

NATIONAL UNIVERSITY OF LIFE AND ENVIRONMENTAL  
SCIENCES OF UKRAINE

Department of Administrative Management and Foreign Economic Activity

«APPROVED»

Dean of the faculty  
Anatoli OSTAPCHUK

05 2022



"ENDORSED"

Department's meeting  
dated on "24 may" 2022

Head of the department  
Vitalii LUTSIAK

"REVIEWED"

Guarantor of the academic program

Vitalii LUTSIAK

Work program of the academic discipline

" MARKETING OF FOREIGN ECONOMIC ACTIVITY "

specialty 073 "Management"

educational program "Management"

Faculty of Agrarian Management

Developers: Associate Professor of Administrative Management and Foreign  
Economic Activity, Ph.D., Associate Prof. Mishchenko Ivan

Kyiv - 2022

## 1. Description of the discipline

### "Marketing FEA"

<b>Characteristics of the discipline</b>		
View	Selective	
Total hours	150	
Number of ECTS credits	5	
Number of content modules	2	
Form of control	Exam	
<b>Indicators of academic discipline for full-time and part-time study</b>		
	Full-time	Part-time
Year of preparation	3	
Semester	5	
Lectures	15	
Practical, seminar classes	30	
Laboratory classes	-	
Individual work	105	
Individual tasks	-	
Number of weekly hours for full-time education: classroom	3	
independent student work	7	

## 2. The purpose and objectives of the discipline

In the current conditions of Ukraine's integration into the world economic system, one of the important problems is the reorientation of domestic enterprises to the principles of marketing and skills in foreign markets. The introduction of the concept of marketing in foreign economic activity allows the company to form rational production programs focused on consumer needs, respond to market conditions and win in international competition.

The discipline "Marketing in FEA" involves the formation of students' clear understanding of the need and possibility of using marketing in foreign economic activity, students' mastery of the principles, tasks, functions and features of marketing in foreign trade, acquisition of theoretical knowledge and practical skills in the formation of marketing commodity, pricing policy, distribution policy and incentives in foreign markets.

The purpose of the discipline "Marketing in FEA" is to form a system for students theoretical knowledge and acquisition of practical skills in the field of marketing activities of the enterprise in foreign markets.

Tasks of the discipline "Marketing in FEA":

- acquaintance of students with the corresponding concepts, categories, systems and algorithms of marketing in foreign economic activity;
- acquisition of practical skills in research and selection of the international market, formation and implementation of a complex of marketing in foreign markets, solving marketing problems and performing relevant functions;
- education of the ability to creatively search for directions and reserves to improve the marketing activities of the enterprise in foreign markets.

As a result of studying the discipline the student must

### **know:**

- the essence and features of key categories of marketing in foreign trade;
- methodology of marketing research in foreign markets;
- basics of international market segmentation and positioning on it;
- models of the company's entry into foreign markets;
- basics of marketing product and price policy of the enterprise in the foreign market;
- features of the formation of distribution channels in the foreign market and effective their management;
- basics of marketing policy of communication and incentives in the foreign market;
- methods of realization of the basic administrative functions for the purpose of maintenance of effective functioning of the enterprise in the foreign markets.

**be able:**

- to analyze the state and trends of foreign markets;
- to analyze the international marketing environment;
- calculate the capacity of the foreign market and determine the market position of individual entities;
- to form an effective marketing complex in the foreign market.

**Acquisition of competencies:****General Competences (GC):**

GC 14 Ability to work in an international context

**Professional (special) competencies (SC):**

SC 1 Ability to identify and describe the characteristics of the organization.

SC 2 Ability to analyze the results of the organization, compare them with the factors of external and internal environment.

SC 3 The ability to determine the prospects for the development of the organization.

SC 4 Ability to identify functional areas of the organization and the relationships between them.

