and develop international marketing strategy and communicate results of own work in English, in oral and written form. | Classes – group work project Classes – project results public presentation | Written project report Presentation conspectus |
| <u>Social competences</u> | | | |
| FAB2_K03# | 1. The student is ready to act in an entrepreneurial manner, design and implement international marketing strategy basing on the analysis of the market and other subjects' behavior. | Classes – group work project Classes – project results' public presentation | Written project report Presentation conspectus |

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. | Lecture – test | Test consisting of a list of open and closed questions | 50% |
| 2. | Classes - project | Group work – written report of the results of analysis of the case study of international marketing strategy of an existing company, with own conclusions and propositions of amendments | 40% |
| 3. | Classes - presentation | Public presentation of the results of the project | 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.. Pearson Education, Inc., 2017.
2. Hollensen, S.: Global Marketing. A decision-oriented approach, 7th ed.. Pearson Education, Inc., 2017.
3. Schlegelmilch, B.: Global Marketing Strategy. An Executive Digest . Springer, 2016.

Suggested readings:

1. Steenkamp J.-B.: Global Brand Strategy: World-wise Marketing in the Age of Branding. Wyd. Palgrave Macmillan, Springer, 2017.
2. Albaum, Duerr, Strandkov, Josiassen, Polonsky: International Marketing and Export Management. Wyd. Pearson, 2016.
3. Kumar V.: Global Marketing Research. Wyd. Sage Publications, 2015.
4. Melewar, T. C. Gupta, S. (eds.): Strategic international marketing : an advanced perspective. Houndmills : Palgrave McMillan, 2012.
5. Czinkota M.R., Ronkainen I.K.: International Marketing. Cengage Learning, 2012.
6. Matysiewicz J., Smyczek S. (eds.): Modern marketing for profit and non-profit organizations : international perspective. UE Katowice, Katowice, 2013.
7. Glowik, M., Smyczek, S.: International Marketing Management. Oldenbourg Publishing House, Munich, 2011.
8. Szymura Tyc, M.: International Marketing in Europe. University of Economics in Katowice, Katowice, 2011.

19. Language of instruction: English**20. Course instructors' recommendations: -**