



**Санкт-Петербургский филиал федерального государственного  
автономного образовательного учреждения высшего образования  
"Национальный исследовательский университет  
"Высшая школа экономики"**

Факультет Санкт-Петербургская школа экономики и менеджмента

Департамент менеджмента

**Рабочая программа дисциплины  
Международный маркетинг**

для образовательной программы «Менеджмент»  
направления подготовки 38.03.02 «Менеджмент»  
уровень бакалавр

Разработчик программы

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Согласована начальником ОСУП

« \_\_\_\_ » \_\_\_\_\_ 2016 г.

К.А. Бойко \_\_\_\_\_

Утверждена Академическим советом образовательной программы

« \_\_\_\_ » \_\_\_\_\_ 2016 г., № протокола \_\_\_\_\_

Академический руководитель образовательной программы

Т.Ю. Грищенко \_\_\_\_\_

Санкт-Петербург, 2016

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**Saint-Petersburg Branch of the Federal State Autonomous Institution of Higher Education  
“National Research University “Higher School of Economics”**

Faculty Saint-Petersburg school of economics and management

Management department

**Course Syllabus  
International Marketing**  
for undergraduate degree management 38.03.02  
Bachelor programme in Management

Course syllabus author

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## Аннотация рабочей программы

### 1. Описание курса

- Название курса: Международный маркетинг
- Кредиты: 4 з. е.
- 2016-2017 учебный год, 2 модуль
- Автор курса: Грищенко Татьяна Юрьевна
- 44 аудиторных часов

### 2. Содержание курса

Основной целью курса является развитие компетенций студентов в области международного маркетинга в современном мире. Курс знакомит студентов с теорией маркетинга, связанной с особенностями ведения бизнеса в международной среде. Современный быстроменяющийся мир является фактором, осложняющим работу компаний на международном уровне, поэтому необходимо дать студентам практические навыки выявления и использования глобальных возможностей для бизнеса. Кейсы и мастер-классы представителей бизнеса иллюстрируют ключевые моменты теории международного маркетинга. Маркетинговое планирование - интенсивная составляющая курса, направленная на развитии практических навыков решения проблем студентов.

Успешное завершение курса позволит усилить способности студентов думать о маркетинге глобально в международном контексте, анализировать стратегии и бизнес-позиционирование на международных рынках и находить устойчивое конкурентное преимущество в быстро меняющейся международной среде.

### Тематический план учебной дисциплины

№	Темы	Всего часов	Аудиторные часы		Самостоятельная работа
			Лекции	Семинары	
1	Вызовы и сферы применения международного маркетинга	2	2		4
2	Международная маркетинговая среда	2	2		4
3	Стратегии выхода на рынок	2	2		4
4	Международный продукт и брэндинг	2	2		4
5	Исследование рынка	2	2		4
6	Оценка рынка	2	2		4
7	Международные каналы распределения	2	2		4
8	Маркетинговые коммуникации в глобальном контексте	2	2		4
9	Маркетинговое планирование	28		28	68
Всего		144	16	28	100

### Формы контроля знаний студентов

Тип контроля	Форма контроля	4 курс	Параметры
		недели	
Текущий	Контрольная работа	5	Письменный тест (20 вопросов, 60 минут)



	Аудиторная работа	1-7	Решение задач, дискуссии, работа в группах, курсовой проект – маркетинговый план
Итоговый	Examination	*	Письменный тест (40 вопросов, 90 минут)

### 3. Порядок оценивания курса

- **Формирование итоговой оценки**

Итоговая оценка включает в себя письменный экзамен (40%) и результаты накопленной в течение модуля оценки (60%).

$$O_{\text{итог}} = 0,4 \cdot O_{\text{экзамен}} + 0,6 \cdot O_{\text{накопленная}}$$

$O_{\text{накопленная}}$  – накопленная оценка по дисциплине

$O_{\text{экзамен}}$  – оценка за экзамен

## 1 Field of Application and Regulatory References

This elective course of concentration “Marketing Management” in the Management Bachelor programme is designed as an introduction for the fourth-year students to the theory and practice of the international marketing.

This course syllabus outlines the requirements to the student knowledge and skills as well as the course content, activities, and assessment.