### 3. Program and structure of the discipline

Names of content modules and topics	Number of hours											
	Full-time study						Part-time study					
	total	including					total	including				
		l	n	lab	in	ind.w		l	n	lab	in	ind.w
1	2	3	4	5	6	7	8	9	10	11	12	thirte
<b>Content module 1. Marketing in foreign economic activity of the enterprise. Marketing research of the foreign market</b>												
Topic 1. Essence, features, functions and forms of marketing in foreign economic activity	14	2	2	-	-	10						
Topic 2. International marketing environment	13	1	2	-	-	10						
Topic 3. Marketing foreign market research	14	1	2	-	-	11						
Topic 4. Segmentation and positioning in the foreign market	16	2	4	-	-	10						
Topic 5. Choice foreign market. Ways to enter the foreign market	17	2	4	-	-	11						
Together in terms of content module 1	74	8	14	-	-	52						
<b>Content module 2. Complex of marketing and marketing management opportunities of the enterprise in foreign markets</b>												
Topic 6. Marketing commodity policy enterprises in the foreign market	14	1	2	-	-	11						
Topic 7. Marketing pricing policy enterprises in the foreign market	16	2	4	-	-	10						
Topic 8. Marketing foreign market distribution policy	16	1	4	-	-	11						
Topic 9. Marketing communication policy and stimulation in the foreign market	14	2	2	-	-	10						
Topic 10. Management marketing activity of the enterprise in the foreign market	16	1	4			11						
Together in terms of content module 2	76	7	16	-	-	53	76	4	4	-	-	68
Total hours	150	15	30	-	-	105	150	6	8	-	-	136

#### 4. Topics of practical classes

№ s / n	Name topics	Number hours
1	The essence, features, functions and forms of marketing in foreign economic activity	2
2	International marketing environment	2
3	Foreign market research	2
4	Segmentation and positioning in the foreign market	4
5	Choice of foreign market. Ways of leaving the enterprise on the foreign market	4
6	Marketing freight policy enterprises in the foreign market	2
7	Marketing pricing policy of the enterprise on foreign market	4
8	Marketing policy of distribution in the foreign market	4
9	Marketing communication and incentive policy on foreign market	2
10	Management of marketing activities of the enterprise on foreign market	4
	Total	30

#### 5. Seminar topics

№ s / n	Name topics	Number of hours
1		
2		

#### 6. Laboratory topics

№ s / n	Name topics	Number of hours
1		
2		

## **7. Test questions, sets of tests to determine the level of knowledge acquisition by students.**

### **Questions**

1. What are the difficulties in using and comparing secondary data from a number of countries?
2. What are the factors that affect the length, width, and number of marketing channels?
3. What are the requirements of a good publicity program?
4. Are rational motives more effective than their emotional counterparts in motivating consumers to make a purchase?
5. How can a company do country-risk analysis for investment purposes?
6. For a country with high labor cost, how can it improve its export competitiveness?
7. Explain the rationale and discuss the weaknesses of each of these arguments for protection of local industries
8. Distinguish between these types of tariffs
9. If simple existence of government can distort trade inside and outside of its area, should governments be abolished in order to eliminate trade distortion?
10. Explain these customs and entry procedures and discuss how each one can be used deliberately to restrict imports
11. Do you agree that the WTO has served a useful purpose and has achieved its
12. Explain these various types of product requirements and discuss how each one can be used deliberately to restrict imports.
13. Why is it difficult to employ probability sampling techniques overseas?
14. What are the difficulties in using and comparing secondary data from a number of countries?
15. Distinguish between internal and external validity. What are the implications of external validity for international marketers?
16. Briefly explain these market entry strategies: exporting, licensing, joint venture, manufacturing, assembly operations, management contract, turnkey operations, and acquisition.
17. What is cross-licensing or grantback?
18. What is an FTZ? What are its benefits?
19. Since exporting is a relatively risk-free market entry strategy, is there a need for a company to consider other market entry strategies?
21. Describe briefly the IPLC theory and its marketing implications.
22. Offer your arguments for product adaptation.
23. By marketing in a foreign country, must a firm automatically utilize geographic segmentation or other segmentation bases?
24. Provide examples of products for each of these IPLC stages.
25. Can standard marketing techniques (e.g., market segmentation and product positioning) be used to market services locally and internationally?
26. Explain hot, moderate, and cold countries as classified by the country temperature gradient. What are the channel implications of this classification system?
27. Explain these types of direct-channel intermediaries: foreign distributor and state-controlled trading company.
28. Explain these types of indirect-channel agents: EMC, cooperative exporter, and purchasing agent.
29. Distinguish between direct and indirect selling channels. What are the advantages and disadvantages of these channels?
30. Explain these types of indirect-channel merchants: export merchant, export drop shipper, export distributor, and trading company.

