

SUBJECT: **INTERNATIONAL MARKETING**

HOURS: 30

ECTS: 3

Name/title of the author:	Dr Piotr Małecki
Course Description:	The course is addressed to students having basic knowledge of marketing and international trade. The aim is to provide students with broader understanding of marketing issues, indispensable for international manager.
Learning Outcomes (Goals and Objectives of the course):	The objective of the course is to develop students' marketing imagination and creativity in international context
Entrance qualifications:	Basics of marketing management, basics of international trade and economics
Course Content:	The course contains the discussion of essential international marketing concepts in cultural, business, legal, ethical and political dimensions. Conclusions are formulated on the basis of practical cases drawn from international business environment. Particular value of the course lies in the international composition of participants, which allows for comparison of different perspectives.
Assessment policy (examination):	Evaluation of in-class activity, written assignments, final examination (case analysis, strategy building)
Course materials/bibliography:	Students are provided with handouts containing brief presentation of discussed problems and cases.
Methods of Instruction:	Lecture, class discussion, individual and group analysis of cases and strategy building.
Notes / suggestions:	-