

INTERNATIONAL MARKETING

Department of Marketing and International Trade

Faculty of Agricultural Management

Lecturer	Assoc.Prof., Dr. Julia Galchynska
Teaching period	academic year 2017/2018 (autumn semester)
Type subject	Master
ECTS credit	6
Assessment	written and oral
Marking scale	4-point scale
Contact hours	60

General description and Objectives

International marketing is a combination of the principles complex system management for international marketing activity at an enterprise, as well as implementation of basic functions marketing of international business field. The topicality of the discipline lies in the study of correlations between the request and proposal on foreign markets, the state of affairs of market and also methods forming the request on foreign markets.

Lectures:

1. Theoretical aspects of international marketing
2. International marketing environment
3. International marketing research
4. Segmentation and choice of foreign target market. Positioning at the international market
5. Models (strategies) enterprise entering the foreign markets
6. Commodity politics on foreign markets
7. Sale politics in the system of the international marketing
8. International marketing communications

Seminars:

1. Discussions of concepts for the international marketing
2. Social cultural environment of the international marketing
3. International code of marketing and sociological research
4. Basic methods of assessment foreign market
5. Methods of choice for models to enter foreign markets
6. International life cycle of commodity
7. Logistic services in the system of the international marketing
8. International advertisement activity. Organization of advertisement activity on foreign markets

Study literature:

- 1.
- 2.
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