**Sets of tests to determine the level of knowledge acquisition by students**  
**NATIONAL UNIVERSITY OF LIFE AND ENVIRONMENTAL**  
**SCIENCES OF UKRAINE**

<b>Bachelor</b>  <b>Specialty 073</b> <b>"Management"</b>	<b>administrative management and foreign economic activity department</b>	<b>EXAMINING TICKET № 1 from the discipline "Marketing FEA "</b>	Approved Head of department
	<b>2022-2023 year</b>		<i>(signature)</i> Lutsiak V.V.

**Exam questions**

1. Discover the common and distinctive features of domestic marketing and foreign trade marketing.
2. Formulate the essence of the concept of "brand" and define its role in marketing activities in foreign markets.

**Test tasks of different types**

**1. What does not apply to the principles of marketing in foreign trade?**

1	Focus on more complete satisfaction of consumer needs
2	Export diversification
3	Focus on long-term results
4	Differentiated approach to the market

**2. What is the name of the complete ban on the import of a particular product?**

*(Enter the correct answer in the answer sheet)*

**3. Choose methods of marketing research in foreign markets by characteristics:**

1. Use official printed sources of information and give a general idea of the state of economic conditions, market trends, their state, capacity and more	A. Primary research
2. Use personal contacts, primary information, methods of economic analysis, allow you to quickly get acquainted with specific market requirements, trade customs, sales methods, consumer behavior, prices and are the most complex and expensive	B. Panel studies
3. Used for lack of information on the market situation and allow testing of new products, sales methods.	B. Secondary research
4. Regular communication with the same consumer group.	D. Pilot studies

**4. The strategy of covering the foreign market, in which the company ignores market segmentation and focuses its efforts on general consumer demand, is called:**

1	differentiated marketing
2	undifferentiated marketing
3	concentrated marketing
4	targeted marketing



**5. What word is missing in the sentence? Export in which companies sell their goods with the participation of a natural or legal person-intermediary is called**

.... export.

*(in the answer sheet to submit in one word)*

**6. Choose the indicators of the product range by characteristics:**

1. Variety of types of goods produced enterprise	A. length of the range
2. The total number of product names	B. depth of range
3. The number of manufacturing options for each	B. the breadth of the range

**7. Protectionism against certain countries or certain types of goods:**

1	selective protectionism
2	sectoral protectionism
3	hidden protectionism
4	monopoly protectionism

**8. What word is missing in the sentence?**

**The vertical marketing system, the participants of which coordinate their activities due to the administrative management of one of the subjects of the distribution channel - is ... the Navy**

*(in the answer sheet to submit in one word)*

**9. What is the name of the certificate that entitles the consumer to the savings discussed when buying a particular product?**

*(Enter the correct answer in the answer sheet)*

**10. If the structural units are responsible for the promotion and sale of the company's products in individual countries, the structure of marketing management in foreign markets is organized by:**

1	geographical principle
2	commodity principle
3	functional principle
4	commodity - geographical principle

## **8. Teaching methods**

Lecture - the main form of classroom classes in higher education, it is designed to form in students the basics of knowledge in the relevant scientific field, as well as to determine the direction, main content and nature of all other types of classes and independent work of students in the discipline

"Marketing in foreign trade", as well as the connection with other disciplines. The main task of the lecture is to teach specific topics in accordance with the curriculum in a logical sequence and relationship.

Practical classes provide consolidation and systematization of theoretical knowledge of students and their acquisition of necessary skills on the peculiarities of the national economy and institutional factors and their impact on the specifics economic development.

Independent and individual work is the main means of mastering the material in free time from classroom classes based on the study of legislation, educational literature, additional sources, current information. In addition, individual tasks involve students' performance of research - creative, creative tasks. These tasks are aimed at improving the level of training and development of individual creative abilities of gifted students.

## 9. Forms of control

Control of acquired knowledge is carried out in the following forms: current control in practical classes (surveys, testing, performance of situational tasks), modular control (control work after studying the study material combined into a module or content module), final control - exam.

## 10. Distribution of points received by students

Assessment of student knowledge is on a 100-point scale and is translated into national assessments in accordance with table. 1 "Regulations on examinations and tests in NULES of Ukraine" (order of entry into force of 27.12.2019 №1371)

Student evaluation scale

Sum of points for training activities	National assessment for the results of examinations	
	exams	credits
90-100	perfectly	credited
74-89	fine	
60-73	satisfactorily	
0-59	unsatisfactorily	not credited

To determine the rating of the student (listener) for mastering the discipline RDIS (up to 100 points) the obtained rating for certification (up to 30 points) is added to the rating of the student (listener) for educational work RNR (up to 70 points):  $R_{DIS} = R_{HP} + R_{AT}$ .

## 11. Methodological support

Reference syllabus of lectures on the discipline, a set of educational and methodological support of the discipline, regulations.

Marketing of Foreign Economic Activities - Lecture notes / Galushko V.P., Mishchenko I.A. - K: 2015. - 163 p.

## 12. Recommended references

### main:

1. International Marketing: Textbook. manual/edited by Yu.G. Kozak.-Kyiv, CUL, 2014 -294 p.
2. Azaryan E.M. International marketing: textbook. allowance. / E.M. Azaryan. - Kyiv: ISMO MO of Ukraine.- SPF "Studcenter", 2008. - 200 p.
3. Kotler F. Fundamentals of Marketing / F. Kotler; lane with English - Moscow: Progress, 2007. - 897 p.
4. International marketing: textbook / for general. ed. A.A. Mazaraki, T.M. Miller. - Kyiv: Kyiv. nat. trade and economy University, 2018. - 448 p.
5. International marketing: textbook / Shtal TV, Astakhova IE, Kozub VO - Kharkiv: KhNEU. S. Kuznets, 2019. - 275 p.
6. Rakhman MS International marketing: a textbook for students of economic specialties of higher education / MS Rakhman. - Kharkiv: VN Karazin KhNU, 2017. -

180 p.

**auxiliary:**

1. Garkavenko S.S. Marketing: textbook / SS Garkavenko. - Kyiv: Libra, 2002. - 712 p.
2. Golomsha N.E. Strategies of international agricultural marketing: educational manual. K. NULES of Ukraine. 2018. 204 p.
3. Goncharov S.M. International marketing: textbook. allowance. / S.M. Goncharov, V.D. Duplyak. - Kyiv: Higher School, 2013. - 342 p.
5. Hollensen 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.
4. Pavlenko A.F. Marketing / A.F. Pavlenko. -Kyiv: KNEU, 2010. - 600 p.
5. Purska I.S. International marketing: textbook. way. / I.S. Purska. - Kyiv: Knowledge, 2012. - 285 p.
6. Marketing of Foreign Economic Activities - Lectures / Galushko VP, Mishchenko IA - K: 2015. - 163 p.
7. Paliwoda. International marketing . - 3rd ed. Routledge, 2013.

**Information resources:**

1. Official site State committee statistics Of Ukraine. URL: <http://ukrstat.gov.ua/>
2. Official site of the Ministry of Economic Development and Trade of Ukraine. URL: <http://www.me.gov.ua/>
3. Official site of the World Trade Organization. URL: <http://wto.in.ua>
4. International Marketing Group. URL: <http://marketingua.com/>
5. Ukrainian Journal of Marketing Communications and Media MarketingMediaReview (MMR). URL: <http://www.mmr.net.ua>
6. Magazine "Marketing in Ukraine" (Ukrainian Marketing Association) URL: [http://uam.in.ua/rus/content/nashi\\_proekti/](http://uam.in.ua/rus/content/nashi_proekti/)
7. Marketing Newspapers (Ukrainian Marketing Association) URL: [http://uam.in.ua/rus/content/nashi\\_proekti/gazeta.php](http://uam.in.ua/rus/content/nashi_proekti/gazeta.php)
8. Marketing and Advertising Magazine URL: <http://www.mr.com.ua>

## Content of the discipline "Marketing in FEA"

### CONTENT MODULE 1. MARKETING IN FOREIGN ECONOMIC ACTIVITY OF ENTERPRISE. FOREIGN MARKET MARKETING RESEARCH

#### **Topic1. Essence, features, functions and forms marketing in foreign economic activity.**

The need to use marketing in foreign economic activity.

Essence marketing in FEA, its purposes. Task  
marketing in foreign economic activity.

Prerequisites exit enterprises on external market. Differences between marketing in foreign trade and internal marketing.

Principles and functions of marketing in foreign trade.

Concepts of marketing development, features of their use.

Forms of marketing in foreign economic activity: import, export marketing, foreign economic marketing, transnational, multiregional and global marketing. Triad rule.

#### **Topic 2. International marketing environment.**

The essence of the concept of "international marketing environment" and its impact on the marketing activities of the enterprise in foreign markets.

The purpose and objectives of the study of the international marketing environment. The main factors of the international micro and macro environment.

International economic environment. Basic factors international economic environment and features of their analysis.

Type of economy of foreign countries: developed countries, countries with economies in transition, developing countries.

The pace of economic development of a foreign country: GDP per capita, investment climate, stability of the national currency

Indicators of sectoral attractiveness of foreign markets: capacity (size, capacity) of the market and its expansion, market availability, factors that ensure the effective functioning of the industry in countries.

International political and legal environment. The main factors of international political and legal environments: political stability countries, legislative system of the country, political and legal principles of doing business, judicial excellence

systems, the level of corruption of the state apparatus, the type of political system, foreign economic policy of the state. Methods of state regulation of foreign economic activity: tariff and non-tariff regulation, currency regulation.

International socio-cultural environment. Factors social cultural environment: social behavior of people, culture, religion, means of communication, living conditions, education, folk traditions and customs.

International scientific and technological environment. International demographic environment. International natural and geographical environment.

Methods of analysis of the international marketing environment.

### **Topic 3. Marketing research in the foreign market**

The essence of the concept of "marketing research", its economic meaning.

Marketing research of the foreign market, its features. The purpose and objectives of marketing research in foreign markets.

Monitoring foreign business environment and its differences from marketing research.

Types of marketing research in the foreign market.

Methods of conducting marketing research in the foreign market: secondary research, primary research, pilot and panel research.

Secondary research of the foreign market, its advantages and disadvantages. Primary study of the foreign market, methods of its implementation.

Survey, observation, experiment. Qualitative research methods.

Process organizations and carrying out marketing research in the foreign market.

### **Topic 4. Segmentation and positioning in the foreign market**

Features of foreign market research. Foreign conditions market, features of its research. Research of working conditions in a specific foreign market.

Principles segmentation foreign market: by geographical, demographic, cultural, behavioral characteristics.

Target market. Selection of target segments in the foreign market.

Foreign market coverage strategies: undifferentiated (mass) marketing, differentiated marketing, concentrated marketing, their

features. Factors influencing the choice of strategy to cover foreign markets.

Positioning of goods in foreign markets. The main approaches to the strategy of product positioning in foreign markets.

### **Topic 5. Choosing a foreign market. Ways to enter the foreign market.**

The process of choosing a foreign market, its stages. Definition potentially interesting for the enterprise foreign markets. Determining the optimal number of potential markets. Assessment of potential markets. Ranking of potential markets.

Ways to enter the foreign market.

Export as the easiest way for a company to enter the foreign market. Direct and indirect exports. Reasons for the attractiveness of exports. Problems faced by the company when exporting.

Joint venture as a way for an enterprise to enter the foreign market.

Types of joint ventures.

Licensing, its advantages and disadvantages.

Contract management, its advantages and disadvantages.

Contract manufacturing, its advantages and disadvantages. Joint ownership, its advantages and disadvantages.

Direct investment as a way for an enterprise to enter the foreign market, its advantages and disadvantages.

## **CONTENT MODULE 2. COMPLEX OF MARKETING AND MANAGEMENT OF MARKETING OPPORTUNITIES OF THE ENTERPRISE IN FOREIGN MARKETS**

### **Topic 6. Marketing product policy of the enterprise abroad market**

. Complex of marketing in the foreign market, its composition. Types of complex marketing in the foreign market.

Marketing product policy in the foreign market, its types. Classification of goods depending on geographical markets.

Factors of attractiveness of goods in foreign markets: product characteristics, design and appearance, product quality, its functionality, product aesthetics.

Trademark, its constituent elements. Legal protection of trademarks.

Packaging as a marketing tool in the foreign market. Types of packaging.

