



## Syllabus Course Program



# GDP4 Foreign economic marketing activity

### Specialty

075 - Marketing

### Institute

Institute of Economics, Management and  
International Business

### Educational program

Marketing

### Department

Marketing (201)

### Level of education

Master's level

### Course type

Selective

### Semester

2

### Language of instruction

English, Ukrainian

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## Lecturers and course developers



### Tetyana Romanchik

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Candidate of Economic Sciences, Associate Professor, Associate Professor of the Department of Marketing of NTU "KhPI"

Work experience - 16 years. Author of more than 100 scientific and educational and methodological works. Leading lecturer in the disciplines: "Advertising business", "Marketing and branding of the hotel and restaurant business", "Tourism marketing", "Advertising management"..

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

## General information

### Summary

The discipline is aimed at familiarizing students with higher education with the peculiarities of marketing activities in the foreign market. In the course of studying the discipline, the peculiarities of conducting an analysis of the marketing environment and identifying its influence on the foreign economic activity of the enterprise are considered, the theoretical foundations of the formation of the product, price, sales and communication policy of domestic enterprises that carry out foreign economic activity are revealed; practical skills of researching world markets, segmentation of world markets and justifying the choice of a strategy for entering the foreign markets of goods and services are formed.

### Course objectives and goals

To acquaint future specialists with the world theory and practice of marketing activities, to give an understanding of the peculiarities, modern methods and principles of marketing activities in the foreign market.

### Format of classes

Lectures, practical classes, consultations. Final control - credit.

### Competencies

ZK1. Ability to make informed decisions.

ZK2. Ability to generate new ideas (creativity).

ZK4. Ability to adapt and act in a new situation.

ZK6. Ability to search, process and analyze information from various sources.

ZK8. Ability to develop and manage projects.

SK1. The ability to logically and consistently reproduce and apply knowledge of the latest theories, methods and practical techniques of marketing.

SK2. The ability to correctly interpret the results of the latest theoretical research in the field of marketing and the practice of their application.

SK9. The ability to carry out theoretical and applied research in the field of marketing at an appropriate level.

### **Learning outcomes**

P1. To know and be able to apply modern principles, theories, methods and practical methods of marketing in practical activities.

P4. Be able to develop a strategy and tactics of marketing activity taking into account the cross-functional nature of its implementation.

P9. Understand the essence and features of using marketing tools in the process of making marketing decisions.

P14. Form a marketing system of interaction, build long-term mutually beneficial relations with other market subjects.

### **Student workload**

The total volume of the discipline is 150 hours. (5 ECTS credits): lectures – 32 hours, practical classes – 32 hours, independent work – 86 hours..

### **Course prerequisites**

To successfully complete the course, you must have knowledge and practical skills from the following discipline: Strategic marketing; Relationship marketing.

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

Lecture: Use of multimedia tools and supporting notes for the lecture.

Practical classes: solving typical tasks, analyzing specific examples (cases), listening to reports on issues that are submitted for independent study.

Current control: conducting tests for 15-20 minutes to assess students' understanding of the presented material, oral survey.

Protection of the calculation task: protection of work using presentation materials and multimedia tools.

## **Program of the course**

### **Topics of the lectures**

#### **Topic 1. Theoretical and methodological principles of foreign economic marketing activity**

Concept and essence of foreign economic marketing activity. The subject, goals and tasks of foreign economic marketing activity. Principles, functions and methods of foreign economic marketing activity. Specific features and types of implementation of foreign economic marketing activities.

#### **Topic 2. International marketing environment**

Features of the international marketing environment. Characteristics of the economic environment. Socio-cultural environment of international marketing. Political and legal environment. Other factors of the international marketing environment

#### **Topic 3. Marketing research in foreign economic activity**

Peculiarities of marketing research in the foreign market. Typology of international marketing research. Sources of information in the marketing of foreign economic activity.

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

Ranking of foreign markets. The essence of ranking foreign markets and the purpose of international segmentation. Signs of segmentation. Strategies for covering market segments.

### **Topic 5. The choice of foreign markets and the method of entering foreign markets**

Selection of foreign markets. Stages of international development of the firm. Characterization of the methods of the enterprise's entry into foreign markets.

### **Topic 6. Features of commodity policy in the foreign market**

Product strategies in international marketing. The main factors affecting the choice of product strategy. Service policy in international marketing. Methodical approaches to justifying the company's product strategy. Trademark, packaging and labeling in international marketing. Product life cycle in international trade.

### **Topic 7. International pricing policy**

Concept of world price, types of world prices. Transfer pricing. Formation of the export price. Types of pricing strategies.

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

Tasks of sales policy in international marketing. Peculiarities of the organization of trade in international markets. Criteria for choosing intermediaries. Sales strategies in international marketing.

### **Topic 9. Distribution system in international marketing.**

Distribution channels in international markets. Selection of distribution channels and their management in international marketing. Integrated logistics in international marketing. Organization of activities for the development of retail networks in other countries.

### **Topic 10. International marketing communications**

The main components of the marketing communications complex. Peculiarities of international advertising activity. Public relations in the system of international communications. Product sales promotion.

### **Topic 11. Advertising activity on the foreign market.**

International advertising. International advertising strategies and forms of their implementation. PR in international marketing. International exhibitions and fairs.

### **Topic 12. Branding in international marketing**

General concepts of branding. International brands, their classification and specificity. Strategies and assessments of international brands. Brands of countries and territories on the world market.

### **Topic 13. Strategies of international marketing**

Concept, essence and types of international marketing strategies. Factors determining the choice of strategy. Operational, tactical and strategic marketing planning.

