



## COURSE SYLLABUS "International marketing"

**Degree of higher education - Bachelor**  
**Specialty 051 Economics**  
**Educational program " International Economics "**  
**Year of study 4, semester 8**  
**Form of study Full-time**  
**Number of ECTS credits 4**  
**The language of instruction is English**

**Lecturer of the course**

**Nahorna Olena**, PhD in Economics, Associate Professor, Associate Professor of the Department of marketing and international trade educational building № 10, office 401  
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**Contact information of the lecturer (e-mail)**

**URL in e-Learn**

<https://elearn.nubip.edu.ua/course/view.php?id=3106>

### DESCRIPTION OF THE DISCIPLINE

(up to 1000 printed characters)

The study of the discipline "International Marketing" is aimed at forming of high education students theoretical and practical knowledge in the field of conducting international marketing activities, necessary for achieving the commercial goals of international business. The discipline allows students of high education to get a holistic idea of the specifics of international marketing activity; master the tools and skills of analyzing the international marketing environment and assessing it's attractiveness for foreign economic activity; learn the methods of obtaining and processing marketing information in international activities; independently develop the company's international marketing program, its marketing strategies using the latest marketing tools in the development of foreign markets.

#### **Competencies of the educational programme:**

***Integral competence (IC):*** The ability to solve complex specialized problems and practical problems in the economics, which are characterized 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 of their subjects.

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

**COURSE STRUCTURE**

<b>Topic</b>	<b>hours</b> (lectures/ laboratory , practical, seminar)	<b>Learning outcomes</b>	<b>Task</b>	<b>Evaluation</b>
<b>Content module 1. The essence and bases of the international marketing</b>				
Topic 1. Genesis development concepts of the international marketing.	1/2	Know the essence and features of international marketing, differences in its forms. Differentiate strategies of various forms of international marketing. Understand the motives for entering the foreign market	Surveys, performance of calculated analytical tasks, independent work (including on eLearn)	<b>5</b>
Topic 2. Analysis of the international marketing environment.	1/3	Know the essence and components of the international environment, the sequence of their analysis. To be able to analyze the state and patterns of development of the international environment.		<b>15</b>
Topic 3. International marketing research	2/2	Understand the differences of international marketing research. Be able to apply methods of monitoring the business environment and marketing research.	Completion of a calculated analytical task, a situational task, independent work	<b>20</b>
Topic 4. Segmentation of the foreign market	1/3	Must know approaches to segmentation in international business To be able to apply methods of analysis of threats and advantages for domestic enterprises access to various segments of global commodity markets.	Surveys, performance of calculated analytical tasks, independent work (including on eLearn)	<b>20</b>
Topic 5. Models of enterprise exit to foreign markets	1/3	To know the essence, advantages and disadvantages of various models of enterprise exit to foreign markets. To be able to choose the optimal exit model.	Surveys, performance of calculated analytical tasks, independent work (including on eLearn)	<b>10</b>
<b>Test for module 1</b>				<b>30</b>
<b>Together according to content module 1</b>				<b>100</b>

<b>Content module 2. A complex of marketing tools on world markets</b>				
Topic 6. Product policy in the system of international marketing	2/2	Know: types of adaptation of elements of the international marketing complex Be able to: find and evaluate new market opportunities in foreign markets, substantiate recommendations regarding the company's marketing mix in the foreign market.	Surveys, performance of calculated analytical tasks, independent work (including on eLearn)	<b>10</b>
Topic 7. Price policy in the system of international marketing	1/2	Understand: features, factors and methods of pricing in international business, Be able to calculate product prices according to the terms of delivery		<b>10</b>
Topic 8. International product distribution channels	1/3	Know: principles, typical configurations of international distribution channels Be able to: determine the optimal distribution channel, intermediaries and forms of work with them, with a goal effective functioning on the foreign market.	Create the project of the develop trade mark on the external market	<b>20</b>
Topic 9. International marketing communications	1/3	To know: peculiarities of the international communication process, methods of international communications and factors of their choice. Be able to justify the choice of effective foreign ones communications		<b>20</b>
Topic 10. Management of international marketing activities and its effectiveness	2/3	Know: principles, typical configurations of international marketing management structure Be able to: determine the optimal construction of the organizational structure of international marketing management companies	Surveys, performance of calculated analytical tasks, independent work (including on eLearn)	<b>10</b>
<b>Test for module 2</b>				<b>30</b>
<b>Together according to content module 2</b>				<b>100</b>
<b>Total for educational work</b>				<b>70</b>
<b>Exam</b>				<b>30</b>
<b>Total for the course</b>				<b>100</b>

### **ASSESSMENT POLICY**

<b><i>Policy regarding deadlines and results:</i></b>	Works that are submitted late without good reason will be assigned a lower grade. Modules can be rearranged with the permission of the lecturer if there are good reasons (for example, sick leave).
<b><i>Academic honesty policy:</i></b>	Copying during tests and exams is prohibited (including using mobile devices). Term papers and essays must have correct text references to the literature used
<b><i>Attendance Policy:</i></b>	Attending classes is mandatory. For objective reasons (for example, illness, international internship), training can take place individually (in online form with the agreement of the dean of the faculty)

## SCALE OF ASSESSMENT OF STUDENT HIGH EDUCATION KNOWLEDGE

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

### 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. Web-site 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: <http://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>