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| **Prowadzący** | Professor Małgorzata Dolińska |
| **Oferta PJO\*** | ~~TAK~~ / NIE\*\* |
| **Oferta PJOE\*** | TAK / ~~NIE~~\*\* |
| **Kierunek, rok, stopień dla PJO (\*obowiązkowe)** |  |
| **Semestr roku 2022/2023** | 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** | (0414) Marketing and promotion (Marketing i reklama) |
| **Language of instruction** | English |
| **Website** | <https://www.umcs.pl/en/courses-in-english-2021-2022,21582.htm>  (dla PJOE) |
| **Prerequisites** |  |
| **ECTS points hour equivalents** | Contact hours (work with an academic teacher): 30  Total number of hours with an academic teacher: 30  Number of ECTS points with an academic teacher: 4 Non-contact hours (students' own work): 20 Total number of non-contact hours: 20 Number of ECTS points for non-contact hours: 2  Total 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** | Basic literature  M. R. Czinkota, I. A. Ronkainen (2013) International Marketing, South-Western, Cengage Learning, Mason, USA.  G. Pegan, D. Vianelli, P. de Luca (2020) International Marketing Strategy. The Country of Origin Effect on Decision-Making in Practice, Springer Nature Switzerland AG, Springer, Cham, eBook.  Supplementary literature  E. Horská et al. (2014) International Marketing: Within and Beyond Visegrad Borders, EPISTEME Publisher, Cracow.  M. Szymura-Tyc (ed.), International Marketing in Europe, University of Economics in Katowice Publisher, Katowice 2012.  S. Zou, H. Xu, L. H. Shi (2015) Advances in International Marketing, volume 25, Emerald Group Publishing Limited, Bingley U.K., eBook. |
| **Educational outcomes** | KNOWLEDGE   1. Practical application of international marketing during development of contemporary companies. 2. Understanding key changes in the international environment and foreign markets. 3. Planning international market entry strategies and elaborating marketing mix programs for foreign markets.   SKILLS   1. Learning how to enter foreign markets efficiently. 2. Analyzing and practical using information and data on the international marketing environment. 3. Developing strategies of foreign markets for products, prices, distribution channels and international communications.   ATTITUDES   1. Discussing and understanding how international environment affects marketing decisions of foreign companies. 2. Applying the relevant international market entry strategies by companies. 3. Effective adjusting international marketing mix of companies to foreign markets. |
| **Practice** | n/a |

INFORMATION ABOUT CLASSES IN THE CYCLE

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| **Website** | <https://www.umcs.pl/en/courses-in-english,21103.htm>  (dla PJOE) |
| **Educational outcomes verification methods** | active participation in lectures, preparing project and its presentation, participation in MS Teams test |
| **Comments** |  |
| **Reading list** | Basic literature  G. Charles (2016) International Marketing: Theory and Practice from Developing Countries, Cambridge Scholars Publishing, Newcastle upon Tyne, eBook.  B. Jean, J-S Chiou, S. Zou (2013) International Marketing in Fast Changing Environment, Series: Advances in International Marketing, v. 24, Emerald Group Publishing Limited, Bingley U.K., eBook  Supplementary literature  M. Bartosik-Purgat (2019) New Media in the Marketing Communication of Enterprises in the International Market, PWN, Warsaw.  G. Heggde, G. Shainesh (2018) Social Media Marketing: Emerging Concepts and Applications, Palgrave Macmillan, Singapore, eBook.  S. Zou, H. Xu, L. H. Shi (2015) Advances in International Marketing, volume 25, Emerald Group Publishing Limited, Bingley U.K., eBook.  Scientific magazines on international marketing. The relevant data bases on the Internet. |
| **Educational outcomes** | KNOWLEDGE   1. Understanding the impact of international marketing on development of companies. 2. Explaining the key changes in the international environment and foreign, also European markets. 3. Planning international market entry strategies and elaborating marketing mix programs for foreign, also European markets.   SKILLS   1. Deciding which markets and how to enter the international markets efficiently. 2. Analyzing international also global marketing environment. 3. Developing international marketing strategies for products, prices, distribution channels and promotion.   ATTITUDES   1. Discussing and understanding how international environment affects marketing decisions of foreign companies. 2. Applying the relevant international market entry strategies by companies in the economic practice. 3. Effective adjusting international marketing mix of companies to foreign, also European markets. |
| **A list of topics** | 1. International and global marketing definitions, Euromarketing concept. 2. Standardization and adaptation of international marketing mix. 3. International (ethnocentric, polycentric, regiocentric and geocentric) orientations of companies. 4. Assumptions of the international, global trade development, risks in international trade. 5. Analyzing economic, political-legal, social-cultural, demographics, technological, natural environment of international marketing. 6. Segmentation, targeting and positioning for foreign markets. 7. The marketing research process in foreign markets. 8. Using international market entry strategies by companies (exporting, contract manufacturing, licensing, franchising, management contracting, joint venturing, direct investment) in the economic practice. 9. Product decisions, its international life cycle, creating brands in foreign markets. 10. Setting international prices by companies. 11. Distributing products to final consumers in foreign markets. 12. Tools of international also virtual marketing communication. 13. Development of international marketing in the digital age. 14. Citizen and public movements for international markets (consumerism, environmentalism). |
| **Teaching methods** | Lecture, case study, team work, collective discussion, solving challenges, preparing solutions and project elaboration, literature study |
| **Assessment methods** | Active participation in lectures, multimedia presentation, participation in MS Teams test and its results |