

Course title		International Marketing						ECTS code		04.7.EM.OZ.1605		
								ECTS credits		0		
Name of unit administrating study		IHZ		Field of study				Field of specialisation				
Teaching staff		Joanna Pietrzak, Associate Professor ; Studia Podyplomowe Biznes Międzynarodowy,										
Number of hours												
Lectures	4	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0	
Forma aktywności							Year&Type of studies*		SP.BM,			
Hours with the participation of the academic teacher (including office hours, exams, others):							Semester:		1,			
Hours without the participation of the academic teacher (student's self-study, homeworks):							Type of course:		obligatory			
Total number of hours:							0		Language of instruction:		English	
Teaching form	in-class learning											
Teaching methods	Lectures including multimodal presentations, Discussion, questioning,											
Prerequisites (required courses and introductory requirements)												
Required courses												
Introductory requirements	Basic economic knowledge											
Assessment method, forms and criteria												
Assessment method	Course completion											
Assessment criteria												
Course objectives												
To make students familiar with the contemporary mechanisms of market competition												
Learning outcomes												
Knowledge	SP.BM_W05	Students understand market mechanisms and their role in international environment. They are able to define the role of customer in domestic and international markets.										
	SP.BM_W07	Know economic connections and governing regularities, including principles of market functioning and market mechanism in domestic and international aspect										
	SP.BM_W08	Have fundamental knowledge about the man as the individual taking economic decisions										
	SP.BM_W14	Know fundamental methods, tools and techniques of data acquisition										
Verification of learning outcomes - Knowledge												
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project	
SP.BM_W05	X								X			
SP.BM_W07	X								X			
SP.BM_W08	X							X				
SP.BM_W14	X							X	X			
Skills	SP.BM_U03	Students are able to chose among effective and ineffective market strategies in different product categories. Students practice their discussion skills and learn to present their arguments.										
	SP.BM_U04	Observe and analyze basic economic processes tasking place in open economy, interpret necessary statistical data and economic indicators										
	SP.BM_U07	Identify and analyze relations among business entities and institutions										
	SP.BM_U10	Use basic software to acquire and analyze data necessary for professional work										

Verification of learning outcomes - Skills											
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
SP.BM_U03	X							X	X		
SP.BM_U04								X	X		
SP.BM_U07								X	X		
SP.BM_U10								X	X		
Attitudes	SP.BM_K02	Students develop the ability to communicate, combining both analytical and creative skills.									
	SP.BM_K03	Communicate with the surrounding properly									
	SP.BM_K07	Are aware of importance of conduct in working life in professional, ethical way									

Verification of learning outcomes - Attitudes											
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
SP.BM_K02								X	X		
SP.BM_K03								X	X		
SP.BM_K07								X	X		

Course contents											
<p>1. ESSENTIALS OF MARKETING and INTERNATIONAL TRADE</p> <p>Value added by Marketing. Customer needs. The product life-cycle theory. Motives of going international. Porter's 5 Forces of Competition.</p> <p>2. MARKET SEGMENTATION</p> <p>Market segments. Segmentations bases. Market selection procedures.</p> <p>3. PRODUCT STRATEGY</p> <p>Product development. Product-mix decisions. Stages of product life cycle. Standardization vs. adaptation.</p> <p>4. BRANDING STRATEGY</p> <p>Stages of brand building. Brand architecture. Local vs. international brands.</p>											

Recommended reading lists											
Peter Doyle, <i>Value Based Marketing</i> , Wiley&Sons, 2000 Philip Kotler, <i>Marketing Management</i> , any edition from 1998. J. Pietrzak, "Implications of Market Entry Mode on Sales Structure Organization and Competitive Edge in CEE Markets", Proceedings FH Science Day, Shaker Verlag, Aachen 2008.											

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* SS1- undergraduate studies * SS2 - graduate studies * SDang - doctoral studies
 ** MSG - International Economic Relations