

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)

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-2023-2024,21582.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, preparing (short) presentation on practical application of international marketing, 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: <ul style="list-style-type: none"> - Company orientations in international markets, Euromarketing 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; - International distributors and distribution channels, controlling supply; - Digital marketing trends, e-commerce; - International also virtual promotion; - Organization of international enterprises; - Researching international markets also on the Internet; - Segmentation and positioning in foreign markets; - Significance of consumerism, environmental sustainability in international market; - The relevant case studies on international and emarketing. 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.

	<p>M. Szymura-Tyc (ed.), International Marketing in Europe, University of Economics in Katowice Publisher, Katowice 2012.</p> <p>S. Zou, H. Xu, L. H. Shi (2015) Advances in International Marketing, volume 25, Emerald Group Publishing Limited, Bingley U.K., eBook.</p>
Educational outcomes	<p>KNOWLEDGE</p> <ol style="list-style-type: none"> 1. Practical application of international and e-marketing in contemporary companies. 2. Understanding key changes in the international environment and foreign markets. 3. Planning international market entry strategies and marketing mix programs for foreign markets. <p>SKILLS</p> <ol style="list-style-type: none"> 1. Learning how to enter foreign markets efficiently. 2. Analyzing and practical using information and data on the international marketing environment. 3. Developing strategies for products, prices, distribution channels and international communications in foreign markets. <p>ATTITUDES</p> <ol style="list-style-type: none"> 1. Understanding how international environment affects marketing decisions of foreign companies. 2. Efficient applying international market entry strategies by companies. 3. Effective adjusting activity of companies to foreign also virtual markets.
Practice	n/a

INFORMATION ABOUT CLASSES IN THE CYCLE

Website	https://www.umcs.pl/en/courses-in-english,21103.htm (dla PJOE)
Educational outcomes verification methods	active participation in lectures, presentation own elaboration on international marketing, participation in final (short) test
Comments	
Reading list	<p>Basic literature</p> <p>G. Charles (2016) International Marketing: Theory and Practice from Developing Countries, Cambridge Scholars Publishing, Newcastle upon Tyne, eBook.</p> <p>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</p> <p>Supplementary literature</p> <p>M. Bartosik-Purgat (2019) New Media in the Marketing Communication of Enterprises in the International Market, PWN, Warsaw.</p> <p>G. Heggde, G. Shainesh (2018) Social Media Marketing: Emerging Concepts and Applications, Palgrave Macmillan, Singapore, eBook.</p> <p>S. Zou, H. Xu, L. H. Shi (2015) Advances in International Marketing, volume 25, Emerald Group Publishing Limited, Bingley U.K., eBook.</p> <p>Scientific magazines on international marketing. The relevant data bases on the Internet.</p>
Educational outcomes	<p>KNOWLEDGE</p> <ol style="list-style-type: none"> 1. Understanding international and e-marketing impact 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 marketing mix programs for foreign, also European markets. <p>SKILLS</p> <ol style="list-style-type: none"> 1. Deciding how to enter the international markets efficiently. 2. Analyzing international also global marketing environment. 3. Elaborating international marketing strategies for products, prices, distribution channels and promotion. <p>ATTITUDES</p> <ol style="list-style-type: none"> 1. Understanding how international environment and competition affect marketing decisions of foreign companies. 2. Applying the relevant international marketing strategies by companies in foreign markets. 3. Effective adjusting international marketing mix to international and also the Internet's market.
A list of topics	<ol style="list-style-type: none"> 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.

	<ol style="list-style-type: none"> 4. Assumptions and processes of the international trade development, risks in international trade, forms of its financing. 5. Analyzing economic, political-legal, social-cultural, demographics, technological, natural factors of international marketing environment. 6. Segmentation, targeting and positioning for foreign markets. 7. Marketing research in foreign markets also on the Internet. 8. Practical using international market entry strategies (exporting, contract manufacturing, licensing, franchising, management contracting, joint venturing, direct investment) by companies. 9. Product decisions, its international life cycle; creating brands in foreign markets. 10. Setting international prices by companies, analyzing re-import activities. 11. Development of international marketing in the digital age. 12. Processes of international distribution and supplies, using e-commerce. 13. Tools of international as well as virtual marketing communication, also in social media. 14. Citizen and public movements for international markets (consumerism, environmental sustainability).
Teaching methods	Lecture, case study, discussion, solving challenges, multimedia presentation, literature study
Assessment methods	Active participation in lectures, preparing and presentation own elaboration, participation in test and its results