

<b>Prowadzący</b>	Professor Małgorzata Dolińska
<b>Oferta PJO*</b>	TAK / <del>NIE**</del>
<b>Oferta PJOE*</b>	TAK / <del>NIE**</del>
<b>Kierunek, rok, stopień dla PJO (*obowiązkowe)</b>	Ekonomia, Zarządzanie, Analityka gospodarcza (I albo II stopień)
<b>Semestr roku 2022/2023</b>	<del>zimowy</del> / letni** (summer)

\* 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)

<b>Module name</b>	International and E-Marketing
<b>Erasmus code</b>	
<b>ISCED code</b>	(0414) Marketing and promotion (Marketing i reklama)
<b>Language of instruction</b>	English
<b>Website</b>	<a href="https://www.umcs.pl/en/courses-in-english-2023-2024,21582.htm">https://www.umcs.pl/en/courses-in-english-2023-2024,21582.htm</a> (dla PJOE)
<b>Prerequisites</b>	
<b>ECTS points hour equivalentents</b>	Contact hours (work with an academic teacher): 15 Total number of hours with an academic teacher: 15 Number of ECTS points with an academic teacher: 2 Non-contact hours (students' own work): 15 Total number of non-contact hours: 15 Number of ECTS points for non-contact hours: 1 Total number of ECTS points for the module: 3
<b>Educational outcomes verification methods</b>	Active participation in lectures, preparing elaboration on international marketing application in the economic practice
<b>Description</b>	The module determines key approaches to international and global, also digital marketing in the twenty-first century. It presents concepts and tools of international and e-marketing, also rules of their practical using. It covers knowledge on: <ul style="list-style-type: none"> <li>- Company orientations, standardization and adaptation in international marketing;</li> <li>- International trade system, strategies of entering foreign markets;</li> <li>- Digital marketing trends;</li> <li>- Product decisions, branding in international markets;</li> <li>- Price setting and re-import in international marketing;</li> <li>- International distribution channels and e-commerce;</li> <li>- International also virtual promotion;</li> <li>- Researching international markets also on the Internet;</li> <li>- The relevant case studies on international marketing.</li> </ul>
<b>Reading list</b>	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.
<b>Educational outcomes</b>	KNOWLEDGE 1. Practical application of international and e-marketing in contemporary companies' activity.

	<p>2. Planning international market entry strategies and marketing mix programs for foreign markets.</p> <p>SKILLS</p> <ol style="list-style-type: none"> <li>1. Learning when and how to enter foreign markets.</li> <li>2. Developing strategies for products, prices, distribution channels and international communications in international markets.</li> </ol> <p>ATTITUDES</p> <ol style="list-style-type: none"> <li>1. Efficient applying international market entry strategies by companies.</li> <li>2. Effective adjusting international companies' activity to foreign and also virtual markets.</li> </ol>
<b>Practice</b>	n/a

INFORMATION ABOUT CLASSES IN THE CYCLE

<b>Website</b>	<a href="https://www.umcs.pl/en/courses-in-english,21103.htm">https://www.umcs.pl/en/courses-in-english,21103.htm</a> (dla PJOE)
<b>Educational outcomes verification methods</b>	active participation in lectures, preparing elaboration on practical application of international marketing
<b>Comments</b>	
<b>Reading list</b>	<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>
<b>Educational outcomes</b>	<p>KNOWLEDGE</p> <ol style="list-style-type: none"> <li>1. Understanding international marketing impact on development of contemporary companies.</li> <li>2. Planning international market entry strategies and marketing mix programs for foreign, also European markets.</li> </ol> <p>SKILLS</p> <ol style="list-style-type: none"> <li>1. Deciding when and how to enter the international markets efficiently.</li> <li>2. Elaborating international marketing strategies for products, prices, distribution and promotion.</li> </ol> <p>ATTITUDES</p> <ol style="list-style-type: none"> <li>1. Applying the relevant international marketing strategies by companies in foreign markets.</li> <li>2. Effective adjusting international marketing mix to international and the Internet's markets.</li> </ol>
<b>A list of topics</b>	<ol style="list-style-type: none"> <li>1. International (ethnocentric, polycentric, regiocentric and geocentric) orientations of companies. Standardization and adaptation of international marketing mix.</li> <li>2. International trade also on the Internet, risks connected with its application and forms of its financing;</li> <li>3. Practical using international market entry strategies (exporting, contract manufacturing, licensing, franchising, management contracting, joint venturing, direct investment) by companies.</li> <li>4. Development of international marketing in the digital age.</li> <li>5. Product decisions, its international life cycle; kinds of brands and their creating in foreign markets.</li> </ol>

	<ul style="list-style-type: none"> <li>6. Setting international prices, analyzing re-import activities.</li> <li>7. International distribution and supply, using e-commerce.</li> <li>8. Tools of international as well as virtual marketing communication, also in social media.</li> <li>9. Research of international markets also e-marketing efficiency.</li> </ul>
<b>Teaching methods</b>	Lecture, case study, multimedia presentation, discussion, literature study
<b>Assessment methods</b>	Participation in lectures, individual elaboration on international marketing application