

**“Marketing of foreign economic activity”****Department of administrative management and International activity**

Faculty of Agricultural Management

<b>Lecturer</b>	<b>Assoc.Prof., Dr. Ivan Mishchenko</b>
<b>Teaching period</b>	<b>academic year 2017/2018 (autumn 3)</b>
<b>Type subject</b>	<b>Bachelor</b>
<b>ECTS credit</b>	<b>3</b>
<b>Assessment</b>	<b>written and oral</b>
<b>Marking scale</b>	<b>4-point scale</b>
<b>Contact hours</b>	<b>30</b>

**Objective and general description**

Dependence of international trade on the macroeconomic situation in the world as a whole and in each country particularly influences the activity of each exporting firm that determines the development of international business. This interrelation led to directing nearly 30% of investment in recent decades in developed countries for the production of products intended for export. A trend in major exporting companies to develop their products abroad. This firm has to make an effort to study and compare internal and external markets, taking a wide variety of marketing solutions.

The inclusion of Ukraine in the integration process is similar shift in the activities of national producers. This requires specialist training lies that versed in matters of international marketing that makes learning of the course "Marketing of foreign economic activity" very important.

The challenge of discipline are:

- study of the nature and forms of international marketing research methods of economic, social, cultural, political and legal environment of international marketing activities;
- international market research, global market segmentation and selection of target markets;
- study models the output of firms in foreign markets, the formation of an effective international marketing mix.

**Lectures:**

1. Nature of marketing of foreign economic activity
2. Trade distortions and marketing barriers
3. Legal environment of the foreign market
4. Calculation of exporting and importing prices of the foreign market
5. Promotion strategies: advertising in the foreign market
6. Pricing strategies: basic decisions on the foreign market
7. Countertrade and terms of sale/payment in the foreign market
8. Sources of financing and international money markets

**Seminars:**

1. Nature of international marketing: challenges and opportunities
2. Consumer behavior in the international context: psychological and social dimensions
3. Marketing research and information system
4. Foreign market entry strategies
5. Promotion strategies: advertising
6. Pricing strategies: basic decisions
7. Countertrade and terms of sale/payment
8. Sources of financing and international money markets

**Study literature:**

1. Kotler F. Fundamentals of Marketing. 2000. - 256 p.
2. International Marketing Strategy, Bradley F., Prentice Hall Europe 4th Edition 2002
3. Marketing of Foreign Economic Activity - Lectures / Halushko V.P., Mishchenko I.A. - K: 2014. - 163 p.