

HIGHER EDUCATIONAL ESTABLISHMENT OF UKOOSPILKA
 «POLTAVA UNIVERSITY OF ECONOMICS AND TRADE»
Educational and Scientific Institute of International Education

International Economics and International Economic relations Department

SYLLABUS

of the discipline

«International Marketing»

for the 2022-2023 academic year

Year and semester of study	3 year, 5 semester
Educational program	«International Business»
Specialty	292 International Economic Relations
Branch of knowledge	29 International Relations
The level of high education	bachelor

Name and Surname of teacher of the discipline,
 Scientific degree and academic title,
 position

Anna Flehantova,
 PhD in Economics, associate professor,
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Schedule of educational classes	http://schedule.puet.edu.ua/
Consultations	http://www.me.puet.edu.ua/ online: by email Monday-Friday 10.00-17.00
Distance course page	http://www2.el.puet.edu.ua/st/course/view.php?id=3004

Course description

Course objectives	Providing theoretical knowledge and practical skills in the analysis of the international marketing environment, segmentation of the world market of goods and services, the formation of an effective international marketing complex of companies, the application of digital marketing elements in the promotion of goods and services in foreign markets
Duration	5 ECTS credits/150 hours (lectures 20 hours, practical classes 40 hours, independent work 90 hours)
Forms and methods of study	Lectures and practical classes in the classroom, independent work outside the schedule
System of current and final control	Current control: attending classes, protecting homework; discussion of lesson material; performance of educational tasks (work in small groups; solution of situational tasks (case studies); preparation and defense of projects); tasks of independent work; testing; current

	modular work Final control: exam
Basic knowledge	The availability of extensive knowledge of international economic relations, international business, conjunctural analysis in international business
Language	English

List of competencies provided by this educational discipline, program learning outcomes

Program learning outcomes	Competencies that the student must have
<ul style="list-style-type: none"> • Use modern information and communication technologies, general and special purpose software packages • Select and skillfully apply the analytical toolkit for researching the state and development prospects of individual segments of the international markets of goods and services using modern knowledge of the methods, forms and tools of regulation of international trade • Understand and apply current legislation, international regulatory documents and agreements, reference materials, current standards and technical conditions, etc. in the field of international economic relations • Justify the choice and apply information and analytical tools, economic and statistical methods of calculation, complex analysis techniques and methods of monitoring the state of world markets 	<ul style="list-style-type: none"> • The ability to carry out comprehensive analysis and monitoring of global market conditions, to assess changes in the international environment and to be able to adapt to them • Ability to analyze international markets of goods and services, instruments and principles of regulation of international trade • Ability to analyze the theories and mechanisms of implementation of international monetary, financial and credit relations • The ability to conduct research on economic phenomena and processes in the international sphere, taking into account cause-and-effect and spatio-temporal relationships

Thematic plan of the discipline

Topic	Types of work	Tasks for independent work according to the topic
Module 1. Theoretical foundations of international marketing activities		
Topic 1. Theoretical foundations of international marketing	Attending classes; protection of homework; discussion of lesson material; performance of educational tasks (work in small groups; solution of situational tasks (case studies); preparation and defense of projects); tasks of independent work; testing; current modular work	Prepare a report on the topic "History of the brand of an international company." Prepare a presentation on the topic "The importance of the corporate color of the brand in the international marketing activities of the company." Develop a brand book for an international company.
Topic 2. Forms of	Attending classes; protection of	To carry out a comparative