This course syllabus is intended for instructors of the course “International Marketing”, teaching assistants, and students of bachelor programme in Management.

The course syllabus is developed in accordance with:

- Educational standards of NRU HSE for bachelor degree education, approved by the Academic Council of NRU HSE (protocol №10, dated 26.12.2014).  
URL: <https://www.hse.ru/standards/standard>
- Educational Program of NRU HSE for bachelor degree education 38.03.02 "Management"
- University Academic Plan of NRU HSE – Saint Petersburg for bachelor degree education 38.03.02 "Management", the 4<sup>th</sup> year of education

## 2 Course Objectives

The course addresses marketing issues caused by complexity of operating across borders. The rapidly changing world becomes a more complicated place for the companies to operate internationally. That is why it is necessary to empower students with a hands-on experience to identify and take advantage of global business opportunities.

The main goal of the course is to develop skills and competency in the international marketing performance in the modern world.

The course includes a traditional Lecture-Segment and a student Activity-Segment. The real life cases with the core focus on up-to-date practice and master-classes of business representatives will illustrate key points of International Marketing theory. The course emphasis on developing students' analytical, critical and problem solving skills through the intensive marketing planning component.

The successful completion of the course will increase students' capacity to think globally about marketing in international context, entrance and business position on international markets and possible sustainable competitive advantage in rapidly changing international environment.

Course Objectives:

- to provide the basic concepts and terminology of international marketing;



- to develop students' capacity in marketing strategic thinking and understanding the company's business position in the global dimension;
- to build students' skills in marketing planning.

### 3 Competencies acquired by students within the course

Levels of competencies' formation:

RB - resource base (knowledge, skills).

WA - working approaches which form the core of the competence.

MV – motivational and value component, which reflects the awareness degree of the competence's value and readiness to apply it.

As a result, the student acquires the following competencies:

Competency	NC/N RU- HSE Code	Competence level	Descriptors - the learning outcomes (the indicators of achievement)	Teaching methods which contribute to the formation and development of competencies	Forms of compe- tence maturity control
Able to solve problems in professional activities on the basis of analysis and synthesis	УК-3 (СК-Б4)	RB/ WA	Student should demonstrate ability to use marketing tools	Lectures, seminars, home assignments, class teamwork, videos,	Course project (marketing plan)
Able to conduct research, including the problem analysis, setting goals and objectives, selection of the object and subject of the study, choice of research method and approaches and their quality assessment.	УК-6 (СК-Б7)	RB/ WA	While working over the marketing plan student should demonstrate competencies in information search and analysis	Lectures, seminars, home assignments, class teamwork	Course project (marketing plan), written tests
Able to work in a team	УК-7 (СК-Б8)	WA/MV	Student should demonstrate good results of the teamwork	Seminars, students' teamwork	Course project (marketing plan)
Understands social importance of the profession and is highly motivated to become a part of the profession	ПК-1	MV	Student is able to use the information that he/she got from English-language literature sources to support his or her point of view.	Discussions during the lectures and seminars	Level of students' involvement in discussion during the interactive lectures and seminar
Able to effectively carry out management functions in a multicultural envi-	ПК-9	RB/MV	Student should respect the power of trust that drives all successful global	Lectures, seminars, videos, class teamwork, problem discussions	



Competency	NC/N RU- HSE Code	Competence level	Descriptors - the learning outcomes (the indicators of achievement)	Teaching methods which contribute to the formation and development of competencies	Forms of compe- tence maturity control
Environment			relationships		
Able to participate in development of marketing strategies of organisations, able to plan and implement measures aimed at its realization.	ПК-11	RB/ WA	Student should develop a marketing plan	Lectures and seminars, assignments, teamwork, discussions	The presented marketing plan – the course project, written tests
Able to solve managerial problems related to operations in the world markets in the context of globalization	ПК-15	RB	Student should understand and be ready to deal with the complexity of modern international marketing environment and demonstrate this ability working over the course project	Interactive lectures, videos	Problem discussions, written tests
Able to carry out analysis of the competitive environment.	ПК-20	RB/ WA	Student should demonstrate ability to conduct competitive environment analysis as a part of a course work	Lectures and seminars, assignments,	Course project (marketing plan). written tests
Able to analyse the market and specific risks to make managerial decision	ПК-25	RB/ WA	Student can interpret the results of analysis and make conclusions.	Lectures, seminar, reading, homework assignments, presentations of the course project results	Course project (marketing plan)
Able to find and evaluate new market opportunities and formulate a business idea.	ПК-27	RB/ WA	Student is able to evaluate new market opportunities and formulate a business idea in his course project.	Lectures, seminar, reading, homework assignments, discussions	Course project (marketing plan), written tests
Able to apply modern technologies and information technologies for solving analytical and research problems	ПК-35	WA	Student fulfils the requirements for developing of marketing plan	Seminar, homework assignments, discussions	Course project (marketing plan)



