Uniwersytet Ekonomiczny w Katowicach

INTERNATIONAL MARKETING AND TRADE MANAGEMENT

Syllabus

Basic information

Field of study International Business	**Didactic cycle** 2024/25
Speciality -	**Subject code** EKOIBNS.L8KR.0506.24
Organizational unit School of Undergraduate and Graduate Studies	**Lecture languages** English
Study level undergraduate studies	**Mandatory** Obligatory
Study form full-time	**Block** Major courses
Education profile general academic	**Department responsible for the subject** Department of International Management
	Subject related to scientific research No
	Subject shaping practical skills No

Coordinator	Maja Szymura-Tyc
Teacher	Maja Szymura-Tyc, Michał Kucia

Period	**Form of teaching, number of hours and method of examination**	**Number of ECTS points**
Semester 4	• lecture: 14, Exam • classes: 28, Credit	4

Sustainable Development Goals	environment / natural environment; sustainable growth; CSR / Corporate Social Responsibility; ecology / ecological; diversity; inclusiveness / inclusive; environmental friendly; social impact / social influence; carbon footprint / greenhouse gas footprint; greenwashing; business ethics; innovation

Goals

Code	Goal
C1	There are two objectives of the course. The first is to provide knowledge and develop skills related to conducting marketing activities in the international market with regard to the European perspective. The second objective is to provide knowledge about the organization and management of international trade and developing skills in preparation and execution of commercial transactions in international trade.

Recommended requirements

International Marketing, International Trade Theory and Practice

Subject's learning outcomes

Code	Outcomes in terms of	Major learning outcomes for the subject	Examination methods
Knowledge:			
W1	Students know and understand interrelationships between international environment conditions and their influence on international marketing and international trade management activities. Students know and understand the general principles of marketing and trade management in complex international environment, including the economic, political, legal, socio-cultural and competitive factors and their managerial - both strategic and operational - implications. Students know and understand the prerequisites and requirement for intellectual property rights on international market. Students understand the role of the foreign trade function (export/import) in the structure of the organization and the principles of cooperation with external entities in the process of preparation and implementation of international trade transactions	IBN.L_W03, IBN.L_W05, IBN.L_W06	Final test (written) - test, End-of-course assessment - group project, End-of-course assessment - case study solved in a group, Participation in class discussion
Skills:			
U1	Students are able to apply relevant knowledge to analyse and design strategies and methods of conducting international marketing strategies and international trade transactions .Students are able to apply international marketing and trade management knowledge related with legal, professional and ethical norms to solve managerial problems in various national economies and organizational settings.	IBN.L_U08, IBN.L_U10	Final test (written) - test, End-of-course assessment - group project, End-of-course assessment - case study solved in a group, Participation in class discussion
Social competences:			
K1	Students show the competences necessary for team work on case and project development. They demonstrate ability to cooperate in a team, also intercultural and virtual, on collecting and analysing data, presenting and discussing the results in class.	IBN.L_K01	End-of-course assessment - group project, End-of-course assessment - case study solved in a group, Participation in class discussion

Study content

No.	Course content	Subject's learning outcomes	Activities
1.	International marketing - concept and orientations.	W1	lecture, classes
2.	International marketing environment: economic-demographic, political-legal, socio-cultural, competitive.	W1, U1, K1	lecture, classes
3.	International marketing research.	W1, U1, K1	lecture, classes
4.	Foreign markets enter modes and strategies.	W1, U1, K1	lecture, classes
5.	Marketing-mix strategies in international market: international product-price-place-promotion strategies.	W1, U1, K1	lecture, classes
6.	International trade management – concept, framework and content.	W1, U1, K1	lecture, classes
7.	Forms and participants of international trade.	W1, U1, K1	lecture, classes
8.	Management of international trade transactions: Incoterms 2020, forms of payment, customs clearance.	W1, U1, K1	lecture, classes

