Course description form (syllabus form) – for 1st and 2nd cycle studies

**A. General data**

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| **Name of the field** | **Content**  |
| Course title |  International Marketing |
| Organizational unit: |   |
| Organizational unit where the course is offered: |   |
| Course ID |   |
| Erasmus code / ISCED |  |
| Course groups |   |
| Period when the course is offered  |  Winter semester |
| Short description | This course provides a comprehensive introduction to the dynamic field of international marketing, offering students a solid foundation in the principles, strategies, and practices necessary to succeed in the global marketplace. Through a blend of theoretical concepts and practical insights, participants will explore key topics such as internationalization strategies, market selection, entry strategies, competitive advantage, and marketing mix adaptations for international markets. By the end of the course, students will be equipped with the knowledge and skills to navigate the complexities of international marketing, enabling them to develop effective strategies for expanding businesses across borders and maximizing global market potential. |
| Type of course: | Conversatory seminar |
| Full description |  This course provides a comprehensive introduction to the dynamic field of international marketing, offering students a solid foundation in the principles, strategies, and practices necessary to succeed in the global marketplace. Through a blend of theoretical concepts and practical insights, participants will explore key topics such as internationalization strategies, market selection, entry strategies, competitive advantage, and marketing mix adaptations for international markets. By the end of the course, students will be equipped with the knowledge and skills to navigate the complexities of international marketing, enabling them to develop effective strategies for expanding businesses across borders and maximizing global market potential.The detailed topics include:* Introduction to international marketing
* General strategies for small and medium-sized enterprises in foreign markets
* Decisions related to internationalization: motives and benefits
* Orientations in international markets
* Selection of target market and product for foreign sales
* Entry strategies into foreign markets
* Segmentation and positioning of offerings in foreign markets
* Programming marketing activities (standardization/adaptation) within product, distribution, pricing, and promotional decisions.
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| Prerequisites | Formal  |  |
| Initial  | Knowledge of basic concepts of marketing and economy. |
| Learning outcomes | Upon completing the course, students will:Have knowledge in the following areas:* Internationalization strategies and the decisions involved in them.
* Specifics of strategies for small and medium-sized enterprises in foreign markets.
* Available entry strategies into foreign markets.
* The scope of decisions made within marketing activities in foreign markets, including segmentation, target market selection, positioning, and designing the marketing mix.

Possess the following skills:* Critical thinking
* Analysis of secondary data
* Drawing conclusions based on data and information
* Applying a systematic approach to selecting a foreign target market
* Programming marketing activities in foreign markets

Possess the following competencies:* Teamwork
* Communication skills
* Cultural sensitivity
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| ECTS credit allocation (and other scores) |  4 |
| Assessment methods and assessment criteria |  40% project, 40% exam, 20% ongoing assessmentPassing threshold: 50% |
| Examination  | Project, exam, ongoing assessment |
| Type of class | Conversatory seminar |
| Method of implementation of the subject |  In-class |
| Language  |  English |
| Bibliography | Hollensen S., Essentials of Global Marketing, Pearson, 2nd ed., Harlow 2012 |
| Internship as part of the course  |  Not applicable |
| Coordinators | Katarzyna Dziewanowska, PhD |
| Group instructors | Katarzyna Dziewanowska, PhD |
| Notes  |   |

**B. Detailed data**

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| **Name of the field** | **Content**  |
| Group instructors: |  **Katarzyna Dziewanowska** |
| Title  |  **PhD** |
| Type of class: |  Convesatory seminar |
| Learning outcomes defined for didactic method used during the course |  Upon completing the course, students will:Have knowledge in the following areas:* Internationalization strategies and the decisions involved in them.
* Specifics of strategies for small and medium-sized enterprises in foreign markets.
* Available entry strategies into foreign markets.
* The scope of decisions made within marketing activities in foreign markets, including segmentation, target market selection, positioning, and designing the marketing mix.

Possess the following skills:* Critical thinking
* Analysis of secondary data
* Drawing conclusions based on data and information
* Applying a systematic approach to selecting a foreign target market
* Programming marketing activities in foreign markets

Possess the following competencies:* Teamwork
* Communication skills
* Cultural sensitivity
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| Assessment methods and assessment criteria for didactic method used during the course |  40% project, 40% exam, 20% ongoing assessmentPassing threshold: 50% |
| Examination for didactic method used during the course | Project, exam, ongoing assessment |
| Range of content |  The detailed topics include:* Introduction to international marketing
* General strategies for small and medium-sized enterprises in foreign markets
* Decisions related to internationalization: motives and benefits
* Orientations in international markets
* Selection of target market and product for foreign sales
* Entry strategies into foreign markets
* Segmentation and positioning of offerings in foreign markets
* Programming marketing activities (standardization/adaptation) within product, distribution, pricing, and promotional decisions.
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| Didactic methods |  Lecture, discussion, groupwork, case study |
| Bibliography |  Hollensen S., Essentials of Global Marketing, Pearson, 2nd ed., Harlow 2012 |
| Group limit  |   |
| Time span |   |
| Location |   |