



Syllabus

Course Program

INTERNATIONAL MARKETING

Specialty

072 – Finance, banking and insurance and stock market

Educational program

Finance and banking

Level of education

Master's level

Semester

2

Institute

Institute of Education and Science in Economics, Management and International Business

Department

Department of MARKETING

Course type

Elective discipline

Language of instruction

English

Lecturers and course developers



Svitlana Klymova

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Ph.D., Associate Professor, Associate Professor of the Department of General Economic Theory.

More than 20 years of experience. She is the author of more than 80 scientific and educational works. Leading lecturer in the disciplines: "International Economics", "Microeconomics", "Innovative Projects and Startups in Industrial Engineering", "Global Economy", "Management of International Competitiveness", "Innovative Projects and Startups in the Field of Armaments and Military Equipment", "International trade"
<http://web.kpi.kharkov.ua/oet/pr-vukl-sklad-uk/>

General information

Summary

The development of foreign economic relations of domestic enterprises requires expanding the spectrum of knowledge for successful conduct of business. Today, it is impossible to do without an understanding of global trends in business and recognition of coexistence many cultures and managerial approaches to decision-making in different countries of the world. More and more the marketing component becomes more relevant in the implementation of activities by enterprises abroad markets. The structure and content of the course is based on the study of the main aspects of marketing management activity in international companies, implementation of the main functions in these economic formations management - planning, organization, communication and motivation

Course objectives and goals

The purpose of teaching the discipline "International Marketing" is the formation of theoretical knowledge about the categories of marketing and the peculiarities of the international marketing environment and methodological aspects of the organization of marketing activities when the firm enters foreign markets, and professional competences regarding the concept of internal management and the integral system of organizing foreign activities aimed at solving the tasks of the enterprise on the organization of production and supply of goods and services on foreign markets, which most satisfy the

needs of active and potential buyers in foreign markets and thus ensure the international competitiveness of the domestic economic entity

Format of classes

Lectures, practical classes, consultations. Final control - credit

Competencies

- possession of the latest approaches to evaluating the effectiveness of international implementation marketing programs at the enterprise;
- formation of skills and abilities of students of higher education regarding the use of acquired knowledge for practical implementation of international marketing tasks;
- the ability to determine indicators of volumes, dynamics, effectiveness and efficiency of international marketing activities;
- assimilation of the mechanism of organization and implementation of international marketing activities;
- ability to use empirical and statistical data, informational materials for state analysis world economic environment in order to choose a strategy for the implementation of international marketing activities;
- mastering the methods of conducting a comparative analysis of threats and advantages for domestic enterprises when entering various segments of global commodity markets

Learning outcomes

According to the results of studying the course, students of higher education should be able to:

- to determine methods of analysis and prediction of market phenomena and processes
- use the acquired theoretical skills to develop specific marketing solutions regarding international economic activity;
- apply methods of studying economic, socio-cultural, political and legal environment;
- use approaches to the selection of foreign markets;
- use the marketing research methodology;
- evaluate competitiveness of enterprises

Student workload

The total scope of the discipline is 120 hours. (4 ECTS credits): lectures – 32 hours, practical activities – 16 hours, self-study – 72 hours

Course prerequisites

International Economics, International Trade, International Economic Relations, International Business

Features of the course, teaching and learning methods, and technologies

Lectures of a problematic nature, presentations, discussions, seminars, test tasks, individual work (abstract). Study materials are available to students via OneDrive, Outlook, Teams.

Program of the course

Topics of the lectures

1. Global Marketing Today

- 1) The rapidly changing global environment
- 2) Global marketing today and Major International Marketing Decisions
- 3) International Trade System and Types of International Organisations

2. International Market Development

- 1) The main motives for international market development
- 2) Economies of scale
- 3) Comparative advantage

3. International Marketing Environment. Economic and Political-Legal Environment

- 1) Economic Environment

2) Political-Legal Environment

4. International Marketing Environment. Cultural and Social Environment

1) Cultural Environment

2) Social Environment

3) Technological Factors

4) Consumers and International Marketing

5. Marketing decisions about entering foreign markets and International Market Selection

1) Deciding Whether to go Global

2) Deciding Which Markets to Enter

3) The factors of a potential market's overall attractiveness

4) Market Entry Selection Criteria

6. The main options for entering an international Market

1) Direct and Indirect Exporting

2) Licensing, Franchising, and Contracting

3) Joint Ventures

4) Direct Investment

7. The basic three product strategies

1) Straight product extension

2) Product adaptation

3) Product invention

4) International Market Development as a Growth Strategy

8. Promotion, price and distribution Channels in communication adaptation

1) Promotion strategy

2) Price strategy

3) Distribution channels strategy

4) Deciding on the Global Marketing Organization

9. Challenges Marketers Face in a Digital World

1) Technology for Humanity: from Product-driven Marketing 1.0 to the Marketing of advanced technologies 5.0

