



Syllabus
Course Program
FUNDAMENTALS OF INTERNATIONAL MARKETING



Specialty

073 - Management

Institute

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

Educational program

Management of organizations and administration

Department

Management (204)

Level of education

Bachelor

Course type

Elective

Semester

6

Language of instruction

English

Lecturer and course developer



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PhD (Management), associate professor, associate professor of the Department of Management of National Technical University «Kharkiv polytechnic institute»

The author of more than 100 scientific and educational and methodical publications.

Courses: "Fundamentals of international marketing", "Entrepreneurship", "Modern problems of international business".

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

General information

Summary

The course involves the formation of a system of theoretical knowledge about the modern concept of international marketing, the conditions and mechanisms of its use in the activities of enterprises. Students study the essence and forms of international marketing; approaches to choosing international markets and strategies for entering them; features of conducting international marketing research; the specifics of product, price, sales and communication policy in the international market.

Course objectives and goals

Study of the economic, socio-cultural, political and legal environment of international marketing activity. Mastering the methodological principles of conducting international marketing research, segmentation of the world market and the selection of target markets. Justification of models of enterprises entering foreign markets, formation of an effective international marketing complex.

Format of classes

Lectures, practical classes, consultations. Individual abstract task. Final control - differentiated grading.

Competencies

GC03. The ability for abstract thinking, analysis, synthesis.

GC04. The ability to apply knowledge in practical situations.

GC05. Knowledge and understanding of the subject area and understanding of the professional activity.

GC07. The ability to communicate in a foreign language.

GC10. The ability to conduct research at an appropriate level.

GC12. The ability to generate new ideas (creativity).

SC01. The ability to identify and describe the characteristics of organizations.

SC04. The ability to determine the functional areas of an organization and the relationships between them.

SC06. The ability to act in a socially responsible and conscientious manner.

SC08. The ability to plan the organization activity and to manage time.

SC14. To understand the principles of psychology and to use them in the professional activity.

Learning outcomes

L003. To demonstrate knowledge of theories, methods and functions of management, modern concepts of leadership.

L009. To demonstrate the skills of interaction, leadership, and teamwork.

L010. To possess the skills of justifying effective instruments for motivating the personnel of an organization.

L011. To demonstrate the skills of situation analysis and communications in various areas of an organization's activities.

L013. To communicate in oral and written forms in the official language of Ukraine and foreign languages.

L014. To identify the causes of stress, to adapt oneself and the team members to a stressful situation, to find means to its neutralization.

L015. To show the ability to act in a socially responsible and socially conscious manner on the basis of ethical considerations (motives), respect for diversity and interculturalism.

L017. To conduct research individually and/or in a group under the supervision of a leader.

Student workload

The total volume of the discipline is 150 hours (5 ECTS credits): lectures - 24 hours, practical classes - 12 hours, independent work - 114 hours.

Course prerequisites

To successfully pass the course, you must have knowledge and practical skills in the following disciplines: «Business planning», «Leadership», «Mathematical modeling in management».

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

Interactive lectures with presentations on the Teams MOffice 365 platform, discussions, practical classes, teamwork, case method, student feedback method, problem-based learning in distance format. Educational materials are available to students on the Google Classroom platform.

Program of the course

Topics of the lectures

Topic 1. The content of international marketing and the main factors affecting it

1.1. Definition of international marketing and the main factors affecting it

1.2. Marketing and the internal environment of the firm in the international market

Topic 2. Internationalization of business and marketing at the stage of globalization of the firm's activities

2.1. Internationalization of business

2.2. Marketing at the stage of globalization of the company's activities

2.3. Motives and stages of internationalization of international business

Topic 3. Marketing information and marketing research of domestic and foreign markets

3.1. Types of marketing information and sources of obtaining it

3.2. Overview of the market of marketing information

3.3. Marketing research of the international environment

Topic 4. Consumer research on the international market

4.1. The process of making a decision when buying

4.2. Main groups of consumers in the international market

4.3. Model of buyer behavior in the international market during industrial marketing

Topic 5. Segmentation of the international market and positioning of goods (services) on it

- 5.1. Characteristics of the market
- 5.2. Market segmentation in the international business environment
- 5.3. Positioning of goods (services) on the international market

Topic 6. Marketing solutions and strategy for goods (services) on the international market

- 6.1. The main provisions of the strategy for the selection and sale of goods (services)
- 6.2. Modern model of three product levels
- 6.3. Selection and development of product/marketing/production strategies on the international market

Topic 7. Marketing decisions on pricing on the international market

- 7.1. Types of prices and factors affecting pricing in international markets
- 7.2. Pricing for new products

Topic 8. Marketing solutions for the distribution of goods (services) on the international market

- 8.1. The essence of international sales policy, movement of goods
- 8.2. International sales policy
- 8.3. Distribution channels in the system of distribution of goods on the international market

Topic 9. Marketing solutions for the distribution of goods (services) on the international market

- 9.1. The essence of international sales policy, movement of goods
- 9.2. International sales policy
- 9.3. Distribution channels in the system of distribution of goods on the international market

Topic 10. Product promotion in international marketing

- 10.1. Promotion functions
- 10.2. The composition and main provisions of the theory and practice of advertising activity on the international market
- 10.3. Development of the message (message)
- 10.4. The work of advertising agencies
- 10.5. Legal aspects of promotion
- 10.6. Branding and franchising in the international promotion of goods and services

