

Basic information about the subject (independent of the cycle)

**Małgorzata Dolińska, Professor**

**academic year: 2020/2021**

**Spring semester**

<b>Module name</b>	<b>International Marketing</b>
Erasmus code	
ISCED code	
Language of instruction	English
Website	
Prerequisites	
ECTS points hour equivalents	<p><b>Contact hours (work with an academic teacher) 30</b></p> <p><b>Total number of hours with an academic teacher 30</b></p> <p><b>Number of ECTS points with an academic teacher 4</b></p> <p><b>Non-contact hours (students' own work) 20</b></p> <p><b>Total number of non-contact hours 20</b></p> <p><b>Number of ECTS points for non-contact hours 2</b></p> <p><b>Total number of ECTS points for the module 6</b></p>
Educational outcomes verification methods	Active participation in lectures and classes, taking part in analyzing case studies, discussion, preparing project and its presentation
Description	<p>The module determines key approaches to international and global marketing in the twenty-first century. It presents concepts, orientations and tools of international marketing, and also rules of their efficient using in foreign, also European markets. It covers knowledge on:</p> <ul style="list-style-type: none"> <li>- the dynamics of international marketing environment,</li> <li>- segmentation, targeting and positioning for foreign markets,</li> <li>- designing international marketing research,</li> <li>- market entry strategies for foreign markets,</li> <li>- analyzing the international trade structure and development,</li> <li>- explaining how companies adapt their marketing mix tools for foreign, also European markets,</li> <li>- conducting international marketing in the digital age.</li> </ul> <p>This knowledge enable students to elaborate project on international marketing application by chosen companies in the economic practice.</p>
Reading list	<ol style="list-style-type: none"> <li>1. M. Bartosik-Purgat, New Media in the Marketing Communication of Enterprises in the International Market, PWN, Warsaw 2019.</li> <li>2. P. R. Cateora, M. C. Gilly. J. I. Graham, International Marketing, McGraw-Hill/Irwin, New York 2011.</li> <li>3. M. R. Czinkota, I. A. Ronkainen, International Marketing, South-Western, Cengage Learning, Mason, USA 2013.</li> </ol>

	<p>4. J. Hollensen, Global Marketing: A Decision-Oriented Approach, Pearson Education Limited, Harlow UK 2011.</p> <p>5. E. Horská et al., International Marketing: Within and Beyond Visegrad Borders, EPISTEME Publisher, Cracow 2014.</p> <p>6. M. Szymura-Tyc (ed.), International Marketing in Europe, University of Economics in Katowice Publisher, Katowice 2012.</p> <p>Scientific magazines on international marketing.</p> <p>The relevant data bases on the Internet.</p>
Educational outcomes	<p><b>KNOWLEDGE</b></p> <ol style="list-style-type: none"> <li>1. Understanding the impact of international marketing on development of companies.</li> <li>2. Explaining the key changes in the international environment and foreign markets.</li> <li>3. Planning international market entry strategies and elaborating marketing mix programs for international markets.</li> </ol> <p><b>SKILLS</b></p> <ol style="list-style-type: none"> <li>1. Deciding which markets and how to enter foreign markets efficiently.</li> <li>2. Analyzing the international and global marketing environment.</li> <li>3. Developing international marketing strategies for product, price, distribution and promotion.</li> </ol> <p><b>ATTITUDES</b></p> <ol style="list-style-type: none"> <li>1. Discussing and understanding how international environment affects a company's international marketing decisions.</li> <li>2. Applying the relevant international market entry strategies by companies.</li> <li>3. Effective adjusting international marketing mix of companies to foreign markets.</li> </ol>
Practice	

#### Information about classes in the cycle

Website	
Educational outcomes verification methods	Assessment of active participation in lectures, classes during collective discussions, solving problems in teams, preparing project and its presentation
Comments	
Reading list	<ol style="list-style-type: none"> <li>1. M. Bartosik-Purgat, New Media in the Marketing Communication of Enterprises in the International Market, PWN, Warsaw 2019.</li> <li>2. P. R. Cateora, M. C. Gilly, J. I. Graham, International Marketing, McGraw-Hill/Irwin, New York 2011.</li> <li>3. M. R. Czinkota, I. A. Ronkainen, International Marketing, South-Western, Cengage Learning, Mason, USA 2013.</li> </ol>

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Educational outcomes	<p><b>KNOWLEDGE</b></p> <ol style="list-style-type: none"> <li>1. Understanding the impact of international marketing on development of companies.</li> <li>2. Explaining the key changes in the international environment and foreign, also European markets.</li> <li>3. Planning international market entry strategies and elaborating marketing mix programs for foreign, also European markets.</li> </ol> <p><b>SKILLS</b></p> <ol style="list-style-type: none"> <li>1. Deciding which markets and how to enter the international markets efficiently.</li> <li>2. Analyzing the global, international marketing environment.</li> <li>3. Developing international marketing strategies for product, price, distribution and promotion.</li> </ol> <p><b>ATTITUDES</b></p> <ol style="list-style-type: none"> <li>1. Discussing and understanding how international environment affects a company's international marketing decisions.</li> <li>2. Applying the relevant international market entry strategies by companies.</li> <li>3. Effective adjusting international marketing mix of companies to foreign, also European markets.</li> </ol>
A list of topics	<ol style="list-style-type: none"> <li>1. International and global marketing definitions, Euromarketing concept.</li> <li>2. Standardization and adaptation of international marketing mix.</li> <li>3. International (ethnocentric, polycentric, regiocentric and geocentric) orientations of companies.</li> <li>4. Assumptions of the international, global trade development.</li> <li>5. Analyzing economic, political-legal, social-cultural, demographics, technological, natural environment of international marketing.</li> <li>6. Segmentation, targeting and positioning for foreign markets.</li> <li>7. The marketing research process in foreign markets.</li> <li>8. Using international market entry strategies by companies (exporting, contract manufacturing, licensing, franchising, management contracting, joint</li> </ol>

	<p>venturing, direct investment) in the economic practice.</p> <p>9. Product decisions, its international life cycle, creating brands in foreign markets.</p> <p>10. Setting international prices by companies.</p> <p>11. Distributing products to final consumers in foreign markets.</p> <p>12. Tools of international marketing communication.</p> <p>13. Development of international marketing in the digital age.</p> <p>14. Citizen and public movements for international markets (consumerism, environmentalism).</p>
Teaching methods	Lecture, case study, team work, collective discussion, solving challenges, preparing solutions, project elaboration, literature study
Assessment methods	Active participation in lectures, classes, discussion, analyzing case studies, preparing project and its presentation