



Syllabus Course Program



Fundamentals of International Marketing

Specialty

073 – Management

Educational program

International Business

Level of education

Bachelor's level

Semester

4

Institute

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

Department

Management (204)

Course type

Elective disciplines of the profile training

Language of instruction

English

Lecturers and course developers



Alina Zubkova

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PhD in Economic Sciences, Associate Professor,
Associate Professor, Department of Management

Authored and co-authored over 55 scientific and methodological publications. Senior lecturer of courses “Fundamentals of Project Management”, “Basics of Project Management”, “Project Management”, “Research in International Business”, “Fundamentals of International Marketing”

More about the lecturer on the department's website
<https://web.kpi.kharkov.ua/mto/about/staff/zubkova/>

General information

Summary

The discipline is aimed at the development of international marketing competencies for the development of the international marketing strategy of a company. Acquired competencies will help you focus on the applied nature of marketing in the field of "Management" science and, in particular, the preparation of a course project and bachelor's thesis.

Course objectives and goals

To develop the students' systematic professional knowledge and skills in planning, organizing, and conducting international marketing activities in international business management.

Format of classes

Lectures, practical classes, self-study, consultations. Final control - course project and an exam.

Competencies

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

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

SC02. The ability to analyze the results of organization activity, to compare them with the factors of the external and internal environment.

SC06. The ability to act socially responsible and consciously.

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

SC10. The ability to evaluate work performance, ensure their quality, and motivate the organization's staff.

Learning outcomes

LO 04. To show skills of identification of problems and justification of management decisions.

LO 06. To show skills of search, collecting, and analysis of information, calculation of indicators to substantiate management decisions.

LO 09. To demonstrate skills of interaction, leadership, and teamwork.

LO 15. To show the ability to act socially responsibly and socially consciously on the basis of ethical reasons (motives), respect for a variety, and interlevel of culture.

LO 17. To conduct researches individually and/or in a group under the leadership of the leader.

Student workload

The total volume of the course is 150 hours (5 ECTS credits): lectures - 32 hours, workshops - 32 hours, self-study - 86 hours.

Course prerequisites

To successfully complete the course, it is necessary to have knowledge and practical skills from the following courses: "International Business".

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

Interactive lectures with presentations, discussions, workshops, case-based learning, individual and teamwork, research work. Study materials are available to students through Moodle, OneDrive.

Program of the course

Topics of the lectures

Introductory class (Lectures 1). Course structure. Evaluation system. Course objectives.

Topic 1 (Lectures 2). International Marketing: definition, functions

Topic 2 (Lectures 3, 4, 5). Strategic Planning and International Marketing. Foreign Market Entry. Market Research. Market Choice. 4P.

Topic 3 (Lectures 6, 7). Clients. Market Segmentation. Competitors. Positioning. Customer decision journey

Topic 4 (Lectures 8). Product: levels, adaptation.

Topic 5 (Lectures 9, 10, 11). Promotion. Channels. International communications.

Topic 6 (Lectures 12). Distribution. Supply Chains. Value chains.

Topic 7 (Lectures 13, 14). International Branding.

Topic 8 (Lectures 15, 16). Marketing Performance Management. Marketing KPIs and budgeting.

Topics of the workshops

Topic 1 (Workshop 1). Introductory class: course project and tasks. International marketing cases.

Topic 2 (Workshop 2). AI in international marketing.

Topic 3 (Workshop 3). Company. Product. Audit: how the company is ready to enter foreign market.

Topic 4 (Workshop 4, 5). Markets analysis, selection criteria and initial choice.

Topic 5 (Workshop 5, 6). Clients analysis and background, customer decision journey

Topic 6 (Workshop 7, 8). Competitors. Positioning.

Topic 7 (Workshop 9). Customs, market/industry regulations, distribution and logistics.

Topic 8 (Workshop 10). International marketing strategy. Entry mode. Partners.

Topic 9 (Workshop 11, 12). International marketing plan /use pm online services for planning/

Topic 10 (Workshop 13, 14). International communications plan.

Topic 11 (Workshop 15). Marketing budget and KPIs.
Topic 12 (Workshop 16). Course projects final presentation.

Topics of the laboratory classes

no laboratory classes.

Self-study

The course involves the preparation of an course project. Students are also recommended additional materials (videos, articles) for self-study analysis via OneDrive, Teams and other online platforms for collaborative learning.

Course materials and recommended reading

Compulsory:

1. International Marketing Essentials: A practical guide for International Marketers / Dr. Mark Stewart Baylor, Mr. John Robert McCabe III. Amazon Pro Hub, 2021. - 294 P.
2. Marketing 4.0: Moving from Traditional to Digital / Philip Kotler, Hermawan Kartajaya, and Iwan Setiawan. Wiley, 2017. - 182 P.
3. International Marketing: Principles and Practice: A management-oriented approach (Opresnik Management Guides) / Marc Oliver Opresnik, Svend Hollensen, September 11, 2021. - 169 pages.

Additional:

4. Designing Brand Identity: A Comprehensive Guide to the World of Brands and Branding 6th Edition / Alina Wheeler , Rob Meyerson, Wiley; 6th edition, 2024. - 352 pages.
5. Branding that Means Business: How to Build Enduring Bonds between Brands, Consumers and Markets (Economist Books) / Matt Johnson, Tessa G Misiaszek, PublicAffairs, 2022. - 240 pages.
6. Marketing Metrics: 3-in-1 Guide to Master Marketing Analytics, Key Performance Indicators (KPI's) & Marketing Automation (Marketing Management) / Santino Spencer, 2023. - 184 pages.
7. The new consumer decision journey, 2015. URL: <https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/the-new-consumer-decision-journey>
8. Strategic Management: Theory: An Integrated Approach by Charles W. L. Hill, Gareth R. Jones, et al. | Jan 1, 2014.
9. Martin Lindstrom Buyology: Truth and Lies About Why We Buy, Crown Currency; Reprint edition (February 2, 2010), 272 pages.
10. This Is Strategy: Make Better Plans / Seth Godin, 2024. - 256 pages.

Assessment and grading

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

100% Final assessment as a result of Test (50%) and Project Portfolio (50%).

50% Test/Exam: written assignment.

50% Project Portfolio: project report (30), project presentations in progress (15), current class assignments (5).

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

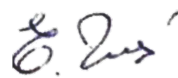
Approved by

Date, signature



Head of the department
Olena PROKHORENKO

Date, signature



Guarantor of the educational
program
Olena CHAIKOVA