



## International marketing Syllabus

### Basic information

<b>Field of study*</b> International Economic Relations <b>Specialisation</b> International Logistics <b>Organizational unit</b> UEP <b>Level of qualification</b> First-cycle programme <b>Mode of study</b> Full-time <b>Track</b> General academic		<b>Didactic cycle</b> 2020/2021 <b>Subject code</b> UEPMSG04S.110B.543.20 <b>Language of instruction</b> Polish <b>Mandatory</b> Obligatory <b>Block</b> Block B
<b>Person responsible for the content of the syllabus</b>	Milena Ratajczak-Mrozek	
<b>Period</b> Semester 5	<b>Method of evaluation</b> Exam  <b>Activities and hours</b> <ul style="list-style-type: none"><li>• Participation in lectures: 30</li><li>• Participation in classes: 30</li></ul>	<b>Number of ECTS points</b> 6

### Subject's educational aims

C1	Understanding the international marketing specifics and the behavior of the companies in the international environment
C2	Familiarizing with the influence of the foreign environment on the activities of enterprises
C3	Understanding the factors, benefits and disadvantages of the standardization and adaptation strategy of marketing activities on the international market
C4	Understanding the specificity of marketing tools (product, price, distribution, promotion) and their strategies on the international market

## Entry requirements

Principles of marketing

## Subject's learning outcomes

Code	Outcomes in terms of	Effects	Examination methods
<b>Knowledge</b>			
W1	The student characterizes the impact of external environment on the marketing activities taken on the foreign markets, choose the entry forms to foreign markets depending on the specific situation of the company, the industry and the market in which the company intends to operate.	K1_W01, K1_W02, K1_W05	Written exam with open questions, Final test, Class participation, Individual project
W2	The student knows and assesses the influence of the foreign environment on the activities of companies	K1_W01, K1_W02, K1_W05	Written exam with open questions, Final test, Class participation, Individual project
W3	The student knows the factors, benefits and disadvantages of the strategy of standardization and adaptation of marketing activities on the international market	K1_W01, K1_W02, K1_W05	Written exam with open questions, Final test, Class participation, Individual project
W4	The student identifies the specificity of marketing tools (product, price, distribution, promotion)	K1_W01, K1_W02, K1_W05	Written exam with open questions, Final test, Class participation, Individual project
<b>Skills</b>			
U1	The student assesses the influence of the factors of the international environment on the activity of enterprises	K1_U02, K1_U06	Written exam with open questions, Final test, Class participation, Individual project
U2	The student designs a product, price, promotion and distribution strategy on the international market	K1_U02, K1_U06	Written exam with open questions, Final test, Class participation, Individual project
<b>Social competences</b>			
K1	Student has the ability of group discussion	K1_U18	Class participation
K2	The student is able to justify his/her arguments	K1_K04	Written exam with open questions, Final test, Class participation, Individual project

## Study content

No.	Course content	Subject's educational goals	Subject's learning outcomes
1.	The nature and scope of international marketing	C1, C2	W1, W2, U1, K1, K2
2.	Influence of the foreign environment on the marketing activities of companies	C1, C2	W1, W2, U1, K1, K2

No.	Course content	Subject's educational goals	Subject's learning outcomes
3.	The buyer behavior on the international market (market specific B2B)	C1	W1, K1, K2
4.	The relationship marketing on the international marke	C1	W1, K1, K2
5.	Models and processes of the internationalization and marketing activities	C1, C2, C3	W1, W2, W3, U1, K1, K2
6.	Standardization and adaptation of marketing activities in foreign markets	C1, C2, C3	W1, W2, W3, U1, K1, K2
7.	The process of introducing the product to the foreign market and the product strategy for the international market	C1, C2, C3, C4	W1, W2, W3, W4, U1, U2, K1, K2
8.	The formation of an international brand	C1, C2, C3, C4	W1, W2, W3, W4, U1, U2, K1, K2
9.	Marketing strategy of distribution in foreign markets	C1, C2, C3, C4	W1, W2, W3, W4, U1, U2, K1, K2
10.	The promotion strategy on the international market	C1, C2, C3, C4	W1, W2, W3, W4, U1, U2, K1, K2
11.	Pricing strategy development in the foreign markets	C1, C2, C3, C4	W1, W2, W3, W4, U1, U2, K1, K2

## Bibliography

### Obligatory

1. E. Duliniec, Marketing międzynarodowy, PWE, Warszawa 2009
2. K. Fonfara, Marketing partnerski na rynku przedsiębiorstw, PWE, Warszawa 2014
3. K. Fonfara et. al., Strategie przedsiębiorstw w biznesie międzynarodowym, Wydawnictwo Akademii Ekonomicznej w Poznaniu, Poznań 2000
4. K. Fonfara (red.), Zachowanie przedsiębiorstwa w procesie internacjonalizacji. Podejście sieciowe, PWE, Warszawa 2009

### Recommended

1. A. Hauke-Lopes, M. Ratajczak-Mrozek, M. Soniewicki, M. Wieczerzycki, Materiały Dydaktyczne nr 338, Marketing Międzynarodowy - wyzwania dla przedsiębiorstw. Studia przypadków i zadania, Wydawnictwo Uniwersytetu Ekonomicznego w Poznaniu, Poznań 2018
2. D. L. Brady, Essentials of International Marketing, New York: Sharpe, 2011

## Course advanced

### Teaching methods:

Text analysis, Project method, Conversation lecture, Lecture with multimedia presentation, Discussion, Case study, Exercises

Teaching methods	Method of evaluation	Credit conditions
Lectures	Written exam with open questions	Exam with open questions
Classes	Final test, Class participation, Individual project	Active participation in classes, solving tasks and case studies, project preparation, written test

## Calculation of ECTS points

Activity form	Activity hours*	
Participation in lectures	30	
Participation in classes	30	
Participation in the exam	2	
Preparation for classes	15	
Project preparation	40	
Preparation for test	20	
Report preparation	10	
Preparation of multimedia presentation	10	
Student workload	Hours 157	ECTS 6.0
Workload involving teacher	Hours 62	ECTS 2.0
Practical workload	Hours 80	ECTS 3.0

\* one hour of classes = 45 minutes

## Effects

Code	Content
K1_K04	the graduate is ready to think and act in an entrepreneurial manner
K1_U02	the graduate is able to use in practice basic theoretical knowledge with reference to the operation of business entities in the international market, with particular emphasis on the EU market (in connection with the selected specialisation as part of the International Economics programme)
K1_U06	the graduate is able to use their knowledge in order to take up new challenges, to resolve dilemmas occurring in professional work, and to efficiently solve professional problems
K1_U18	the graduate is able to properly communicate with their environment, to appropriately establish priorities in order to perform a task set by themselves or by others, and to assume responsibility for the actions taken
K1_W01	the graduate knows and understands the foundations of economic sciences, particularly economics, finance and management; identifies their place in the system of sciences, including in the field of related disciplines
K1_W02	the graduate knows and understands basic terminology and has a basic and well-organised knowledge in the field of international economics and complementary areas of knowledge, such as international management, international trade, international logistics and international finance
K1_W05	the graduate knows and understands the market's operation and mechanism, both nationally and internationally