

## **International Marketing**

**Full name of the professor:** PhD in Economics, assoc. prof. Oleynik A.N.

**Place of the course in the Master's programme:** elective course of the master program, 3 trimester.

**Brief content of the course:** The concept of international marketing. Basic categories and concepts; Marketing in the management system of an international company; Actors of world trade, their roles and functions; Tools of international marketing; Development and implementation of the international marketing strategy; Specifics of marketing in the B2B and the service sectors.

The purpose of the discipline is the acquisition by students of the competencies necessary to understand the characteristics of international marketing and the international competitiveness of companies. Particular attention is paid to the study of the role of marketing in “servicing” the strategic tasks of international business, the specifics of modern global marketing.

The proposed discipline is fully based on interactive learning technology. Traditional lectures and seminars are replaced by multimedia presentations that involve the use of the principle of self-directed practice-oriented training. All theoretical theses are confirmed by examples from the practice of the professor himself, who has 25 years of experience in entrepreneurial or consulting activities. The development of practical decision-making skills is based on the development of materials and a full-fledged classroom discussion of specially prepared Harvard type cases. Actively used work in small groups to discuss practical problems, mini-cases in which students solve practical problems. Thus, students have the opportunity to actually verify the correctness of the choice of a solution in a simulated situation or a taken from real life one.

**Workload of the discipline is 3 ECTS, 108 hours.**

**Language of instruction:** English.

**Course midterm control** is conducted in the form of written test.