## 4 How the Course Fits in with the Curriculum

This elective course is a part of the concentration “Marketing Management” (Major).

Prior to this course students must attend courses in History and Theory of Management, Theory of Organization and Organizational Behavior, Marketing, Human Resource Management, International Business, International Business Strategies.

The main provisions of the course should be used for further studies of the core course in Business Planning, and could be used for further studies of the following elective courses: International Investments and Investment Analysis, Risk Management.

After the course completion, the student is expected to

- know definitions and concepts of international marketing theory;
- be able to develop marketing plan and ultimately judge the success of marketing strategy and implementation;
- have experience of realistic estimation how successful is the developed marketing plan.

## 5 The Course Topics

The volume of learning - 4 ECTs

№	Topics	Total hours	Classroom hours		Self-study
			Lectures	Seminars	
1	The Challenge and Scope of International Marketing	2	2		4
2	The International Marketing Environment	2	2		4
3	Entry Strategies	2	2		4
4	International Product and Branding	2	2		4
5	Market Research	2	2		4
6	Market Evaluation	2	2		4
7	International Distribution Channels	2	2		4
8	Marketing Communications on a Global scale	2	2		4
9	Marketing Planning	28		28	68
Total		144	16	28	100

## 6 Forms of control of students' knowledge

Type of control	Form of control	4 <sup>nd</sup> year	Parameters
		2	
Intermediate	Control Work	5 week	Written test (20 multiple-choice questions, 40 minutes)
	Class participation	1-7 weeks	Assignments, teamwork, course project presentation
Final	Examination	*	Written test (40 multiple-choice questions, 90 minutes)

## 7 Grading criteria

The interim and final exams will focus on the material discussed in class. Both final exam and interim test will be conducted in the written form - multiple-choice test. To prepare for the test and the exam, students should attend each class and be acquainted with all course materials placed at the LMS. Anything covered



in class during the lectures and seminars could be included in the exam. Grades will be assigned based on the HSE standards.

### Intermediate written test

Number of right answers	Credited
19-20	10
17-18	9
15-16	8
13-14	7
11-12	6
9-10	5
7-8	4
5-6	3
3-4	2
0-2	1

### Final Examination

Number of right answers	Credited
37-40	10
33-36	9
29-32	8
25-28	7
21-24	6
17-20	5
13-16	4
9-12	3
5-8	2
0-4	1

### Assessment criteria for the course project

	Criteria	Assessment	Result
1.	Appropriate layout	Accuracy, compliance according the requirements, the presence of referencing within the work, the presence of graphic elements	1 2 3 4 5 6 7 8 9 10
2.	Marketing plan outline	Essential Content of a Marketing Plan (presence of all required components)	1 2 3 4 5 6 7 8 9 10
3.	Course project presentation	Delivery (no reading, good enthusiasm, right pace and timing), Visualization (readability, layout, language, supportive, not distracting), Convincing the audience by easily using logical arguments and clear structure, Demonstrate understanding of the questions asked and answers them in a satisfactory way, Audience involvement (show awareness of the audience, e.g. by interaction, handling questions, eye-contact)	1 2 3 4 5 6 7 8 9 10
4.	Student's contribution, originality	Individual student's input, originality, findings	1 2 3 4 5 6 7 8 9 10
5.	Implementation schedule	The course project should be submitted in time: for each day of delay - minus one point	1 2 3 4 5 6 7 8 9 10

### Grading criteria for classroom assessment

Classroom performance	Result
Knowledge of the material	1 2 3 4 5 6 7 8 9 10
Ability to communicate the material	1 2 3 4 5 6 7 8 9 10





