

SUBJECT:

INTERNATIONAL MARKETING

HOURS:

30h

ECTS:

2

SEMESTER:

ACADEMIC YEAR:

Name/title of the author:	
Course Description:	This course will present an overview of the unique aspects of marketing in the international business environment and provide the framework upon which multinational marketing management can be based. Emphasis will be placed on the role of the international marketing manager in the development of marketing strategies for a variety of markets in diverse cultural, political and economic situations. Focus will be on the decision making process in the areas of foreign market analysis, target identification, product planning, promotion and channels of distribution. Marketing issues and marketing implications in a cross-cultural perspective will also be explored.
Learning Outcomes (Goals and Objectives of the course):	Students will understand the global component of marketing (specialized knowledge); critical analysis of business situations will be required through case studies and term project that involves research and application of theories and concepts (managerial skills); and presentations of cases, research and business plans will be done throughout the course (communication skills). The international dimension will involve development of interpersonal skills through the understanding of cultural differences.
Entrance qualifications:	Basics of marketing, basics of international trade and economics
Course Content:	<ol style="list-style-type: none"> 1. Introduction to International Marketing 2. Cultural Environment and International Marketing 3. International Economic Environment 4. Assessing International Opportunities through Marketing Research 5. International Market Entry Strategies and Product Adaptation 6. International Pricing Strategies 7. Channels of International Distribution 8. International Communication and Promotion 9. International Marketing Plan
Assessment policy (examination):	Team project, multiple choice test
Course materials/bibliography:	<ol style="list-style-type: none"> 1. D.W. Baack, E.G. Harris, D. Baack, <i>International Marketing</i>, Sage, London 2013 2. D.A. Aaker, D. McLoughlin, <i>Strategic Market Management. European Edition</i>, Wiley & Sons, West Sussex 2007 3. J.F. Hair, A.H. Money, P. Samouel, M. Page, <i>Research methods for business</i>, Wiley & Sons, West Sussex 2007 <p>Other selected papers will be available on the Moodle Platform</p>
Methods of Instruction:	Lecture, discussion
Notes / suggestions:	Email: marek.szarucki@uek.krakow.pl