

Course title	International Marketing						ECTS code	04.7.EM.KZ.607				
							ECTS credits	8				
Name of unit administrating study	IHZ	Field of study	MSG**			Field of specialisation	IB;					
Teaching staff	Joanna Pietrzak, Associate Professor ; Marek Reysowski, PhD ; Tomasz Czuba, PhD											
Number of hours												
Lectures	30	Classes	30	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0	
Forma aktywności							Year&Type of studies*	2 SS1,				
Hours with the participation of the academic teacher (including office hours, exams, others):							Semester:	3,				
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, Collaborating, group activities, Case studies,											
Prerequisites (required courses and introductory requirements)												
Required courses	None											
Introductory requirements	Basic economic knowledge											
Assessment method, forms and criteria												
Assessment method	Exam											
Assessment criteria	Final exam in the form of a single-choice test. The results of workshop in Marketing will be taken into consideration in the following proportion: 30% workshop results + 70% examination result (single choice test). The final grading scale is consistent with study regulations.											
Course objectives												
To make students familiar with the contemporary mechanisms of market competition												
Learning outcomes												
Knowledge	MSG1_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.										
	MSG1_W07	Have fundamental knowledge about the man as the individual taking economic decisions, operating in social and organizational units, including also individual business activity										
	MSG1_W08	Know fundamental methods and tools, including computer tools and techniques of data acquisition										
	MSG1_W14	Are able to interpret fundamental problems and processes of contemporary world economy, their causes and course										
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_W05	X							X				
MSG1_W07	X							X	X			
MSG1_W08	X							X	X		X	
MSG1_W14	X							X	X			
Skills	MSG1_U03	Students are able to chose among effective and ineffective market strategies in different product categories. They know how to identify basic problems of international economy and explain the background of major market trends.Students have the ability to analyze										

		and interpret basic economic data, processes and trends. They can apply basic rules of decision-making in international environment, analyze internal and external business situations, apply theoretical models and explain certain concepts. Students practice their discussion skills and learn to present their arguments.
	MSG1_U04	Observe and analyze basic economic processes taking place in open economy, interpret necessary statistical data and economic indicators
	MSG1_U07	Identify and analyze relations among business entities and other institutions
	MSG1_U08	Use basic methods and tools, including computer tools and techniques to acquire data, and marketing tools to diagnose economic processes and take up correct business decisions basing on them
	MSG1_U10	Use basic software to acquire and analyze data necessary for professional work
	MSG1_U15	Prepare presentations referring to selected detailed issues

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_U03					X			X			
MSG1_U04							X	X	X		
MSG1_U07					X			X	X		
MSG1_U08								X	X		
MSG1_U10				X				X			
MSG1_U15								X	X		

Attitudes	MSG1_K02	Students work in groups, learning to understanding and respect the cultural differences between the participants. They develop the ability to communicate, combining both analytical and creative skills.
	MSG1_K03	Communicate with the surrounding properly, determine priorities leading to accomplishment of own tasks
	MSG1_K05	Participate in undertaking and accomplishing group development tasks
	MSG1_K06	Think and act in resourceful way
	MSG1_K07	Respect diversity of views and cultures; are aware of corporate social responsibility

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_K02							X		X		
MSG1_K03								X	X		
MSG1_K05								X	X		X
MSG1_K06								X	X		
MSG1_K07								X	X		

Course contents
1. ESSENTIALS OF MARKETING and INTERNATIONAL TRADE

Absolute and comparative advantage. Customer needs. The product life-cycle theory of international trade. Motives of going international.

2. MARKET SEGMENTATION

Market segments. Segmentations bases. Market selection procedures. Porter's 5 Forces of Competition.

3. PRODUCT STRATEGY

Product development. Product-mix decisions. Stages of product life cycle. Standardization vs. adaptation in international environment.

4. MARKET ENTRY STRATEGIES

Direct and indirect export. Licensing and franchising. Joint ventures. Wholly owned subsidiaries.

5. BRANDING STRATEGY

Stages of brand building. Brand architecture. Local vs. international brands.

6. PRICING STRATEGY

Factors influencing export prices. Pricing strategies. Currency issues in export prices. Selection of trade terms.

7. DISTRIBUTION AND SALES POLICY

Foreign sales branches. Foreign-based distributors. Internet and e-commerce.

8. MARKETING COMMUNICATION

Communication strategy. Communication mix. Media selection. Standardization vs. adaptation.

9. INTERCULTURAL ISSUES IN EXPORT MARKETING

Socio-cultural environment. Country-specific differences. Communicating with different cultures.

10. INTERNATIONAL NEGOTIATIONS

Negotiation objectives. Negotiation techniques.

Recommended reading lists

Peter Doyle, *Value Based Marketing*, Wiley&Sons, 2000

Philip Kotler, *Marketing Management*, any edition dated after 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.

Albaum G., Duerr E., Strandkov J. *"International Marketing and Export Management"*, Prentice Hall 2005.

Teaching materials distributed to the students.

Contact

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* SS1- undergraduate studies * SS2 - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations