
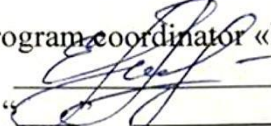


**NATIONAL UNIVERSITY OF LIFE  
AND ENVIRONMENTAL SCIENCES OF UKRAINE**

Marketing and International Trade Department

**"CONFIRMED"**  
Dean of Economics Faculty  
A.  Anatoliy Dibrova  
"28"  2024 p.

**"APPROVED"**  
Head of Marketing and International  
trade department  
 Valerii BONDARENKO  
Protokol # 2 from 23.08.2024  
" " 2024 p.

Program coordinator «International economics»  
 Olena KIREYTSEVA  
2024 p.

**PROGRAM OF THE COURSE  
"INTERNATIONAL MARKETING"**

Specialty: 051 «Economics»

Education program «International economics»

Faculty of Economics

Developer: Ph.D of Economic Sciences, Associate Professor **Olena NAHORNA**

**KYIV-2024**

**Description of the academic discipline  
"International Marketing"**

<b>Field of knowledge, direction of training, specialty, educational degree</b>	
Educational degree	<i>Bachelor</i>
Specialty	<i>051 „Economics”</i>
Educational program	<i>International economics</i>
<b>Characteristics of the curriculum</b>	
Type	<i>Compulsory</i>
The total number of hours	<i>120</i>
Number of ECTS credits	<i>4</i>
Number of content modules	<i>2</i>
Term paper	<i>-</i>
Form of control	<i>Exam</i>
<b>Indicators of academic discipline for full-time forms of training course</b>	
Year	<i>4</i>
Semester	<i>8</i>
Lectures, hours	<i>13</i>
Practical classes/Seminars, hours	<i>26</i>
Self-work, hours	<i>81</i>
Numbers of weekly classrooms hours for full-time study	<i>4</i>

## 1. Purpose, tasks and competencies of the course

**The purpose of the educational discipline «International marketing»** is the formation of students' theoretical and practical knowledge in the field of conducting international marketing activities, necessary for achieving commercial goals in international business.

The main tasks of the educational discipline "International Marketing" are:

- formation of students of the high education integral imagination about the specifics of international marketing activity;
- assimilation by students of the high education of the categorical apparatus used in the implementation of international marketing activities;
- formation of a system of knowledge about the theoretical foundations of the analysis of the international marketing environment and assessment of its attractiveness for the implementation of foreign economic activity;
- mastering the methods of obtaining and processing marketing information in international activities;
- determination of the main components and features of building the company's marketing policy on international markets;

As a result of studying the academic discipline, the student has

**to know:**

- general theoretical foundations of the discipline;
- international marketing research methodology;
- processes inherent in the organization of international marketing activities at the enterprise;
- the latest approaches to evaluating the effectiveness of the implementation of international marketing programs at the enterprise
- determine indicators of volume, dynamics, effectiveness and efficiency of international marketing activities;
- use empirical and statistical data, information materials to analyze the state of the global economic environment in order to choose a strategy for international marketing activities;
- apply methods of comparative analysis of threats and advantages for domestic enterprises when entering different segments of global commodity markets.
- substantiate recommendations regarding the development and justification of the company's marketing complex on the foreign market.

**Competencies of the educational programme:**

**Integral competence (IC):** The ability to solve complex specialized problems and practical problems in the economics, which are characterized by the complexity and uncertainty of the conditions it implies application of theories and methods of economic science.

**General competences (GC):**

GC 3. Ability to think abstractly, analyze and synthesis.

GC 7. Skills in the use of information and communication technologies.

GC 8. Ability to search, process and analyse information from various sources.

***Professional (special) competences (PC):***

PC 4. Ability to explain economic and social processes and phenomena on the basis of theoretical models, analyze and interpret the results in a meaningful way.

PC 13. Ability to conduct economic analysis of the functioning and development of business entities, assessment of their competitiveness.

PC 15. Ability to possess integral systems of knowledge about the essence of economic processes occurring in the international agricultural market.

**Expected learning outcomes (ELO):**

ELO 17. Perform interdisciplinary analysis of socio-economic phenomena and problems in one or more professional areas, taking into account the risks and possible socio-economic consequences.

ELO 21. Be able to think abstractly, apply analysis and synthesis to identify the key characteristics of economic systems at different levels, as well as the behavior of their subjects.

ELO 23. Demonstrate independent work skills, demonstrate critical, creative, self-critical thinking.

## 2. Program and structure of academic discipline for full-time higher education

Contents modules and topics	Number of hours						
	Full-time						
	weeks	total	including				
lec			pr	lab	ind	sw	
1	2	3	4	5	6	7	8
<b>Content module 1. The essence and bases of the international marketing</b>							
Topic 1. Genesis development concepts of the international marketing.	1-2	11	1	2			8
Topic 2. Analysis of the international marketing environment.	3	12	1	3			8
Topic 3. International marketing research	4-5	12	2	2			8
Topic 4. Segmentation of the foreign market	6	12	1	3			8
Topic 5. Models of enterprise exit to foreign markets	7	12	1	3			8
<b>Total according to content module 1</b>		<b>59</b>	<b>6</b>	<b>13</b>			<b>40</b>
<b>Content module 2. A complex of marketing tools on world markets</b>							
Topic 6. Product policy in the system of international marketing	8-9	12	2	2			8
Topic 7. Price policy in the system of international marketing	10-	12	1	2			9
Topic 8. International product distribution channels	11	12	1	3			8
Topic 9. International marketing communications	12	12	1	3			8
Topic 10. Management of international marketing activities and its effectiveness	13	13	2	3			8
<b>Total according to content module 2</b>		<b>61</b>	<b>7</b>	<b>13</b>			<b>41</b>
<b>Total for the course</b>		<b>120</b>	<b>13</b>	<b>26</b>			<b>81</b>

## 3. Topics of the practical classes

No	Topics	Hours
1	Genesis development concepts of the international marketing.	2
2	Analysis of the international marketing environment.	3
3	International marketing research.	2
4	Segmentation of the foreign market.	3
5	Models of enterprise exit to foreign market.	3
6	Product policy in the system of international marketing.	2
7	Price policy in the system of international marketing.	2
8	International product distribution channels.	3
9	International marketing communications.	3
10	Management of international marketing activities and its effectiveness.	3
<b>Total hours</b>		<b>26</b>

#### 4. Topics of the self-works

No	Topics	Hours
1	Genesis development concepts of the international marketing.	8
2	Analysis of the international marketing environment	8
3	International marketing research.	8
4	Segmentation of the foreign market.	8
5	Models of enterprise exit to foreign market.	8
6	Product policy in the system of international marketing.	8
7	Price policy in the system of international marketing.	9
8	International product distribution channels.	8
9	International marketing communications.	8
10	Management of international marketing activities and it's effectiveness.	8
<b>Total hours</b>		<b>81</b>

#### 5. Means of diagnosing learning outcomes:

- exam;
- settlement;
- module tests.

#### 6. Teaching methods

Teaching methods are methods of joint activity and communication between the teacher and students of higher education, which ensure the development of positive motivation for learning, mastery of the system of professional knowledge, skills and abilities, the formation of a scientific worldview, the development of cognitive powers, the culture of mental work of future specialists.

The following teaching methods are used during the educational process:

- verbal method (lecture, discussion, interview);
- practical method (practical classes);
- visual method (illustration method, demonstration method);
- work with educational and methodical literature (summarizing, summarizing, annotating, reviewing, writing an essay);
- video method (remote, multimedia, web-oriented, etc.);
- independent work (task performance);
- individual research work of students of higher education.

#### 7. Evaluation methods.

- exam;
- settlement;
- oral or written survey;
- modular testing;
- presentations and speeches at scientific and practical events.

## 8. Distribution of points received by higher education applicants

Evaluation of student knowledge is carried out on a 100-point scale and is converted to national grades according to Table 1 "Regulations and Examinations and Credits at NULES of Ukraine" (approved by the Academic Council of NULES of Ukraine on 04/26/2023, protocol No. 10)

Student rating, points	National grade based on exam results	
	Exams	Credits
90-100	Excellent	Passed
74-89	Good	
60-73	Satisfactory	
0-59	Unsatisfactory	Not passed

In order to determine the rating of a student (listener) in the discipline  $R_{dis}$  (up to 100 points), the rating from the exam  $R_{ex}$  (up to 30 points) is added to the rating of a student's academic work  $R_{aw}$  (up to 70 points):  $R_{dis} = R_{aw} + R_{ex}$ .

## 9. Methodical support

1. Nahorna O. Methodical instructions for studying the discipline "International marketing" for students of the specialty 051 "Economics" Kyiv.: CP "Comprint". 2024. 102 p.