Ability to complement the answers	1 2 3 4 5 6 7 8 9 10
Ability to ask important questions and to formulate the problem	1 2 3 4 5 6 7 8 9 10

## 8 Course Content

### Theme 1: The Challenge and Scope of International Marketing

Definitions and terminology of international marketing. Internationalization and globalization. The scope and challenges of marketing on a global level

Main readings:

Geetanjali (2010). International Marketing. Oxford Book Co.: Chapter 2, pp. 60-140

Supplementary readings:

Jobanputra, Kuldeep H. (2009). Global Marketing and Consumer Decision Making. Paradise Publishers. <http://site.ebrary.com/lib/hselibrary/detail.action?docID=10415814>

### Theme 2: International Marketing Environment

External and internal factors. Tools of international marketing environmental analysis.

Main readings:

Geetanjali (2010). International Marketing. Oxford Book Co.: Chapter 2, pp. 60-140

Supplementary readings:

1. Jobanputra, Kuldeep H. (2009). Global Marketing and Consumer Decision Making. Paradise Publishers. <http://site.ebrary.com/lib/hselibrary/detail.action?docID=10415814>
2. ttinger, Barbara, Schlegelmilch, Bodo B. and Zou, Shaoming (2015). International Marketing in the Fast Changing World. Emerald Group Publishing Ltd. <http://proxylibrary.hse.ru:2100/doi/book/10.1108/S1474-7979201526>

### Theme 3: International Entry Strategies

International marketing entry methods. Advantages and disadvantages of different market entry options. The diversity of entry modes to international markets.

Main readings:

Geetanjali (2010). International Marketing. Oxford Book Co.: Chapter 5 p. 160-184

Supplementary readings:

1. Sherlekar, S. A. and Virendra Sharad (2010). Global Marketing Management: (Under Value-based Integrated Customerised Approach). Himalaya Pub. House <http://site.ebrary.com/lib/hselibrary/detail.action?docID=10416140>
2. Mellahi, Kamel (2010). Marketing Strategies of MNCs from Emerging Markets (International marketing review, v. 27, no. 2). Emerald Group Publishing Ltd. <http://site.ebrary.com/lib/hselibrary/detail.action?docID=10392388>

### Theme 4: International Product and Branding

New products in international marketing. Branding for international products. Strategies for successful brands. International branding.

Main readings:

Geetanjali (2010). International Marketing. Oxford Book Co.: Chapter 6-7 p. 185-242

Supplementary readings:

1. Mellahi, Kamel (2010). Marketing Strategies of MNCs from Emerging Markets (International marketing review, v. 27, no. 2). Emerald Group Publishing Ltd. <http://site.ebrary.com/lib/hselibrary/detail.action?docID=10392388>
2. Roll, Martin (2015). Asian Brand Strategy (Revised and Updated): Building and Sustaining Strong Global Brands in Asia. Palgrave Macmillan Ltd. <http://proxylibrary.hse.ru:2099/toc.aspx?bookid=89333>



3. Sinha, Dheeraj (2015). India Reloaded: Inside India's Resurgent Consumer Market. Palgrave Macmillan Ltd. <http://proxylibrary.hse.ru:2099/toc.aspx?bookid=89381>

### **Theme 5: Market Research**

International marketing research: practices and challenges. Research tools and resources for international market. Marketing research industry. Main readings:

Geetanjali (2010). International Marketing. Oxford Book Co.: Chapter 3 p. 140-153

Supplementary readings:

Wierenga, B. (2008). Handbook of Marketing Decision Models. Springer

<http://proxylibrary.hse.ru:2061/book/10.1007%2F978-0-387-78213-3>

### **Theme 6: Market Evaluation**

Culture, research, opportunity assessment and the challenges of going Global. Choice between global vs. local execution of marketing strategies.

Main readings:

Geetanjali (2010). International Marketing. Oxford Book Co.: Chapter 4 p. 154-165

Supplementary readings:

Sherlekar, S. A. and Virendra Sharad (2010). Global Marketing Management: (Under Value-based Integrated Customerised Approach). Himalaya Pub. House

<http://site.ebrary.com/lib/hselibrary/detail.action?docID=10416140>

### **Theme 7: International Distribution Channels**

International distribution including an overview of channel choice and channel partnerships.

