

INTERNATIONAL MARKETING

Credit Value: 3 credits¹

Lecturer: Oleynik N. Alexander

A. Course outline

The course “International Marketing” is copyrighted and is based on years of practical personal experience in sales management and 15 years of experience as an authorized sales management trainer and the former manager of a sales management company, officially authorized by several well-known global brand names. This will require students to systematically attend classes, including contact hours, timely completion of all home assignments, filling in the provided questionnaires, active participation in group work.

The midterm assessment involves writing a written test in which the student is allowed to use presentation materials, any other auxiliary sources, including the Internet. The only limit is strictly limited time of writing.

The use of knowledge, skills and competencies obtained during this course, can be applied both in the writing of Master's dissertation or other scientific research on the subject, as well as in the development and implementation of practical market Strategies.

B. Textbooks

1. Beckwith H. The Invisible Touch: The Four Keys to Modern Marketing. Grand Central Publishing, 2001.
2. Kotler Ph., Armstrong G. Principles of Marketing. 17th edition. Pearson, 2017.
3. Kotler Ph., Keller K. Marketing Management. 14th edition. Prentice Hall, 2012.
4. Lambin J.-J., Chumpitaz R., Schuiling I. Market-Driven Management: Global and Operational Marketing. Palgrave Macmillan, 2007.
5. Lane R., King K. Kleppner's Advertising Procedure. 18th edition, Pearson, 2010.
6. Moore G. Crossing the Chasm: Marketing and Selling High-Tech Products to Mainstream Customers. Harper Business, revised edition, 2006.
7. Ries A., Trout J. Positioning: The Battle for Your Mind. New York: McGraw Hill, 1981.
8. Rosenwald P. Accountable Marketing: the Economics of Data-Driven Marketing. Thomson, N.Y., 2004

C. Assessment details

The final grade consists of:

Types of assessment tools	Score
Individual work and work in small groups	60
Group project	60
Exam: written test	30

Grade	Minimum score	Maximum score
<i>Excellent</i>	127,5	150
<i>Good</i>	97,5	127
<i>Satisfactory</i>	60	97
<i>Failed</i>	0	59

Note: in case a student's score obtained during the trimester is less than 20% of the maximum score of the discipline, the following rule of passing the course should be applied at the midterm assessment (and further re-examination): ‘a student can obtain only a satisfactory mark and only in case she/he receives for the

¹ 1 credit point is equal to 36 hours of total workload including in-class activities, self-study and exam writing

midterm assessment, including all the course material, no less than 85% of the score allocated to this assessment’.

D. Course outline

Topic 1. The concept of Global marketing. Basic categories and definitions.
Topic 2. Marketing as integral part of a company’s global operations.
Topic 3. Global value chains and major actors of Global marketing, their roles and functions. Macro- and microlevels of relationship marketing.
Topic 4. Tools of Global marketing, their role and importance in realizing the company's Global goals.
Topic 5. Global goals of a company, their implementation in an actual competitive surrounding. Peculiarities of Western and Eastern markets.
Topic 6. Global partnerships and global services, secrets of global competitiveness.
Final Exam — <i>written test</i>