2. Electronic educational course of the discipline "International marketing" on the educational portal of NULES of Ukraine E-learn. URL: <https://elearn.nubip.edu.ua/course/view.php?id=3106>

## 10. References:

1. Balabanova L.V., Kholod V.V., Balabanova I.V. Enterprise marketing. Textbook. K.: Tsul. 2019. 612 p.

2. Dudko O.S. International PR-campaign as a preparatory stage for an international advertising campaign. URL: [http://www.nbu.gov.ua/portal/soc\\_gum/knp/214/knp214\\_17-20.pdf](http://www.nbu.gov.ua/portal/soc_gum/knp/214/knp214_17-20.pdf)

3. International marketing: a textbook. / Ya.S. Larina, O.I. Babicheva, R.I. Beets, etc.; under the editorship O.I. Babicheva - K.: "Helvetika" Publishing House, 2018. - 452 p.

4. International marketing: Study guide. /Editor's note Prof. Chebotara S.I. - Sumy, Papyrus Printing House, 2015.-367p.

5. Fedorchenko A. V., Larina Y. S., Remez Yu. B. Benchmarking. Tutorial. Odesa: Oldi Plus. 2023. 472 p.

6. Kanishchenko O.L. International marketing in the activity of Ukrainian enterprises / O.L. Kanishchenko. Kyiv National University named after Taras Shevchenko. K.:Knowledge, 2007. - 446 p.

7. Korinev V.L., Koretskyi M.Kh., Datsii O.I. Marketing price policy. Textbook. Kyiv: Center for Educational Literature, 2019. 200 p.
8. Kotler F., Armstrong G. Fundamentals of marketing. Textbook. K.: Dialectics. 2020. 880 p.
8. Kotler F., Armstrong G. Fundamentals of marketing. Textbook. Scientific world. 2022. 880 p.
9. Larina Y. S., Antofii N. M. Marketing audit. Textbook. Oldie Plus. 2021, 336 p.
10. Larina Y. S., Babicheva O. I., Romanova L. V., Antofii N. M. Strategic marketing. Textbook. Oldie-plus. 2019. 364 p.
11. Larina Y. S., Ryabchyk A. V. Consumer behavior. Textbook. Kherson. Oldie Plus. 2020, 284 p.
12. Management of advertising projects. Textbook. / Lutsyi O.P., Larina Y.S., Vesperis S.Z., Nahorna O.V. (Chetveryk O.V.) and others. Kherson.: Oldie-plus. 2019. 300 p.
13. Marketing communications: a textbook / [N. V. Popova, A. V. Kataev, L. V. Bazalieva, O. I. Kononov, T. A. Mukha]; under general ed. N. V. Popova. Kharkiv: "Fact", 2020. 315 p.
14. Marketing. Textbook. Under the editorship Prof. R. I. K. Buryaka. Publisher "Comprint", 2019. 765p.
15. Oleksandr Zozul'ov, Tetiana Tsarova. The marketing epochs by key elements of enterprise` competitiveness // Економічний вісник Національного технічного університету України "Київський політехнічний інститут". – 2020. – №17. – С. 315-330. (<http://ev.fmm.kpi.ua/article/view/214917/216435>)
16. Oucklander M.A. Chukurna O.P. Marketing price policy. Textbook. Kyiv: Center for Educational Literature, 2020. 284 p.
17. Philip, Kotler. Principles of marketing. Pearson higher education, 2017.

*Web resources:*

18. Website of the Ministry of Education and Science of Ukraine. URL: <https://mon.gov.ua>
19. Website of NUBiP of Ukraine. URL: <https://nubip.edu.ua>
20. Website of Ukrainian Marketing Association. URL: <https://uam.in.ua>
21. Website of American Marketing Association. URL: <https://www.ama.org>
22. Website of MMR - Marketing Media Review. URL: <https://mmr.ua>
23. Website of Union of Advertisers of Ukraine. URL: <http://reklamspilka.in.ua/ukr/>
24. Website of "Marketing and advertising" magazine. URL: <https://mr.com.ua/>
25. Website of "Marketing and Digital Technologies" magazine. URL: <https://mdt-opu.com.ua/index.php/mdt/about>
26. Website of "Economist" magazine. URL: <https://www.economist.com/>
27. Trade and Development Report Series-  
<https://unctad.org/en/Pages/Publications/TradeandDevelopmentReport.aspx>