Main readings:

Geetanjali (2010). International Marketing. Oxford Book Co.: Chapter 7 p. 263-288

Supplementary readings:

Manfred, Krafft, Diane, Rinas, Kay, Peters, Jürgen, Höfling and Jürgen, Hesse (2007). International Direct Marketing: Principles, Best Practices, Marketing Facts. Springer Verlag

<http://proxylibrary.hse.ru:2061/book/10.1007%2F978-3-540-39632-1>

### **Theme 8: Marketing Communications on a Global scale**

Understanding of how marketing communications can vary by international markets.

Promotion strategies and advertising options in the context of international marketing.

Main readings:

Geetanjali (2010). International Marketing. Oxford Book Co.: Chapter 7 p. 263-288

Supplementary readings:

Wierenga, B. (2008). Handbook of Marketing Decision Models. Springer

<http://proxylibrary.hse.ru:2061/book/10.1007%2F978-0-387-78213-3>

### **Theme 9: Marketing Planning**

Insight on developing an integrated marketing plan will profitably drive top results. The course project: development and presentation of a global marketing plan. The course project will be launched immediately after the beginning of the course. Ideally, teams will be composed of approximately 4-5 students. Actual details for the project will be announced at the first seminar. Assessment of the progress will be provided in the process of the course implementation.

Main readings:

Geetanjali (2010). International Marketing. Oxford Book Co.: Chapter 7 p. 263-288

Supplementary readings:



Sherlekar, S. A. and Virendra Sharad (2010). Global Marketing Management: (Under Value-based Integrated Customerised Approach). Himalaya Pub. House  
<http://site.ebrary.com/lib/hselibrary/detail.action?docID=10416140>

## 9 Educational Technologies

Various types of active and interactive forms of training activities, including analysis of practical problems and case studies, teamwork, home assignments and interactive lectures' discussions will aid and enhance student learning. The guest lectures of the representatives of foreign companies in the framework of the course are going to illustrate the international marketing theory and increase students' competencies.

### 9.1 Teaching tips for instructors

The course materials including lectures and seminars are expected to be provided for students through the Learning Management System (LMS).

### 9.2 Learning tips for students

Classes will involve a blend of different experiences including the presentation of material by the Instructors, exercises associated with the course project, group discussions and students' presentations, problem solving exercises, small case studies. Students should prepare marketing plans in groups and present the results during the seminars. The key to a good marketing plan implementation is to carefully get through the theory, analyze the given information, apply relevant marketing and management concepts, models and frameworks and evaluate possible actions.

The academic honesty policy is strictly followed in the HSE. It is included in the HSE Academic Handbook, <https://www.hse.ru/en/studyspravka/plagiat/> Students are expected to be familiar with this policy. No violations of this policy will be tolerated in this course.

This syllabus and accompanying class schedule are tentative and subject to change. Changes and/or additions will be announced via the LMS, so students are advised to check e-mail daily. The instructor reserves the right to modify the course requirements, assignments, dates, grading procedures, policies as circumstances dictate.

Most materials for this course will be provided through the LMS. All students must be able to access this system.

Attendance in class seminars, interim testing and final examination is mandatory. Deadlines for all written assignments and presentations are final.

If necessary it is recommended to address to the instructors through e-mail at [tgrishchenko@hse.ru](mailto:tgrishchenko@hse.ru) (Tatiana Yu. Grishchenko) or [echicherina@hse.ru](mailto:echicherina@hse.ru) (Elena M. Zelenskaya). We will respond to all emails within one working day. If you do not receive a response within one working day, we did not receive your email and you are advised to email again.

## 10 Evaluation Tools for Students' Monitoring and Assessment

The examples of multiple-choice ("four-possible answers") questions:

1. Which of the following alternative market entry modes does offer the least risk?
  - A. Consortia
  - B. Strategic International Alliance
  - C. Contract Manufacturing
  - D. Mergers and Acquisitions



2. Distribution channels are very depending on which of the following
  - A. Target market size
  - B. Competition
  - C. Available distribution intermediaries
  - D. All of the above
3. Canada is the only G8 country that does not have \_\_\_\_\_ of any kind.
  - A. 24-hour rule
  - B. Port security
  - C. B2B legislation
  - D. Free trade zones
4. If a company's objective is to reach a market segment that is relatively price insensitive and thus willing to pay a premium price for the value received, it will most likely use a pricing strategy called:
  - A. Penetration pricing
  - B. Skimming pricing
  - C. Value-based pricing
  - D. Everyday super low pricing
5. \_\_\_\_\_ is a partnership of two or more companies that join forces to create a separate legal entity
  - A. International Joint Venture (IJV)
  - B. International Consortia (IC)
  - C. Strategic International Alliances (SIA)
  - D. International Hero's Association (IHA)

## 11 Assessment

Overall grades are based on student's performance during the course implementation and address grade level standards. Within each topic grades shall be determined and recorded using forms of home assignment, teamwork, class participation and final exam evaluation table.

Course grading includes:

I. Intermediate assessment:

- written test (40%),
- class activities (60%), including teamwork, current assessment, assignments, presentation of course project (marketing plan)

$$O_{\text{interm}} = 0,6 \cdot O_{\text{class}} + 0,4 \cdot O_{\text{test}}$$

$O_{\text{test}}$  – interim written test (5<sup>th</sup> week of the 2 module)

$O_{\text{class}} = O_{\text{seminars}}$  : class activities, including current assessment, assignments, teamwork, presentation of course project (marketing plan)

II. Final assessment: written examination (40%) and intermediate assessment (60%).

$$O_{\text{final}} = 0,4 \cdot O_{\text{exam}} + 0,6 \cdot O_{\text{interm}}$$

Final exam will be conducted in the written form. The multiple-choice test will be based upon the material from the lectures and seminars. The test has 40 questions with four possible answers. The duration of the final test is 90 minutes. The grade assigned for the final control is blocking; in case of unsatisfactory final grade, it is equivalent to the resultant grade. Final control grade will be put in the diploma supplement, which is the resultant assessment of student performance. The grades are rounded to benefit the student. •

- Credited – 4-10 points (on 10 point scale)



- Failure – 0-3 points (on 10 point scale)

For current testing and final exam:

- Excellent – 8-10 points (on 10 point scale)
- Good – 6-7 points (on 10 point scale)
- Satisfactory – 4-5 points (on 10 point scale)
- Failure – 0-3 points (on 10 point scale)

## 12 Educational-Methodical and Information Support of Discipline

### 12.1 Core Textbook

Geetanjali (2010). International Marketing. Oxford Book Co.

<http://site.ebrary.com/lib/hselibrary/detail.action?docID=10417654>

### 12.2 Supplementary Reading

1. Cherunilam, Francis (2010). International Marketing: (Text and Cases). Himalaya Pub. House.  
<http://site.ebrary.com/lib/hselibrary/detail.action?docID=10415108>
2. Jobanputra, Kuldeep H. (2009). Global Marketing and Consumer Decision Making. Paradise Publishers. <http://site.ebrary.com/lib/hselibrary/detail.action?docID=10415814>
3. Manfred, Krafft, Diane, Rinas, Kay, Peters, Jürgen, Höfling and Jürgen, Hesse (2007). International Direct Marketing: Principles, Best Practices, Marketing Facts. Springer Verlag  
<http://proxylibrary.hse.ru:2061/book/10.1007%2F978-3-540-39632-1>
4. Mellahi, Kamel (2010). Marketing Strategies of MNCs from Emerging Markets (International marketing review, v. 27, no. 2). Emerald Group Publishing Ltd.  
<http://site.ebrary.com/lib/hselibrary/detail.action?docID=10392388>
5. Roll, Martin (2015). Asian Brand Strategy (Revised and Updated): Building and Sustaining Strong Global Brands in Asia. Palgrave Macmillan Ltd.  
<http://proxylibrary.hse.ru:2099/toc.aspx?bookid=89333>
6. Sinha, Dheeraj (2015). India Reloaded: Inside India's Resurgent Consumer Market. Palgrave Macmillan Ltd. <http://proxylibrary.hse.ru:2099/toc.aspx?bookid=89381>
7. Shaoming Zou (2013), International Marketing in: Rapidly Changing Environments in Advances in International Marketing. Emerald Group Publishing Ltd, Volume 24  
<http://proxylibrary.hse.ru:2100/doi/book/10.1108/S1474-7979%282013%2924#>
8. Sherlekar, S. A. and Virendra Sharad (2010). Global Marketing Management: (Under Value-based Integrated Customerised Approach). Himalaya Pub. House  
<http://site.ebrary.com/lib/hselibrary/detail.action?docID=10416140>
9. Shi, Linda Hui, Zou, Shaoming and Xu, Hui (2014). Entrepreneurship in International Marketing. Emerald Group Publishing Ltd.  
<http://proxylibrary.hse.ru:2100/doi/book/10.1108/S1474-7979201525>
10. ttinger, Barbara, Schlegelmilch, Bodo B. and Zou, Shaoming (2015). International Marketing in the Fast Changing World. Emerald Group Publishing Ltd.  
<http://proxylibrary.hse.ru:2100/doi/book/10.1108/S1474-7979201526>
11. Voon, Tania (2013). Trade Liberalisation and International Co-operation: A Legal Analysis of the Trans-Pacific Partnership Agreement. Edward Elgar Publishing  
<http://proxylibrary.hse.ru:2210/view/9781782546771.xml>