Freight assortment as element commodity policy enterprises. Indicators that characterize the range of the enterprise. Freight nomenclature.

Differentiation and diversification in the product policy of the enterprise. Management assortment policy of an international company.

Product life cycle in the foreign market, its stages. The process of creating new products for foreign markets. Marketing product strategies in foreign markets.

### **Topic 7. Marketing pricing policy of the enterprise abroad market**

. Marketing pricing policy in the foreign market, its features. Price in the foreign market. Multiple nature of prices in foreign markets.

The type of foreign market and its impact on the pricing policy of the enterprise.

Types of prices on the foreign market: by direction of trade flows, by terms of calculation, by completeness of cost accounting, by the degree of fixation.

Reference prices. Stock quotes and auction prices. Futures prices.

Formation cost products on external market. Rules of interpretation of Incoterms trade terms.

State regulation of pricing in foreign markets. Policy free trade (liberalization). Protectionist policy, its features. Forms of protectionism.

Pricing strategies in foreign markets. High pricing policy and strategy "Removal of cream". Low pricing policy and penetration strategy.

Differentiated pricing strategy. "Price leader" strategy. Strategy "Unprofitable leader".

### **Topic 8. Marketing policy of distribution in the foreign market.**

Marketing policy of distribution in the foreign market, its features.

The purpose of sales policy of the enterprise in the foreign market. Goals and tools of marketing policy distribution in foreign markets.

The essence of the distribution channel. Functions of participants in the product distribution channel in foreign markets.

Types channels distribution: direct and indirect. Length distribution channel. Distribution channel width.

Types of distribution channels in the foreign market: traditional distribution channel, vertical marketing system, horizontal marketing system, multi-channel marketing system.

Vertical marketing systems in the foreign market: administrative, contract and corporate Navy. Franchising, its advantages and features. Forms of franchising.

Formation channels distribution products on external market. Intensive distribution, him features. Distribution on rights exclusivity (exclusive). Selective distribution.

Distribution channel management in the foreign market. Selection of participants in the product distribution channel. Motivation of distribution channel participants. Evaluation of the activity of the participants of the distribution channel.

Personnel policy sales staff. Management staff in international companies.

### **Topic 9. Marketing policy of communication and incentives in the foreign market.**

Marketing policy of communication and incentives on the outside market, herfeatures. Basic means impact in complexes marketing communications: advertising, sales promotion, promotion, personal selling.

Methods international marketing communications: direct, mediated.

Subjects marketing communications on external market. Communication process in the foreign market, its elements.



Advertising on the foreign market, its features. Advertising management in the foreign market: standardization strategy, adaptation strategy. Legal adaptation of advertising. Cultural adaptation of advertising in foreign markets.

Propaganda (PR) in foreign markets, its features. The main means of propaganda.

Public relations in foreign markets (PR), their purpose. Tools international public relations.

Sales promotion (sales) in foreign markets: incentives for consumers, intermediaries and its own sales staff. The process of organizing sales promotion activities, its stages.

Personal sales in foreign markets, their features. Organization of personal sales in foreign markets.

Direct marketing at the international level. International exhibitions and fairs.

### **Topic 10. Management of marketing activities of the enterprise in the foreign market.**

Management of marketing in the foreign market, its features and content.

Marketing planning in foreign markets, its purpose. Principles of planning marketing activities in foreign markets.

Levels planning marketing activities on external markets: global, strategic, tactical.

Approaches to the planning process in foreign markets: ethnocentrism, polycentrism, region-centrism, geocentrism.

The process of marketing planning in foreign markets, its stages. Principles of formation of the international marketing program: commodity, geographical.

Organization of marketing services in foreign markets. Factors influencing the organization of marketing in foreign markets: corporate goals; management style and features.

Approaches to the formation of the structure of external marketing management markets. Geographical structure of the marketing service in foreign markets, its advantages and disadvantages. Commodity structure of the marketing service in foreign markets, its advantages and disadvantages. Commodity-geographical structure of the marketing service in foreign markets, its advantages and disadvantages.

Control of marketing activities in foreign markets, its features. The process of controlling marketing in the foreign market, its stages.

Types of marketing control in foreign markets. Problems of control of marketing activities in foreign markets.

