



SYLLABUS OF DISCIPLINE
«MARKETING OF FOREIGN ECONOMIC ACTIVITY»

Degree of higher education - Bachelor
Specialty 073 "Management"
Educational program - "Management"
Year of study - 3, semester - 6
Form of study - full-time
Number of ECTS credits - 4
Language of instruction - Ukrainian, English

Course lecturer
Lecturer contact
information (e-mail)
Teacher who conducts
practical classes
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Course page in eLearn

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<https://elearn.nubip.edu.ua/course/view.php?id=1154>

DESCRIPTION OF THE DISCIPLINE

Discipline "Marketing of foreign economic activity"

1. Annotation to the course

The subject of the course "Marketing of foreign economic activity" provides a study of the activities of foreign economic activity, aimed at studying the market, the impact on consumer demand to meet mutual needs through exchange, expanding sales of goods produced by them. The discipline provides for the study of the nature and forms of international marketing methods of research of economic, social, cultural, political and legal environment, international marketing activities; elaboration and mastering of the methodology of international market research, segmentation, selection of target markets; models of research of the firm's entry into foreign markets, formation of an effective international marketing strategy.

1. The purpose and objectives of the course

The purpose of teaching the discipline "FEA Marketing" is: the formation of students' theoretical and practical knowledge in the field of foreign economic marketing activities necessary to achieve commercial goals in international business. As a result of studying the discipline, students should know: - general theoretical foundations of the discipline; methodology of international marketing research; processes that are inherent in the organization of international marketing activities at the enterprise; the latest approaches to assessing the effectiveness of international marketing programs at the enterprise.

2. The task of studying the discipline

The discipline "FEA Marketing" is aimed at forming students' theoretical and practical knowledge in the field of foreign economic marketing activities necessary to achieve commercial goals in international business, the ability to analyze international markets for goods and services, tools and principles of international trade. This discipline also provides the ability to determine the impact of functional areas of marketing on the results of economic activities of

market participants, in order to understand the functioning and use of modern information systems to support marketing management decisions and develop recommendations to improve their efficiency.

3.Acquisition of competencies

Competences	
General Competences (GC)	
GC № 3	Ability to abstract thinking, analysis and synthesis
GC № 4	Ability to apply knowledge in practical situations
GC № 6	Ability to communicate in a foreign language
GC № 9	Integrative skills: the ability to apply and integrate knowledge, skills and abilities and use them effectively in the context of rapid adaptation of organizations to the requirements of the external environment.
GC № 14	Ability to work in an international context.
Professional competencies of the specialty (PCS)	
PCS	Understanding of the basic features of modern world and national economy, their institutional structure, substantiation of directions of social, economic and foreign economic policy of the state
PCS	Ability to understand the conditions for the effectiveness of international segmentation, conducting international marketing research; apply methods of analysis of foreign markets, develop strategies for entering foreign markets.
PCS	Ability to generalize information, go beyond the problem, temporal and spatial boundaries, the ability to abstract from the current idea of the problem.

4.Program learning outcomes (PLO)

PLO	Content
PLO № 3.	Demonstrate knowledge of theories, methods and functions of management, modern concepts of leadership.
PLO № 5	Describe the content of the functional areas of the organization.
PLO № 6	Demonstrate skills of search, collection and analysis of information, calculation of indicators to justify management decisions.
PLO № 9	Demonstrate skills of interaction, leadership, teamwork.
PLO № 11	Demonstrate skills of situation analysis and communication in various areas of the organization.
PLO № 12	Ability to apply modern methods of business in foreign markets; to conduct international marketing research, to develop strategies for entering foreign markets.
PLO № 13	Communicate orally and in writing in state and foreign languages.
PLO № 16	Demonstrate skills of independent work, flexible thinking, openness to new knowledge, be critical and self-critical.
PLO № 17	Perform research individually and / or in a group under the guidance of a leader.
PLO № 19	Demonstrate the ability to make independent decisions, develop a sufficient number of alternatives, choose the best solutions and be responsible for their implementation.
PLO № 21	Demonstrate the ability to use information and communication technologies to search, process, analyze and use information from various sources.
PLO № 26	Perform research on the environment of international business and determine the characteristics of the company's entry into foreign markets.
PLO № 27	Demonstrate the ability to take into account the peculiarities of foreign economic activity of the enterprise, international economic relations and analyze the situation on the world market of goods and services.

2. Distribution of hours

Type of lesson	lectures	practical training	independent work
Number of hours	30	30	60