Topic	Types of work	Tasks for independent work according to the topic
international marketing	homework; discussion of lesson material; performance of educational tasks (work in small groups; solution of situational tasks (case studies); preparation and defense of projects); tasks of independent work; testing; current modular work	analysis of the marketing activities of national enterprises, transnational corporations and global companies.
Topic 3. International marketing environment: economic aspect	Attending classes; protection of homework; discussion of lesson material; performance of educational tasks (work in small groups; solution of situational tasks (case studies); preparation and defense of projects); tasks of independent work; testing; current modular work	Evaluate the company's international marketing environment based on the conducted PESTLE analysis. Prepare a SWOT analysis of the activities of an international company. To determine the strengths and weaknesses of an international company, opportunities and threats arising on the world market of goods and services during the organization of international marketing activities.
Topic 4. Socio-cultural environment of international marketing	Attending classes; protection of homework; discussion of lesson material; performance of educational tasks (work in small groups; solution of situational tasks (case studies); preparation and defense of projects); tasks of independent work; testing; current modular work	Prepare presentations on the following topics: "Analysis of approaches to the study of the foreign social and cultural environment"; "Cross-cultural marketing".
Topic 5. Political and legal environment of international marketing	Attending classes; protection of homework; discussion of lesson material; performance of educational tasks (work in small groups; solution of situational tasks (case studies); preparation and defense of projects); tasks of independent work; testing; current modular work	To determine the international legal and political factors affecting the organization of the company's international marketing activities.

Topic	Types of work	Tasks for independent work according to the topic
Module 2. Practical aspects of international marketing		
Topic 6. International marketing research	Attending classes; protection of homework; discussion of lesson material; performance of educational tasks (work in small groups; solution of situational tasks (case studies); preparation and defense of projects); tasks of independent work; testing; current modular work	Compile a list of criteria used to determine the quality and level of information security when making international marketing decisions. Prepare a marketing report "Evaluation of the global market of goods/services".
Topic 7. Segmentation and positioning strategies in international marketing	Attending classes; protection of homework; discussion of lesson material; performance of educational tasks (work in small groups; solution of situational tasks (case studies); preparation and defense of projects); tasks of independent work; testing; current modular work	Prepare presentations on the following topics: "Conditions for effective international segmentation of the goods/services market"; "Macro and micro segment of the world market".
Topic 8. Selection of foreign markets	Attending classes; protection of homework; discussion of lesson material; performance of educational tasks (work in small groups; solution of situational tasks (case studies); preparation and defense of projects); tasks of independent work; testing; current modular work	Master the "four filters" model of choosing foreign markets for an international company.
Topic 9. Models of the firm's entry into the foreign market	Attending classes; protection of homework; discussion of lesson material; performance of educational tasks (work in small groups; solution of situational tasks (case studies); preparation and defense of projects); tasks of independent work; testing; current modular work	Develop a marketing plan for expanding the company's activities in foreign markets.
Topic 10. International marketing complex: product policy	Attending classes; protection of homework; discussion of lesson material; performance of	Carry out a 4-P analysis and propose a set of measures that determine the

Topic	Types of work	Tasks for independent work according to the topic
	educational tasks (work in small groups; solution of situational tasks (case studies); preparation and defense of projects); tasks of independent work; testing; current modular work	positioning of the product/service on the foreign market. Develop a digital marketing mix for an international company.
Topic 11. International distribution channels	Attending classes; protection of homework; discussion of lesson material; performance of educational tasks (work in small groups; solution of situational tasks (case studies); preparation and defense of projects); tasks of independent work; testing; current modular work	Analyze the international logistics network and distribution channels of the company's products.
Topic 12. International marketing communications	Attending classes; protection of homework; discussion of lesson material; performance of educational tasks (work in small groups; solution of situational tasks (case studies); preparation and defense of projects); tasks of independent work; testing; current modular work	Develop product/service advertising campaigns for various foreign markets. Calculate and draw up a budget for an international advertising campaign.
Topic 13. International price policy	Attending classes; protection of homework; discussion of lesson material; performance of educational tasks (work in small groups; solution of situational tasks (case studies); preparation and defense of projects); tasks of independent work; testing; current modular work	Prepare presentations on the following topics: "Sources of information on world prices"; "Price situations arising depending on the degree of internationalization of the company"; "International price policy of the company".
Topic 14. Modern problems and trends in the development of international marketing	Attending classes; protection of homework; discussion of lesson material; performance of educational tasks (work in small groups; solution of situational tasks (case studies); preparation and defense of projects); tasks of independent work; testing;	Prepare a report on the topic "Global marketing: essence and features."

Topic	Types of work	Tasks for independent work according to the topic
	current modular work	

Information sources

1. Baack D.W. International marketing / D.W. Baack, B. Czarnecka, D. Baack. – SAGE Publications Ltd, 2018. – 672 p.
2. International marketing /Edited by Yuriy Kozak, Sławomir Smyczek. – Kiev - Katowice : CUL, 2015. – 279 p.
3. International marketing / P. Cateora, J. Graham, M. Gilly, B. Money. – McGraw-Hill Education, 2019. – 720 p.
4. Kotler P. Marketing 4.0: moving from traditional to digital / P. Kotler, H. Kartajaya, I. Setiawan. – John Wiley & Sons, 2016. – 208 p.
5. Mooij M. Global marketing and advertising: understanding cultural paradoxes / M. de Mooij. – SAGE Publications Ltd, 2018. – 512 p.
6. Puthussery A. Digital marketing: an overview/ A. Puthussery. – Notion Press, 2020. – 144 p.
7. Flehantova Anna Five Forces Analysis of Top Three Brands in Sportswear / Anna Flehantova, Robert Nyamekye // Проблеми обліково-аналітичного забезпечення управління підприємницькою діяльністю : матеріали II Міжнар. наук.-практ. конф., присвяченої 100-річчю Полтавської державної аграрної академії (м. Полтава, 23 квітня 2020 р.) / за ред. Плаксієнка В. Я., Пилипенко К. А. Полтава : Видавництво ПП «Аструя», 2020. – С. 246-248.
8. Flehantova Anna Innovation as the main driver for the future economic growth of the company (on Tesla, Inc. Example) / Flehantova Anna, Redka Oleksii // Economy and Human-Centrism: the Modern Foundation for Human Development: International scientific conference (April 24th, 2020. Leipzig, Germany). Riga, Latvia: “Publishing House “Baltija Publishing”, 2020. 128 pages. – P. 89-92.

Course software

- A suite of Microsoft Office software products.

Policy of study of academic discipline and assessment

- Deadline and retake policy: assignments that are submitted after deadline without good reason are evaluated for a lower grade (75% of the possible maximum number of points for the type of activity). The retake of modules occurs with the permission of the lead teacher if there are good reasons (for example, sick leave).
- Academic integrity policy: students must consciously abide by the “Regulation on academic integrity” (http://puet.edu.ua/sites/default/files/polozhennya_pro_akademichnu_dobrochesnist_2020.pdf); cheating during current modular work and test is prohibited (including using mobile devices). Mobile devices are allowed to be used only for online tests and preparation of practical tasks during the lesson.
- Class attendance policy: class attendance is a mandatory component. For objective reasons (for example, illness, employment, internship), training can take place online (Moodle) in agreement with the lead teacher.
- Policy of enrollment in non-formal education: <http://puet.edu.ua/uk/neformalna-osvita>;

- Regulations on crediting the results of non-formal education:
http://puet.edu.ua/sites/default/files/polozhennya_pro_zarahuvannya_rezultativ_neformalnoyi_osvity.pdf

Assessment

The final grade for the course is calculated through the continuous assessment

Types of work	Maximum number of points
Module 1 (topics 1-5): attending classes (5 points); defense of homework (3 points); discussion of lesson material (3 points); performance of educational tasks (3 points); tasks of independent work (3 points); testing (3 points); current module work (10 points)	30
Module 2 (topics 6-14): attending classes (5 points); defense of homework (3 points); discussion of lesson material (3 points); performance of educational tasks (3 points); tasks of independent work (3 points); testing (3 points); current module work (10 points)	30
Current assessment	60
Exam	40
Total	100

Students' assessment scale based on the results of studying the course

The number of points for all types of educational activities	ECTS grading scale	Score in accordance with national grading scale
90-100	A	Excellent
82-89	B	Very good
74-81	C	Good
64-73	D	Satisfactory
60-63	E	Sufficient
35-59	FX	Fall with the possibility of repeating the discipline
0-34	F	Fall with mandatory repeated study of the academic discipline