Course title	International Marketing (excluding IB students)		ECTS code	4.7.1055
			ECTS credits	5
			max. students	25

Name of unit administrating study	KBM	Field of study	Economics/MSG**	Field of specialisation	NONE;
Teaching staff	Marek Reysowski, PhD				

Number of hours										
Lectures	30	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0

Forma aktywności		Year&Type of studies*	3 SS1, 2 SS2,
Hours with the participation of the academic teacher (including office hours, exams, others):		Semester:	5, 3,
Hours without the participation of the academic teacher (student's self-study, homeworks):		Type of course:	optional
Total number of hours:	0	Language of instruction:	English

Teaching form	in-class learning
Teaching methods	Lectures including multimodal presentations, Case studies, Discussion, questioning, Collaborating, group activities,

Prerequisites (required courses and introductory requirements)	
Required courses	Students must have basic knowledge about marketing and graduate at least one marketing course. The course cannot be selected by I IB students who have it in their study programme as an obligatory course.
Introductory requirements	The goal of the course is to characterise the phenomenon of the international marketing, resent major marketing challenges companies face entering the international market. Students will have also to work on real business cases that will help them to comprehend the complexity of decisions made by managers in the international marketing.Other goal of the course is the presentation of the process of companies internationalization and globalization and differences between acting on domestic and international market.

Assessment method, forms and criteria	
Assessment method	Course completion (graded)
Assessment criteria	The final grade is based on two factors: written test (70%) and student involvement & group work (30%).

Course objectives
The objective of the course is to complement the implementation of selected learning objectives in terms of knowledge, skills and social competence as provided for economics and / or international economic relations study programmes.

Learning outcomes		
Knowledge	MSG1_W07	Students know the types of economic relations between multinational markets and the regularity governing these relations, including rules of the market and market mechanism, both in terms of national and international scope
	MSG1_W09	Students have a basic knowledge of a human being, as a unit of economic decision-maker acting in social structures and agencies, in particular companies operatin in the international market-know the basic methods and marketing tools, including tools and techniques of data collection, allowing to describe and analyze business entities operating in the international market and the processes and phenomena between them.
	MSG1_W15	Students have an advanced knowledge of management of an economic entity on the international market; knows and understands strategies and marketing tools used in this management.
	MSG2_W09	Students have an in-depth knowledge of selected areas of the functioning of a modern enterprise in the national and international environment
	MSG2_W14	Students have a basic knowledge of a human being, as a unit of economic decision-maker acting in social structures and agencies, in particular companies operatin in the international market-know the basic methods and marketing tools, including tools and techniques of data collection, allowing to describe and analyze business entities

		operating in the international market and the processes and phenomena between them.
	E1_W05	Students have a basic knowledge of a human being, as a unit of economic decision-maker acting in social structures and agencies, in particular companies operatin in the international market-know the basic methods and marketing tools, including tools and techniques of data collection, allowing to describe and analyze business entities operating in the international market and the processes and phenomena between them.
	E1_W07	Students have an in-depth knowledge of selected areas of the functioning of a modern enterprise in the national and international environment
	E2_W05	Students have a basic knowledge of a human being, as a unit of economic decision-maker acting in social structures and agencies, in particular companies operatin in the international market-know the basic methods and marketing tools, including tools and techniques of data collection, allowing to describe and analyze business entities operating in the international market and the processes and phenomena between them.
	E2_W07	Students have an in-depth knowledge of selected areas of the functioning of a modern enterprise in the national and international environment

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
MSG1_W07			X					X	X		
MSG1_W09								X	X		
MSG1_W15			X					X	X		
MSG2_W09			X					X	X		
MSG2_W14								X	X		
E1_W05								X	X		
E1_W07			X					X	X		
E2_W05								X	X		
E2_W07			X					X	X		

Skills		
	MSG1_U01	Students can interpret the basic problems of international marketing linked to the modern world economy, their causes and processes.
	MSG1_U02	Students are able to make observations and analysis of basic marketing processes taking place in an market economy, can interpret necessary in this regard statistical data and economic indicators, as well as to forecast economic processes and phenomena using standard methods and tools in economics.
	MSG2_U01	Students can interpret the basic problems of international marketing linked to the modern world economy, their causes and processes.
	MSG2_U02	Students are able to make observations and analysis of basic marketing processes taking place in an market economy, can interpret necessary in this regard statistical data and economic indicators, as well as to forecast economic processes and phenomena using standard methods and tools in economics.
	E1_U01	Students can interpret the basic problems of international marketing linked to the modern world economy, their causes and processes.
	E1_U02	Students are able to make observations and analysis of basic marketing processes taking place in an market economy, can interpret necessary in this regard statistical data and economic indicators, as well as to forecast economic processes and phenomena using standard methods and tools in economics.
	E2_U01	Students can interpret the basic problems of international marketing linked to the modern world economy, their causes and processes.
	E2_U02	Students are able to make observations and analysis of basic marketing processes taking place in an market economy, can interpret necessary in this regard statistical data and economic indicators, as well as to forecast economic processes and phenomena using standard methods and tools in economics.

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
MSG1_U01			X					X	X		
MSG1_U02			X					X	X		
MSG2_U01			X					X	X		
MSG2_U02			X					X	X		
E1_U01			X					X	X		
E1_U02			X					X	X		
E2_U01			X					X	X		
E2_U02			X					X	X		

Attitudes		
	MSG1_K03	Students can work as a team on projects, including taking various team roles, have elementary organizational skills that allow them the implementation of the objectives and making professional activities.
	MSG2_K03	Students can work as a team on projects, including taking various team roles, have elementary organizational skills that allow them the implementation of the objectives and making professional activities.
	E1_K03	Students can work as a team on projects, including taking various team roles, have elementary organizational skills that allow them the implementation of the objectives and making professional activities.
	E2_K03	Students can work as a team on projects, including taking various team roles, have elementary organizational skills that allow them the implementation of the objectives and making professional activities.

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
MSG1_K03								X	X		
MSG2_K03								X	X		
E1_K03								X	X		
E2_K03								X	X		

Course contents

1. Introduction into the International Marketing and Entry Modes
Objectives and program of the course
Literature
Grading Policy
Direct exporting
Direct investment
Strategic alliances
2. Global Segmentation and Positioning
Grouping consumers within countries into homogenous segments
Use of strategically equivalent segments
Use of macro and micro data
Implications for positioning
Tools for forming groups
3. International Marketing Research
Basic problems in international marketing research
Sources of information
Adapting research methods to the international specific
Evaluation of foreign markets attractiveness

4. Pricing
International price setting
International price standardization
Transfer pricing
5. Product Development For Global Markets
Adaptation vs standardization
Concept testing
Influence of the R&D interface
New product development for international markets
Product introduction: diffusion, sprinkler and waterfall
6. Distribution strategies
Exclusive distribution
Selective distribution
Intensive distribution
7. Promotion strategies
Pull strategy
Push strategy

Recommended reading lists

Basic literature:

Philip Kotler, *Marketing*, any edition dated after 1998.
Stanley L. Paliwoda, Michael J. Thomas, *International Marketing,* Butterworth Heinemann 1998.

P. Cateora, J. Graham, M. Gilly, International Marketing, McGraw-Hill 2021.

Supplementary literature:

The Central Challenge for Global Strategy By Pankay Ghemawat, Harvard Business Review, March 2007 Handouts distributed at class.

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