



## Syllabus Course Program



# International Marketing

### Specialty

071 – Accounting and Taxation

### Institute

Educational and Scientific Institute of Economics, Management and International Business

### Educational program

Accounting, Auditing and Taxation

### Department

Marketing (201)

### Level of education

Master's level

### Course type

Selected

### Semester

2

### Language of instruction

English,

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## Lecturers and course developers



### Mariya Maslak

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CSc (Economics), Associate Professor, Professor of the Marketing Department

Author and co-author more than 150 scientific and educational works.

Courses: "Marketing" (English), "Time-management" (English), "Marketing rationale for the formation of enterprise development strategies", "Marketing policy of distribution", "Trade Marketing", "Digital technologies in marketing"

[More about the lecturer on the department's website](#)

## General information

### Summary

The course "International Marketing" is an important component of efficiency and success in the modern world. International marketing can be considered as an independent type of management within the framework of internationalized entrepreneurship or, in the interpretation of experts, as a component of international business. It is based on the difference from marketing in the home country, the consumer's distance from the manufacturer and the supplier spatially and geographically, as well as the commercial activity of enterprises in segments of other countries with other cultures, social systems and specific economic structure.

### Course objectives and goals

The purpose of the discipline is to develop students' knowledge and skills in making thorough management decisions on the implementation of marketing activities of the enterprise in the international market.

### Format of classes

Lectures, practical classes, consultations, self-study. Final control in the form of a test.

### Competencies

GC01. Ability to identify, pose and solve problems.

GC04. Ability to conduct research at an appropriate level.

GC06. Ability to search, process and analyze information from various sources.

SK01. The ability to form and use accounting information to make effective management decisions at all levels of enterprise management in order to increase the efficiency, effectiveness and social responsibility of business.

## Learning outcomes

R01. To be able to develop and raise one's general cultural and professional level, independently master new work methods and knowledge regarding a comprehensive vision of modern economic and management problems.

R05. Possess innovative technologies, justify the choice and explain the application of new methods of preparation and provision of accounting information for the needs of management of the business entity.

R17. Prepare and justify conclusions for consulting the owners, management of the business entity and other users of information in the field of accounting, analysis, control, audit, taxation.

## Student workload

The total volume of the course is 120 hours (4 ECTS credits): lectures - 32 hours, practical classes - 16 hours, self-study - 72 hours.

## Course prerequisites

For successful completion of the discipline, knowledge and practical skills are required in the following disciplines: "Strategic marketing", "Relationship marketing".

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

Lectures are conducted interactively using multimedia technologies, training videos. Practical classes use a project approach to learning, case studies, and gamification ("Marketing Alias", "Bono's six thinking hats"), discussion, situational analysis, research work, brainstorming, teamwork, student-peer feedback, flipped classroom, informal education. Educational materials (lecture notes, video materials, presentations) are provided to applicants using a virtual learning environment.

## Program of the course

### Topics of the lectures

#### Module 1. Theoretical aspects and strategic decisions of international marketing

##### Topic 1. The concept of international marketing

1. The concept and essence of international marketing.

The subject, goals, and objectives of international marketing. Principles, functions, and methods of international marketing.

2. Specific features of international marketing.

Types of implementations of international marketing. Model of stages (Upsala school).

3. Current trends in international marketing development.

Global marketing: concept and essence, forms of global marketing, approaches to the implementation of global marketing.

4. Motives for entering the international market.

Qualitative and quantitative goals of enterprises entering the international market. Active and reactive motives.

##### Topic 2. Analysis of the international marketing environment. Research in international marketing.

1. Features of the international marketing environment.

The external and internal environment of the company. Typology of the international environment. Identification of macro marketing environment trends.

2. Characteristics of political, legal environment and the economic environment.

Political risks and methods of assessing their level. Type of economic system and market economy models. Supply and demand situation. Market potential and capacity. Availability of the market.

3. Socio-cultural environment of international marketing.

Definition and main elements of culture. Composition of the social and cultural environment of international marketing. Influence of socio-cultural environment on marketing. Classification of national cultures.

4. The concept of market conditions.

Factors of formation and conditions of development of the conjuncture and the conjuncture of international commodity markets.

5. Features of international marketing research.

Difficulties in planning and conducting marketing research of the foreign market. Typology of international marketing research. Descriptive, exploratory and causal studies. Cabinet and field research.

6. Sources of information in international marketing.

Secondary and primary information. Quantitative and qualitative research. Interviews, focus groups, 7 questionnaires (online survey, face-to-face).

7. Peculiarities of the study of the global market situation.

Classification of conjuncture-forming factors. Methods of studying business conditions.

**Topic 3. Choosing external markets and way of entering foreign markets. Analysis of international competition.**

1. Features of competitors' analysis and competition in international markets.

Types of competition in the market. The theory of competitive advantages of M. Porter. Types of competitive strategy according to M. Porter. Cost leadership, differentiation, specialization.

2. Competitiveness of goods in the foreign market.

Economic, technical parameters of competitiveness. Assessment of product competitiveness.

3. Competitive factors of business environment formation.

Assessment of the level of monopolization and competition.

4. Basic approaches to the selection of foreign markets.

A comprehensive approach. The concept of "four filters". Criteria for choosing a way to enter foreign markets.

5. Stages of international development of the firm.

6. Characteristics of ways to enter foreign markets.

Direct export. Franchising. A joint venture. Direct investment.

**Topic 4. Segmentation of the world market**

1. The essence and purpose of international segmentation.

The essence, goals and conditions of segmentation. Ranking external markets.

2. The content of STP marketing.

Typical approaches to the segmentation of the international market.

3. Signs of market segmentation.

Geographical, demographic, psychographic, behavioral.

4. Market segment coverage strategies.

Differentiated, undifferentiated, concentrated marketing.

**Module 2. Developing a marketing complex in the process of entering foreign markets**

**Topic 5. Features of product policy in international marketing**

1. Product strategies in international marketing.

The concept of product, multi-level product model. The main factors that influence the choice of product strategy.

2. Service policy in international marketing.

Commodity brand, packaging and marking in international marketing.

3. Branding in international marketing.

General concepts of branding. International brands, their classification and specificity. Trends in the prospects of international branding.

4. Strategy and evaluation of international brands.

Brands of countries and territories and the world market.

5. The life cycle of goods in international trade.

The concept of life cycle.

**Topic 6. International Pricing Policy**

1. The concept of world price, types of world prices.

The pricing process. Pricing factors. External and internal factors of pricing.

2. Transfer pricing.

Formation of export prices.

3. Price strategies in international marketing.

Market penetration strategy. The “skimming” pricing strategy.

#### Topic 7. International Marketing Communications

1. The main components of a complex of communications.

Integrated communications. International communication process: concepts, participants.

2. Features of international advertising.

Development of an advertising campaign strategy. Creative advertising campaign strategies.

3. PR (public relations) in the international communications system.

Communications of PR-services of the enterprise with the media.

4. Stimulating sales of products.

Activities to stimulate sales in international marketing.

Topic 8. International distribution and sales policy

1. Tasks of distribution policy in international marketing.

2. Features of product turnover in international markets.

Distribution channels in international marketing, their choice and structure. Criteria for choosing distribution channels.

3. Intermediaries in foreign markets and forms of work with them.

Criteria for choosing intermediaries. Interaction of business partners in foreign trade networks.

4. Sales strategies in international marketing.

Direct and indirect sales.

#### Topic 9. Organization and planning of international marketing. Ethics of international marketing.

1. Types of companies operating in foreign markets.

Structural construction of companies operating on world markets.

2. Organization of management of international marketing activities.

3. Planning and control in international marketing.

4. Social responsibility of transnational companies.

UN Sustainable Development Goals. Ethical aspects of research according to the ESOMAR code.