Course advanced

Activities	Methods of conducting classes
lecture	Lecture using multimedia techniques, Lecture using case studies
classes	Solving a case study/real problem of an organization, Working with text, Working on a project, Discussion, Presentation/speech

Activities	Examination method	Percentage
lecture	Final test (written) - test	40%
classes	End-of-course assessment - group project	30%
classes	End-of-course assessment - case study solved in a group	20%
classes	Participation in class discussion	10%

Activities	Credit conditions
lecture	Submission of examination multiple-choice test based on lectures and literature for at least 21 pts. 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.
classes	Submission of a group project related with international marketing strategies and international trade transactions for at least 16 pts. Submission of a group presentation of the solved case study for at least 11 pts. Active participation in class debate – assessment criterion: engagement and quality of argumentation (voluntary activity of a student)

Literature

Obligatory

1. Cateora, Ph., Money, R., Gilly, M., & Graham J. (2019). International Marketing, 18th ed. McGraw-Hill Education.
2. Szymura-Tyc, M. (Ed.) (2011). International Marketing in Europe. University of Economics in Katowice Publ.
3. Grath, A. (2016). Handbook of International Trade and Finance: The Complete Guide for International Sales, Finance, Shipping and Administration, 4th ed. Kogan Page Ltd.

Optional

1. Guay, T. (2014). The Business Environment of Europe, Firms, Governments, and Institutions. Cambridge University Press.
2. Glowik, M., & Smyczek, S. (2011). International Marketing Management. Strategies, Concepts and Cases in Europe. Oldenburg Verlag.
3. Sherlock, J., & Reuvid, J. (2016). The handbook of international trade. A guide to the principles & practice of export. GMB Publishing Ltd.
4. Jimene, G. (2018). ICC Guide to Export/Import. Global Business Standards & Strategies. International Chamber of Commerce.
5. International Chamber of Commerce. (2019). Incoterms 2020 by the International Chamber of Commerce (ICC).
6. International Chamber of Commerce. (2020). ICC Model Contract. International Sale (manufactured goods).
7. O'Meara, A. (2017). Making Money with Incoterms (R) 2010. Strategic Use of Incoterms (R) Rules in Purchases and Sales. International Chamber of Commerce.

Calculation of ECTS points

Activity form	**Activity hours***
lecture	14
classes	28
Analysis of lecture notes	10
Literature study	20
Preparation of the end-of-course assessment - group project	28
Preparation of the end-of-course assessment - case study solved in a group	20
Student workload	**Hours** 120
Number of ECTS points	**ECTS** 4

* hour means 45 minutes

Major learning outcomes for the subject

Code	Content
IBN.L_K01	Is ready to critically assess the level of his knowledge and professional skills in the field of international business. Is ready to develop knowledge and previously acquired skills, also with the help of experts. Can critically evaluate and formulate constructive feedback on the knowledge, organization of work or activities of other people with whom he or she is related by team relations or jointly pursued goals.
IBN.L_U08	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 various cultural conditions. s ready for social interaction, has the ability to adapt to a workgroup, takes on various team roles.
IBN.L_U10	Is able to apply the acquired theoretical knowledge in the field of international management and related academic disciplines to the analysis and assessment of the situation of entities operating on domestic 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 his own oral and written statements as well as during debates and discussions.
IBN.L_W03	Knows and understands national and international socio-economic processes to a basic degree, is able to independently draw conclusions based on the collected data.
IBN.L_W05	Knows and understands the relationships between economic entities such as enterprises, social entities, non-commercial organizations, considered in an international and multicultural context. Has advanced knowledge of the norms and principles (legal, organizational, financial, professional, negotiating, moral and ethical) determining the structures, management strategies and functioning of social institutions embedded in an international context.
IBN.L_W06	Has sufficient knowledge to understand the key problems of industrial and intellectual property protection, understands the problems arising from the property rights of various stakeholders.