3. COURSE STRUCTURE

Topic	Years (lectures / laboratory work / independent works)	Learning outcomes	Task	Grades, points
6 semester				
Module 1. Methodological bases of marketing of foreign economic activity				50
Topic 1. The essence of marketing of foreign economic activity	2/2	<p>Know: interpretation of the concept of "foreign trade marketing" and forms of international marketing.</p> <p>Have the ability to determine common and distinctive features of the internal and foreign economic marketing.</p> <p>Know the basic characteristics of foreign economic marketing environment and its types, with in order to analyze the characteristics of the country to exit on the foreign market.</p> <p>Be able: analyze the components of the socio-cultural environment. Know the features of the international cultural environment and its impact on consumer behavior and purchasing decisions. Develop strategies to reduce political risk at different stages of foreign economic activity.</p> <p>Know and apply the basic stages and types international marketing research, and also be able to correctly interpret the result information about the foreign market.</p>	<p><i>Preparation for lectures</i> (preliminary acquaintance with the presentation and lecture in eLearn).</p> <p><i>Completion of the task in practical classes</i> (in a group and individually).</p> <p><i>Performing independent work</i> (in small groups, independently, eLearn).</p> <p><i>Preparation and writing of modular control work</i> (test - c eLearn).</p> <p><i>Execution and delivery of individual tasks.</i></p> <p><i>Independent work</i> - according to the tasks in eLearn</p> <p><i>Modular test work</i> in eLearn.</p>	<p>Execution and delivery of individual tasks.</p> <p>Modular test work in eLearn.</p> <p>Independent work - in accordance with the tasks in eLearn.</p>
Topic 2. Foreign economic marketing environment	2/4/10			
Topic 3. Socio-cultural environment of foreign trade marketing	2/2/10			
Topic 4. International political and legal environment for foreign trade marketing	2/2			
Topic 5. Foreign economic marketing research	2/2/10			
Topic 6. Information support of foreign economic marketing research.	4/2			
Total for module 1	15/15/30			50
Module 2. A set of foreign economic marketing activities in world markets				50
Topic 7. Foreign market segmentation	2/2	<p>Know: basic approaches and requirements to international segmentation, be able to determine the correct strategy of market segmentation, in order to identify the peculiarities of the choice of foreign markets.</p> <p>Know the main criteria and factors for choosing a strategy for entering the foreign market and use them effectively.</p> <p>Know the peculiarities of the formation of the marketing complex in foreign markets and identify key factors influencing product policy.</p> <p>Be able: operate with the concept</p>	<p><i>Preparation for lectures</i> (preliminary acquaintance with the presentation and lecture in eLearn).</p> <p><i>Performing tasks in practical classes</i> (in a group and individually).</p> <p><i>Performing independent work</i> (in small groups, independently, eLearn).</p> <p><i>Preparation and writing of modular control work</i> (test - c</p>	<p>Execution and delivery of individual tasks.</p> <p>Modular test work in eLearn.</p> <p>Independent work - in accordance with the tasks in eLearn.</p>
Topic 8. Models and strategies of the firm's entry into the foreign market	2/4/10			
Topic 9. International marketing complex: freight policy	2/2/10			
Topic 10. Pricing policy and trade features.	3/2			
Topic 11. Foreign economic distribution channels	2/2/10			

Topic 12. Foreign economic marketing communications	4/2	of price and pricing policy in foreign economic marketing, to determine an effective method of pricing in foreign economic markets, in order to maximize profits. Be able to form sales policy in international markets, be able to choose the necessary distribution channel, intermediaries and forms of work with them, in order to function effectively in foreign markets, especially the formation of communication policy in foreign markets, to effectively stimulate sales using marketing tools.	eLearn). <i>Execution and delivery of individual tasks.</i> <i>Independent work - according to the tasks in eLearn.</i> <i>Modular test work in eLearn.</i>	
Total for module 2	15/15/30			50
Possibility to receive additional points:	Additional points can be obtained for the preparation of the report and participation in the student conference, publication of the article, participation in the 1st round of the All-Ukrainian Olympiad.			up to 10 points
Total for educational work				70 100 * 0.7 (maximum 70 points)
Exam				30
Total for the course				100

EVALUATION POLICY

<i>Deadline and recompilation policy:</i>	The student must submit all work on time. For works that are submitted in violation of deadlines without good reason, the score is reduced. Reassignment of modular control work takes place in the presence of valid reasons (hospital, international internship, individual schedule) and is allowed in the period before the end of the next modular control.
<i>Academic Integrity Policy:</i>	When performing all types of educational work, the student must adhere to the policy of academic integrity.
<i>Visiting policy:</i>	Attendance of lectures and practical (seminar) classes is mandatory for all students. For objective reasons specified in the Regulations on the educational process of NULES, training may take place in accordance with the individual curriculum approved in the prescribed manner.

STUDENT EVALUATION SCALE

Rating of the applicant of higher education, points	The assessment is national for the results of examinations	
	exams	offsets
90-100	perfectly	credited
74-89	fine	
60-73	satisfactorily	
0-59	unsatisfactorily	not credited

RECOMMENDED BOOKS

1. International Marketing: Textbook. manual./edited by Yu.G. Kozaka.-Kyiv, CUL, 2014 -294 p.
2. Rakhman MS International marketing: a textbook for students of economic specialties of higher education / MS Rakhman. - Kharkiv: VN Karazin KhNU, 2017. - 180 p.

3. International marketing: Training manual. - Kind. 3rd, reworked. and ext. - Dnepropetrovsk: State Higher Educational Institution "National Mining University", 2012. - 210 p.
4. International marketing. Textbook / Chebotar SI, Larina JS, Babicheva OI etc. / for ed. Chebotarya SI - Sumy: LLC "TD" Papyrus ", 2015. - 368 p.
5. Hollensen ensen, Svend. Global marketing / Svend Hollensen. - 7th ed. Pearson Prentice Hall, 2016.
6. Keegan, Warren J. Global marketing / Warren J. Keegan, Mark C. Green. - 8th ed. Pearson Prentice Hall, 2012.
6. Paliwoda, Stanley. International marketing / Stanley Paliwoda, Michael Thomas. - 3rd ed. Routledge, 2013.
8. Marketing of Foreign Economic Activities - Lectures / Galushko VP, Mishchenko IA - K: 2011. - 163 p.
9. Principles of International Trade and Payments, Briggs, Blackwells 2014
10. Strategic Marketing Communications, Smith P, Berry C & Pulford A. 2016
11. The Importer's Handbook, Butler J, Prentice Hall, 2014