## Topics of the workshops

### Module 1. Theoretical aspects and strategic decisions of international marketing

#### Topic 1. The concept of international marketing

Situational task: Factors influencing the company's decision to enter foreign markets. Consideration on the example of a well-known domestic company.

#### Topic 2. Analysis of the international marketing environment. Research in international marketing.

Practical task, work in small groups: assessment of factors of the macro environment of the selected country.

Analysis of export-import volumes in Ukraine. Calculation of the transnationality index.

#### Topic 3. Choosing external markets and way of entering foreign markets. Analysis of international competition.

Practical task. consideration of problem situations in small groups: preparation and conduct of marketing research regarding the company's entry into the foreign market.

Sample calculation for marketing research.

#### Topic 4. Segmentation of the world market

Practical task: Development of a questionnaire for surveying consumers in the process of preparing the company to enter the foreign market.

Work in small groups: competitor analysis. Drawing up a map of the company's competitors on the international market. Determination of the UTP of the company.

### Module 2. Developing a marketing complex in the process of entering foreign markets

#### Topic 5. Features of product policy in international marketing

Practical task, work in small groups. Creating of a three-level product/service model at the choice of the team.

Components of international brands, their classification and specifics. Evaluation of international brands.

#### Topic 6. International Pricing Policy

Calculation of the export price of goods, consideration of Incoterms conditions in the process of price calculation.

Case method: evaluation of options for using different pricing strategies in the international market.

#### **Topic 7. International Marketing Communications**

Calculation of the budget for the communication campaign of an international enterprise.

Practical task, work in small groups (brainstorming): Design of the company's communication company on the international market.

#### **Topic 8. International distribution and sales policy**

Justification of the choice of sales channel when entering foreign markets. Evaluation of the effectiveness of the involvement of intermediaries when entering the international market.

#### **Topic 9. Organization and planning of international marketing. Ethics of international marketing.**

Seminar class. Debate "Ethics and social responsibility in international marketing".

### **Topics of the laboratory classes**

Laboratory classes are not provided according to the curriculum.

### **Self-study**

The course involves the implementation of an individual task and its oral presentation. , the purpose of which is to systematize, consolidate and expand theoretical knowledge and practical skills, and apply them during the solving specific practical and scientific problems ("Marketing research of the product"). Students are also recommended additional materials (articles, presentations, video) and online courses for informal study.

### **Module 1. Theoretical aspects and strategic decisions of international marketing**

#### **Topic 1. The concept of international marketing**

Study of lecture material, preparation for classes, review of theoretical material on the following questions:

- 1) Modern trends in the development of international marketing.
- 2) Global marketing: concept and essence, forms of global marketing, approaches to the implementation of global marketing.

Homework: Evaluating the attractiveness of the chosen country in relation to the company's entry into the foreign market.

#### **Topic 2. Analysis of the international marketing environment. Research in international marketing.**

Study of the lecture material, preparation for the class, review of the theoretical material on the question:

- 1) Socio-cultural environment of international marketing.
- 2) Sources of information in international marketing

Homework: analysis of the cultures of the chosen country and Ukraine

#### **Topic 3. Choosing external markets and way of entering foreign markets. Analysis of international competition.**

Study of lecture material, preparation for classes, review of theoretical material on the following questions: Competitiveness of goods on the foreign market.

Doing homework: gathering information using consumer surveys.

Homework: gathering information about the company's competitors on the international market, as chosen by the student.

#### **Topic 4. Segmentation of the world market**

Studying the lecture material, preparing for the class, reviewing the theoretical material on the question: Analysis of the company's entry into the international market.

Homework performance: application of the four-filter technique to select the most attractive foreign market exit.

Strategies for covering market segments. Completion of homework using the VALS methodology to analyze segments in a country of the student's choice.

### **Module 2. Developing a marketing complex in the process of entering foreign markets**

#### **Topic 5. Features of product policy in international marketing**

Study of the lecture material, preparation for the class, review of the theoretical material on the issue:

- 1) Brands of countries and territories and on the world market.



2) Trends in international branding prospects.