Topic 11. Marketing planning on the international market

- 11.1. Development of the company's marketing plan
- 11.2. The company's marketing plan on the international market
- 11.3. Analysis of the implementation of the marketing plan

Topics of the workshops

Topic 1. The content of international marketing and the main factors affecting it

1. A situational task for evaluating one's own business qualities and probable opportunities to become a marketer or manager (case method)
2. Work with mini-situations to determine marketing concepts and main marketing categories

Topic 2. Internationalization of business and marketing at the stage of globalization of the firm's activities

Work with mini-situations on issues:

1. Marketing at the export and international stages
internationalization of business
2. Market entry tactics

Topic 3. Marketing information and marketing research of domestic and foreign markets

A situational task with elements of an office study on questionnaires and the organization of marketing research

Topic 4. Consumer research on the international market

Brainstorming (team work) based on a situational exercise on the study of consumers of the international market

Topic 5. Segmentation of the international market and positioning of goods (services) on it:

1. Situational task with elements of office research
2. Control work No. 1 on issues:
 - Characteristics of the market
 - Market segmentation in the international business environment
 - Positioning of goods (services) on the international market

Topic 6. Marketing solutions and strategy for goods (services) on the international market:

1. Solving problems from topic 6
2. Work with mini-situations on the following issues:
 - Economies of production scale and the full chain of costs
 - Marketing of services

Topic 7. Marketing decisions on pricing on the international market

Solving problems from topic 7

Topic 8. Marketing solutions for the distribution of goods (services) on the international market:

1. Work with mini-situations on issues:

- The essence of international sales policy, movement of goods
- International sales policy

2. Solving problems on the topic "distribution channels in the system of distribution of goods on the international market".

Topic 9. Product promotion in international marketing

1. Brainstorming (team work) based on a situational exercise on the topic: "branding and franchising in the international promotion of goods and services"

2. Control work No. 2

Topics of the laboratory classes

Laboratory work within the discipline is not provided.

Self-study

The course involves the completion of an individual essay task through the student's selection of an essay topic from the following list of topics and the presentation of the work:

1. The strategy of the company's exit to foreign markets
2. International marketing strategy of the enterprise
3. Planning of the marketing complex for the foreign market
4. Planning a new service for foreign clients
5. Pricing policy of the enterprise on the foreign market
6. International product promotion strategy
7. International advertising campaign of the enterprise
8. Public relations campaign for the foreign market
9. Management of the foreign distribution channel
10. Designing an international network of distribution and sales of products
11. Management of online sales of the enterprise
12. Management of the international brand of the enterprise
13. Segmentation and positioning of goods on the international market
14. Management of the movement of goods (logistics processes of the enterprise) on the foreign market
15. Operational management of marketing
16. Features of segmentation on the example of specific international markets
17. Product competitiveness. Competitiveness indicators
18. Product quality. Marketing interpretation of the term international product quality.

Course materials and recommended reading

Basic literature

1. Stal T.V., Astakhova I.E., Kozub V.O. International marketing: training. manual. Kharkiv: HNEU named after S. Kuznetsia, 2019. 275 p.

2. Zintso Yu.V. International marketing: Methodological recommendations and plans for seminar classes for students. Lviv: LNU named after Ivan Franko, 2022. p. 32

3. Knyazeva T.V., Kolbushkin Y.P., Petrovska S.V. International marketing: training. manual. K.: NAU, 2019. 164 p.

4. International marketing: a textbook. Kyiv: Kyiv. national trade and economy University, 2018. 448 p.

5. Spivakovska T.V., Tsaryova T.O. International marketing: education. manual ; Kyiv: KPI named after Igor Sikorskyi, 2021. 71 p.

6. Baranovska M. International marketing: in questions and answers. Education the manual is recommended by the Ministry of Education and Science of Ukraine. 2019. 302 p.

Additional literature

1. Goncharov S.M., Dupliak V.D. International marketing: teaching. manual Kyiv: Higher School, 2013. 342 p
2. Stal T.V., Kozub V.O., Artemenko V.S. International economy and international economic relations: teaching. guide.; under the editorship T. V. Stahl. Kharkiv: Ed. "Fort", 2015. 364 p
3. Chumachenko T.M. International marketing: Teaching method. manual. Kind. 3rd, processing. and additional Dnipropetrovsk: State Higher Educational Institution "National Mining University", 2012. 210p.
4. Gogol H.P. International marketing: training. manual. Lviv: Publishing House of the National University "Lviv Polytechnic", 2004. 148p.
5. Kozak Y.G. International marketing: training. manual: Kyiv: "Center for Educational Literature", 2014. 294p.
6. Lyulchak Z.S., Lipentsev A.A., Galushchak Yu.I. National brand and branding in the context of international events. Logistics: [a collection of scientific works]. Lviv: Ed. Lviv Polytechnic, 2012. P. 127–136.

Assessment and grading

Criteria for evaluating success

student and distribution of points:

100% of the final grade consists of assessment results in the form of: grading (30%) and current assessment (70%).

30% grading, individual task

70% current assessment:

- 30% assessment of practical tasks
- 20% intermediate control (2 c/w)
- 20% preparation and presentation of the essay

Rating scale

Sum points	National assessment	ECTS
90-100	Perfectly	A
82-89	Fine	B
75-81	Fine	C
64-74	Satisfactorily	D
60-63	Satisfactorily	E
35-59	Unsatisfactorily (further study required)	FX
1-34	Unsatisfactory (needs re-examination)	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

12.02.2023

Head of the department
Olena PROKHORENKO

Guarantor of the educational
program
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