12. Wierenga, B. (2008). Handbook of Marketing Decision Models. Springer  
<http://proxylibrary.hse.ru:2061/book/10.1007%2F978-0-387-78213-3>

### 12.3 Dictionaries, Encyclopedias

1. A Dictionary of Business and Management (2009), edited by Law, Jonathan, 5th ed. Oxford University Press.  
<http://proxylibrary.hse.ru:2346/view/10.1093/acref/9780199234899.001.0001/acref-9780199234899>
2. The Oxford Handbook of International Business (2009), edited by Alan M. Rugman, 2<sup>nd</sup> ed. Oxford University Press.  
<http://proxylibrary.hse.ru:2258/view/10.1093/oxfordhb/9780199234257.001.0001/oxfordhb-9780199234257>
3. The Oxford Handbook of the Political Economy of International Trade (2015), edited by Martin, Lisa L. Oxford University Press.  
<http://proxylibrary.hse.ru:2258/view/10.1093/oxfordhb/9780199981755.001.0001/oxfordhb-9780199981755>

### 12.4 Internet Resources

1. [www.eurasiancommission.org](http://www.eurasiancommission.org) – Eurasian Economic Union
2. <http://ec.europa.eu/eurostat> – Eurostat, a Directorate-General of the European Commission
3. [www.oecd.org](http://www.oecd.org) – Organisation for Economic Co-operation and Development (OECD)
4. [www.imf.org](http://www.imf.org) – International Monetary Fund
5. [www.unctad.org](http://www.unctad.org) – United Nation Conference on Trade and Development
6. [www.wto.org](http://www.wto.org) – World Trade Organization
7. [www.worldbank.org](http://www.worldbank.org) – World Bank
8. <http://www.ebrd.com> – European Bank for Reconstruction and development

### 12.5 Software

Students need the following software and programs: MS Word, MS Excel, MS PowerPoint available in HSE computer classes and the library.

### 12.6 Information and Referral system

Electronic resources of HSE – <http://library.hse.ru/e-resources/e-resources.htm>

### 12.7 Distance learning support

Learning management system (LMS) will be used during the course implementation (<http://lms.hse.ru/>).

## 13 Course technical provision

The course is conducted with the use of following equipment: laptop and projector for lectures and group project presentations, a flipchart and markers.

- *Формирование накопленной оценки*

$O_{\text{накопленная}} = 0,6 \cdot O_{\text{ауд}} + 0,4 \cdot O_{\text{тест}}$

$O_{\text{тест}}$  – оценка за контрольную работу

$O_{\text{ауд}}$  – оценка за аудиторную работу студентов



Для текущего и итогового теста оценки выставляются следующим образом:

Отлично – 8-10 баллов (по 10 балльной шкале)

Хорошо – 6-7 баллов (по 10 балльной шкале)

Удовлетворительно – 4-5 баллов (по 10 балльной шкале)

Неудовлетворительно – 0-3 баллов (по 10 балльной шкале)

Способ округления накопленной и итоговой оценок – арифметический.