Homework: analysis of the trademark registration system abroad.

Using Global Brand Database.

#### **Topic 6. International Pricing Policy**

Study of lecture material, preparation for classes, review of theoretical material on the following questions:

1) Price strategies in international marketing.

2) Psychological influencing factors in the price calculation process.

Doing Homework: Analyzing Dumping Cases in the international market.

#### **Topic 7. International Marketing Communications**

Studying the lecture material, preparing for the class, reviewing the theoretical material on the questions: Integrated marketing communications, their features in the process of the company's work on the international market.

Homework: analysis of examples of adaptation and standardization of well-known international companies in the international market. Group presentation preparation.

#### **Topic 8. International distribution and sales policy**

Study of lecture material, preparation for class, review of theoretical material on questions: Criteria for choosing intermediaries, features of working with trade networks abroad.

Completion of homework: analysis of the activity of trade networks in the country chosen by the student.

#### **Topic 9. Organization and planning of international marketing. Ethics of international marketing.**

Study of lecture material, preparation for classes, review of theoretical material on the following questions:

1) Social responsibility of transnational companies.

2) Sustainable development goals of the UN.

3) Ethical aspects of research according to the ESOMAR code.

## **Course materials and recommended reading**

1. Maslak M., Pererva P. Formation of economic and legal measures for the development of the market of intellectual property objects. *Eastern-European Journal of Enterprise Technologies*. 2023. Vol. 1, no. 13 (121). P. 113–124. URL: <https://doi.org/10.15587/1729-4061.2023.273850>.

2. Maslak M., Maslak O., Yakovenko Y., Bilyk M., Hlazunova O. The role of intellectual property in the implementation of innovations in the conditions of the development of the digital economy. 16th International Conference Monitoring of Geological Processes and Ecological Condition of the Environment, Kyiv, Ukraine. 2022. P. 1-5. URL: <https://doi.org/10.3997/2214-4609.2022580217>.

3. Maslak M., Maslak O., Grishko N., Pirogov D. Information analytical provision in formation of innovational projects portfolio of enterprises in the context of safety-oriented management. *Financial and credit activity: problems of theory and practice*. 2020. Vol. 2, no. 33. P. 205–214. URL: <https://doi.org/10.18371/fcftp.v2i33.206610>.

4. *International marketing.* - Edited by Yuriy Kozak, Sławomir Smyczek – Kiev - Katowice : CUL, 2015-279 p.

5. Kotler, Ph., Kotler, M. (2015). *Winning Global Markets: How Businesses Invest and Prosper in the World's High Growth Cities*. Wiley.

6. Kotler, Ph., Keller, K., Shamma, H.M. (2012). *Marketing Management (Arab World Edition)*. Upper Saddle River: Pearson Higher Education.

7. Svend Hollensen. *Global Marketing*. Pearson Education, 2021. – 808 p.

8. Glowik, M. & Smyczek, S., *International Marketing Management: strategies, concepts and cases in Europe*. Oldenburg Verlag, Monachium 2011, 323 s.

9. Mathur, U. (2008). *International marketing management: Text and cases*. SAGE Publications India Pvt Ltd, <https://doi.org/10.4135/9788132108436>.

10. Marlyn Rose A., Prabu Vengatesh T. (2022) *International Marketing probably Global Marketing - A Theoretical Study*. *International Journal of Research and Analytical Reviews (IJRAR)*. Vol. 9. Is. 4.

## Assessment and grading

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

The final grade in the discipline (test) is defined as the result of accumulating points for all types of current control (types of work).

Type of activity	Grade
Work in practical classes	27
Control of self-study (informal education: certificate of an online course completion (regarding to the course topics); participation at Olympiads and student's scientific paper competitions (regarding to the course), self-study of a question about the discipline and a report/presentation)	10
Individual project (implementation and defense)	23
Intermediate control (Module 1)	20
Intermediate control (Module 2)	20
<b>Total</b>	<b>100</b>

### 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

Head of the Marketing  
Department  
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