

Course title: **International Marketing**

Studies: International Business

Course description form (syllabus form)

General data						
Cycle of studies	2024-2027					
Organizational unit	Faculty of Economic Sciences					
Studies	International Business, first-cycle studies					
The profile of education	generalacademic					
Semester	02					
Mode of studies	full-time					
Type of course	Lecture	Practical session	Laboratory	Conversatorium	Seminar	Project
Number of hours	15	30				
Number of ECTS	4					
Examination	Exam					
Language	English					
Content author	WeronikaToszewska-Czerniej, PhD					
Course objectives						
To familiarize students with terminology in the area of international marketing and specific challenges related to the concept.						
Prerequisites						
Basic knowledge in the field of marketing.						
Student workload						
1. Class sessions (including assessment and examination) - 45 hours 2. Reading literature for classes - 25 hours 3. Preparing assignments - 15 hours 4. Assessment preparation - 13 hours 5. Consultations-2 hours TOTAL: 84 hours (4 ECTS)						
Short description						
The International Marketing subject allows you to acquire knowledge and skills in the field of key concepts of marketing business management, including English-language marketing terminology. The aim of the subject is to provide knowledge regarding, among others: strategic marketing, segmentation, product positioning, marketing research, promotion, distribution, pricing in international area. The acquired knowledge and developed skills enable understanding complex marketing problems in various types of organizations, including those operating in an international environment.						
Learning outcomes						
<p>KNOWLEDGE:</p> <p>W01. Participants will know and understand at advanced level the mechanisms of the functioning of enterprises, as well as running a business in an international setting(IB01_W02).</p> <p>W02. Participants will know understand at an advanced level the terminology and processes of managing an organization's assets and the relations between an organization and its surroundings, as well as has the knowledge of managerial functions at different levels(IB01_W03).</p> <p>SKILLS:</p> <p>U01. Participants will be able to identify, analyse and plan complex processes in management and marketing, applying knowledge and data sources for solving problems in professional work in not wholly predictable circumstances and formulating their opinions in English at least B2 level of Common European Framework of Reference for Languages (CEFR)(IB01_U01)</p> <p>U02.Participants will be able to plan and organize individual and collective work, discuss and cooperate in a team(also in an interdisciplinary one) in solving economic, financial and managerial problems in international sphere(IB01_U04).</p> <p>COMPETENCIES:</p> <p>K01.Participants will develop their social and interpersonal skills by critically assess one's knowledge and received contents from the area of international business, the needs of constant professional improvement and personal development(IB01_K01),</p> <p>K02.Participants will develop their social and interpersonal skills by preparing, realization, and bearing responsibility for business and social Project of international character, including managerial aspects, as well as working for the public interest, being conscious of the multiculturalism in other countries and in international organizations and institutions(IB01_K02).</p> <p>K03.Participants will develop their social and interpersonal skills by being ready to think and act in entrepreneurial way, work at operational, analytical and managerial positions at different levels in enterprises, institutions and organizations functioning in an international setting(IB01_K-3).</p>						
Form of verification						
Exam Test based on the content covered in class. L Group and individual works and written assignments. PS						

Detailed data
Type of course: Lecture/ PS/
Bibliography
Bibliography: 1.Samuel.C.Certo, TrevisCerto,2006,Modern Management 10e, Pearspsns Prentice-Hall 2.Ricky W.Griffin, 2017, Podstawy zatzadzania organizacjami, PWN 3.Kottler, Philip, and Kevin Lane Keller.2009 "Marketing management." <i>Jakarta: Erlangga</i> Supplementary: 1. Deepak, R. K. A., &Jeyakumar, S. (2019). <i>Marketing management</i> . Educreation Publishing.
Range of content
Lecture 1.An overview of international marketing 2. Segmenting markets, targeting and positioning 3.Marketing research and information systems 4.Branding and packaging 5.Marketing channels 6.Promotion 7.Pricing concepts 8.Strategies (implementation and performance measurement) Practical session 1.An overview of international marketing- case study 2. Segmenting markets, targeting and positioning- case study 3.Marketing research and information systems- case study 4.Branding and packaging- case study 5.Marketing channels- case study 6.Promotion- case study 7.Pricing concepts- case study 8.Strategies (implementation and performance measurement) group work
Didactic methods
1. academic textbooks 2. supporting materials (sheets, diagrams, tables) 3. case study 4. scientific articles 5. discussion 6. solving tasks
Assessment methods and assessment criteria
Written exam including closed and/or open questions covering the substantive content of the subject - satisfactory - 65% of correctly solved tasks, good - 80%, very good - 90% - half marks allowed. Additionally, during lectures, a student can get a "+" for being active and discussing topics related to the classes. Possibility of obtaining an test exemption if the student has a high level of activity and the average grade for the practical session is from 4.5.