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| **Prowadzący** | Professor Małgorzata Dolińska |
| **Oferta PJO\*** | ~~TAK~~ / NIE\*\* |
| **Oferta PJOE\*** | TAK / ~~NIE~~\*\* |
| **Kierunek, rok, stopień dla PJO** |  |
| **Semestr roku 2021/2022** | zimowy / ~~letni~~\*\* (winter)  |

\* PJO – przedmiot w języku obcym dla studentów polskich / PJOE – przedmiot w języku obcym dla studentów Erasmus+
\*\* zostawić właściwe

BASIC INFORMATION ABOUT THE SUBJECT (INDEPENDENT OF THE CYCLE)

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| **Module name** | International Marketing |
| **Erasmus code** |  |
| **ISCED code** |  |
| **Language of instruction** | English |
| **Website** | [https://www.umcs.pl/en/courses-in-english,21103.htm](https://www.umcs.pl/en/courses-in-english%2C21103.htm) (dla PJOE) |
| **Prerequisites** |  |
| **ECTS points hour equivalents** | Contact hours (work with an academic teacher): 30Total number of hours with an academic teacher: 30Number of ECTS points with an academic teacher: 4Non-contact hours (students' own work): 20Total number of non-contact hours: 20Number of ECTS points for non-contact hours: 2Total number of ECTS points for the module: 6 |
| **Educational outcomes verification methods** | Active participation in lectures, taking part in analyzing case studies and discussion, preparing presentation, participation in final test |
| **Description** | The module determines key approaches to international and global, also digital marketing in the twenty-first century. It presents concepts and tools of international marketing, and also rules of their efficient using in foreign, also European markets. It covers knowledge on: - company orientations in international markets, euro-marketing concept;- international trade system, components of international marketing environment;- entering foreign markets, market evaluation and barriers, market entry strategies;- standardization and adaptation of international marketing mix, - types of goods, brands and additional services in foreign markets;- price setting, arbitrage and re-import in international marketing;- types of foreign distributors and distribution channels, controlling supply;- digital marketing trends, e-commerce, international also virtual promotion;- organization of international enterprises;- researching international markets;- segmentation and positioning in foreign markets;- the relevant case studies on international marketing. This knowledge enable students to elaborate presentation on international marketing application by chosen companies in the economic practice. |
| **Reading list** | 1. M. Bartosik-Purgat, New Media in the Marketing Communication of Enterprises in the International Market, PWN, Warsaw 2019.
2. M. R. Czinkota, I. A. Ronkainen, International Marketing, South-Western, Cengage Learning, Mason, USA 2013.
3. Ch. Goodluck, A. Wineaster, International Marketing: Theory and Practice From Developing Countries, Cambridge Scholars Publishing, Newcastle, 2016.
4. J. Hollensen, Global Marketing: A Decision-Oriented Approach, Pearson Education Limited, Harlow UK 2011.
5. E. Horská et al., International Marketing: Within and Beyond Visegrad Borders, EPISTEME Publisher, Cracow 2014.
6. M. Szymura-Tyc (ed.), International Marketing in Europe, University of Economics in Katowice Publisher, Katowice 2012.

Scientific magazines on international marketing. The relevant data bases on the Internet. |
| **Educational outcomes** | KNOWLEDGE1. Understanding the impact of international marketing on development of contemporary companies.
2. Explaining the key changes in the international environment and foreign markets.
3. Planning international market entry strategies and elaborating marketing mix programs for international markets.

SKILLS1. Deciding which foreign markets and how to enter them efficiently.
2. Analyzing the international and global marketing environment.
3. Developing international marketing strategies for product, price, distribution and promotion.

ATTITUDES1. Discussing and understanding how international environment affects a company’s international marketing decisions.
2. Applying the relevant international market entry strategies by companies.
3. Effective adjusting international marketing mix of companies to foreign markets.
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| **Practice** | n/a |

INFORMATION ABOUT CLASSES IN THE CYCLE

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| **Website** | [https://www.umcs.pl/en/courses-in-english,21103.htm](https://www.umcs.pl/en/courses-in-english%2C21103.htm) (dla PJOE) |
| **Educational outcomes verification methods** | Assessment of active participation in lectures, analysis of case studies and collective discussions on international marketing challenges, presenting research results in the form of own elaboration on solving practical problems in the area of international marketing by chosen companies. |
| **Comments** |  |
| **Reading list** | 1. M. Bartosik-Purgat, New Media in the Marketing Communication of Enterprises in the International Market, PWN, Warsaw 2019.
2. M. R. Czinkota, I. A. Ronkainen, International Marketing, South-Western, Cengage Learning, Mason, USA 2013.
3. Ch. Goodluck, A. Wineaster, International Marketing: Theory and Practice From Developing Countries, Cambridge Scholars Publishing, Newcastle, 2016.
4. J. Hollensen, Global Marketing: A Decision-Oriented Approach, Pearson Education Limited, Harlow UK 2011.
5. E. Horská et al., International Marketing: Within and Beyond Visegrad Borders, EPISTEME Publisher, Cracow 2014.
6. M. Szymura-Tyc (ed.), International Marketing in Europe, University of Economics in Katowice Publisher, Katowice 2012.

Scientific magazines on international marketing. The relevant data bases on the Internet. |
| **Educational outcomes** | KNOWLEDGE1. Understanding the impact of international marketing on development and trade of companies and countries.
2. Explaining the key changes in the international environment and foreign, also European markets.
3. Planning international market entry strategies and marketing mix programs for foreign markets.

SKILLS1. Deciding how to enter the international markets efficiently.
2. Analyzing the global, international marketing environment.
3. Developing international marketing mix strategies.

ATTITUDES1. Understanding how international environment affects a company’s international marketing decisions.
2. Applying the relevant international market entry strategies by companies.
3. Effective adjusting marketing mix of companies to foreign, also European markets.
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| **A list of topics** | 1. International (ethnocentric, polycentric, regiocentric and geocentric) orientations of companies, forms of international companies, Euromarketing concept.
2. Assumptions and ways of the international trade development, the risks and financing of foreign trade.
3. Analyzing economic, political-legal, social-cultural, demographics, technological, natural environment of international marketing.
4. Using international market entry strategies by companies (exporting, contract manufacturing, licensing, franchising, management contracting, joint venturing, direct investment) in the economic practice.
5. Segmentation, targeting and positioning for foreign markets.
6. The marketing research process in foreign markets.
7. Standardization and adaptation of international marketing mix.
8. Development of international marketing in the digital age.
9. Product decisions, its international life cycle, creating brands in foreign markets.
10. Setting international prices by companies, arbitrage, re-import.
11. Distributing products to final consumers in foreign markets, e-commerce, controlling supply in foreign markets.
12. Tools of international marketing communication, digital promotion,
13. Organization of international enterprises.
14. Citizen and public movements for international markets (consumerism, environmentalism).
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| **Teaching methods** | Lecture, analyzing case studies, collective discussion during solving international marketing challenges, preparing solutions and their presentation, literature study  |
| **Assessment methods** | Active participation in lectures, analyzing case studies, preparing presentation, participation in final test |