2) How technology can Enhance Marketing

10. Generation Gap

1) Marketing for the five Generations

2) Challenges of Serving Different Generations

11. Digital and Social Media Marketing. The Digital Transformation of Marketing

1) Digital Marketing

2) Social Media Marketing

3) The Digital Transformation of Marketing

12. Digital and Social Media Marketing. Consumer Co-creation. Key Digital Marketing Formats

1) Consumer Co-creation

2) Key Digital Marketing Formats

13. Digital and Social Media Marketing. Search engines in Marketing. Mobile Marketing

1) Search engines in Marketing

2) Mobile Marketing

14. Digital and Social Media Marketing. Content Marketing. Influencer Marketing. Omnichannel Marketing

1) Content Marketing

2) Influencer Marketing

3) Omnichannel Marketing

Topics of the workshops

1. Global Marketing Today

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Topics of the laboratory classes

No laboratory classes are included in the plan.

Self-study

The course involves learning additional materials regarding the topics of the lectures.

Also, the course includes performing an individual assignment (abstract). Students also provided with additional materials (videos, articles) for independent self-study.

Course materials and recommended reading

1. Hilmersson, M, and Johanson, M., (2020) Knowledge Acquisition Strategy, Speed Of Capability Development And Speed of SME Internationalisation. International Small Business Journal. Published online.
2. Hilmersson, M., Johanson, M., Lundberg, H., and Papaioannou, S (2021) Serendipitous Opportunities, Entrepreneurial Logic, and Knowledge in Firm Internationalization. International Marketing Review. 38 (3)
3. Philip Kotler, Gary Armstrong, Marc Oliver Opresnik Principles of Marketing (2019). 18 Global Edition. Published by Pearson Education, 733p.
4. Philip Kotler, Marketing 5.0 (2019) Technology for humanity. Published by John Wiley & Sons, Inc., Hoboken, New Jersey. 207p.
5. Paul Baines, Sara Rosengren, Paolo Antonetty Marketing (2022). 6-th edition. Oxford University Press, 750p.
6. Шталь Т. В. Міжнародний маркетинг [Електронний ресурс] : навч. посіб. / Т. В. Шталь, І. Е. Астахова, В. О. Козуб ; Харківський національний економічний університет ім. С. Кузнеця. - Харків : ХНЕУ ім. С. Кузнеця, 2019. - 274 с
7. Peter Atrill. Financial Management for Decision Makers. 9th edition. 2019. 720 pages.
8. Погорелов С. М. Дослідження методів виходу на зовнішній ринок / С. М. Погорелов, Я. А. Максименко, С. О. Климова // Маркетинг ХХІ століття: виклики змін : матеріали Міжнар. наук.-практ. конф., присвяч. 25-річчю заснування каф. маркетингу і комерційної діяльності ХДУХТ, 8-10 жовтня 2020 р. / редкол.: О. І. Черевко [та ін.] ; Харків. держ. ун-т харчування та торгівлі. – Харків : ХДУХТ, 2020. – С. 213-215.
9. Технології інтернет-маркетингу в міжнародному бізнесі / П. Г. Перерва [та ін.] // Маркетинг і цифрові технології : зб. матеріалів 4-ї Міжнар. наук.-практ. конф., 24-25 вересня 2020 р. = Marketing and digital technologies : coll. of materials 4th Intern. sci. practical conf., September 24-25, 2020. – Одеса : ТЕС, 2020. – С. 67-68
10. Klymova S.O. Globalization of the World Economy and analysis of its consequences // 8-th London International Conference in Istanbul, 02-04 June 2022. - Istanbul, 2022.

Assessment and grading

Criteria for assessment of student performance, and the final score structure

100% Final score on the online exam final test (20%) and Current assessment (80%).

Final assessment: 20%

Ongoing Assessment: 80%

- 15% Current test 1;
- 15% Current test 2;
- 10% Testing in practical classes;
- 40% Coursework

Grading scale

Total points	National	ECTS
90-100	Excellent	A
82-89	Good	B
75-81	Good	C
64-74	Satisfactory	D
60-63	Satisfactory	E
35-59	Unsatisfactory (requires additional learning)	FX
1-34	Unsatisfactory (requires repetition of the course)	F

Norms of academic integrity and course policy

The student must adhere to the Code of Ethics of Academic Relations and Integrity of NTU "KhPI": to demonstrate discipline, good manners, kindness, honesty, and responsibility. Conflict situations should be openly discussed in academic groups with a lecturer, and if it is impossible to resolve the conflict, they should be brought to the attention of the Institute's management.

Regulatory and legal documents related to the implementation of the principles of academic integrity at NTU "KhPI" are available on the website: <http://blogs.kpi.kharkov.ua/v2/nv/akademichna-dobrochesnist/>

Approval

Approved by

Date, signature

Head of the department
Oleksandr MANOYLENKO

Date, signature

Guarantor of the educational program
Tatyana NAZAROVA