### **Topic 14. Organization and planning of international marketing.**

Types of companies operating in foreign markets. Organization of management of international marketing activities. Planning and control in international marketing

### **Topic 15. Global marketing.**

Concept and essence of global marketing. Global companies as subjects of global marketing. Approaches to the implementation of global marketing. Global marketing strategy.

## **Topics of the workshops**

### **Topic 1. The essence and specificity of marketing activities in the foreign market**

Prerequisites for the emergence and development of foreign economic marketing activities. The essence of marketing activity in the international environment. Common features and differences of domestic and international marketing.

### **Topic 2. Typology of international environments**

The essence of the cultural business model is money. Socio-cultural and political-legal environment of international marketing. Analysis of the influence of macroenvironmental factors on the activities of enterprises.

### **Topic 3. The process and design of marketing research in the foreign market**

Peculiarities of the study of foreign buyers. The use of selective research methods in the marketing activities of the enterprise in the conditions of the foreign market.

### **Topic 4. Selection of segments and evaluation of the competitive potential of foreign markets**

Comprehensive analysis and forecasting of international commodity markets. Forecasting the development of international commodity markets. Quantitative and qualitative assessment of the international market. Marketing strategies and market segmentation depending on the firm's goals in the foreign market.

### **Topic 5. Study of the foreign market situation**

Analysis of the foreign market situation, search for new opportunities. Determination of market potential, analytics General theory of competitive rationality. Product competitiveness on the international market. Algorithm for assessing the level of product competitiveness.

**Topic 6. Foreign economic aspects of commodity policy**

Commodity policy on the international market. Marketing strategies that depend on the state of demand. The company's positioning strategy on the international market.

**Topic 7. Price determination in foreign economic marketing activities**

Price policy in export marketing. Pricing on the international market. Dumping prices and anti-dumping legislation. Pricing strategies on the international market. The influence of transport costs on world prices.

**Topic 8. Forms of interaction of business partners in foreign trade networks.**

Trade and mediation activities in the international aspect. Compensatory trade in the field of foreign economic activity. Barriers to interaction with other sites.

**Topic 9. Organization of the movement of goods on the foreign market**

Characteristics of participants in international distribution channels. International distribution strategy. Factors in the choice of participants of distribution channels.

**Topic 10. Formation of the system of marketing communications in the foreign market**

International communication process. Methods of marketing communication in the foreign market. Comparative characteristics of information distribution channels on the foreign market.

**Topic 11. Justification of the choice of optimal means of information dissemination on the foreign market**

Evaluation of the effectiveness of marketing communications in the foreign market. Methods of calculating trade and communication efficiency.

**Topic 12. Branding and its role in the implementation of international marketing strategies**

Assessment of the company's image and search for ways to improve it. Trademark and service policy in international marketing.

**Topic 13. Strategic planning of foreign economic marketing activities**

Organization of effective activities of marketing services in foreign markets. The essence of the marketing program. Types of marketing programs. Strategic planning of international marketing. Formation of the budget of international marketing activities.

**Topic 14. Planning and control in foreign economic marketing activities**

Implementation of control of international marketing activities at the enterprise. Types of control over the implementation of international marketing plans. Principles of effective implementation of marketing activities in the conditions of the international market. Forecasting and reducing the risks of marketing activities in the foreign market.

**Topic 15. Development of the marketing environment in the conditions of globalization**

Hierarchy and integration of the global marketing environment. The influence of structural elements of the world economy on the marketing activities of global companies. Methodological basis of assessment of global marketing opportunities and threats. The main features of the formation of consumer behavior under the influence of new globalization conditions.

## **Topics of the laboratory classes**

Laboratory work within the discipline is not provided.

## **Self-study**

The course involves the implementation of an individual calculation task on the topic "Research of the marketing environment of the foreign market (of the student's choice) on the example of a specific product." The result of the development is drawn up in a written report.

## **Course materials and recommended reading**

1. Cateora, Philip, et al. International Marketing. McGraw-Hill Companies, Incorporated, 2009. – 711 p.
2. Farrell, Carlyle. Global Marketing: Practical Insights and International Analysis. Великобритания, SAGE Publications, 2015.
3. International marketing. - Edited by Yuriy Kozak, Slawomir Smyczek. – Kiev - Katowice: CUL, 2015. - 279 p.

4. Kaynak, Erdener, and Jansson, Hans. Industrial Products: A Guide to the International Marketing Economics Model. Соединенные Штаты Америки, Taylor & Francis, 2012. – 248 p.
5. Keegan, Warren J., and Brill, Elyse Arnow. Global Marketing Management. Великобритания, Pearson, 2014. – 457 p.
6. Lepyokhina, Olena & Stepanova, Irina. (2020). MODERN MARKETING APPROACHES IN FOREIGN ECONOMIC ACTIVITY OF ENTERPRISES. Business Navigator. 10.32847/business-navigator.61-13.
7. Kotabe, Masaaki (Mike), and Helsen, Kristiaan. Global Marketing Management. Wiley, 2022. – 800 p
8. Pegan, Giovanna, et al. International Marketing Strategy: The Country of Origin Effect on Decision-Making in Practice. Германия, Springer International Publishing, 2019. – 118 p.

## Assessment and grading

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

100% of the final grade consists of the results of the current assessment (60%) in the form of three online test controls and a calculation task (40%).

### 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.

## Approval

Approved by

Date, signature

**Head of the department**  
Diana RAIKO

Date, signature

**Guarantor of the educational program**  
Oleksandra KOSENKO