**Course descriptor**

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| Title of the course | **Marketing** |
| Title of the Academic Programme  | Management  |
| Type of the course | Core |
| Prerequisites | History and Theory of Management, Theory of Organization and Organizational Behavior, Marketing, Human Resource Management, International Business, International Business Strategies |
| ECTS workload | 4 |
| Total indicative study hours | Directed Study | Self-directed study  | Total |
| 52 | 100 | 152 |
| Course Overview | The course addresses marketing issues faced by international companies operating across borders in the rapidly changing world. As the global market becomes more complex and interconnected, 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 competencies in the marketing performance of international companies in the modern world. |
| Intended Learning Outcomes (ILO) | After the course completion, the student is expected to:* know key definitions, concepts and theoretical approaches of international marketing theory;
* be able to develop a marketing plan and ultimately judge the success of the marketing strategy and its implementation;
* be able to solve managerial problems in the field of international marketing through case studies, with a special focus on marketing challenges related to the operations of international companies in emerging markets.
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| Indicative Course Content | 1. The Challenge and Scope of International Marketing
2. Global Integration Marketing Strategies. The Role of Culture in International Marketing
3. Global Branding: Value Creation and the Future of Global Brands
4. Market Entry Strategies
5. Segmentation, Targeting and Positioning on a Global Scale
6. International Marketing Mix Decisions: Product, Pricing and Distribution
7. International Marketing Mix Decisions: Communications
8. International Branding in the Digital Age
9. International Market Research
10. Marketing Planning
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| Teaching and Learning Methods | Various types of active and interactive forms of training activities, including analysis of practical problems and case studies, teamwork assignments and interactive lectures’ discussions aid and enhance student learning. The guest lectures with representatives of foreign companies in the frames of the course are going to illustrate the international marketing theory and increase students’ competencies. |
| Indicative Assessment Methods and Strategy | Overall grades are based on work products that address grade level standards. Grades should reflect student performance during the course implementation. 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: * **О quizzes** - short quizzes (20%),
* **О class** - class activities (40%), including individual and group assignments, discussions of cases, intermediate presentations of marketing plans
* **О project** - course project (marketing plan) final presentation (40%)

**О interm = 0,2·О quizzes + 0,4·О class + 0,4·О project**II. Final assessment: written examination (40%) and intermediate assessment (60%).**О final = 0,4·О exam + 0,6·О interm**The final control grade is rounded to benefit the student.Final exam will be conducted in written form - multiple-choice test. The test is 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 80 minutes. Final control grade will be put in the diploma supplement, which is the resultant assessment of student performance.  |
| Readings / Indicative Learning Resources | Mandatory 1. Steenkamp, J.-B. (2017). Global Brand Strategy: World-wise Marketing in the Age of Branding.
2. Hill, Charles W.L. (2014). International Business: Competing in the Global Marketplace

Optional 1. Dibb, S., Simkin, L. (2010). Judging the quality of customer segments: segmentation effectiveness, Journal of Strategic Marketing, 18:2, 113-131, DOI: 10.1080/09652540903537048
2. Froesen, J., Laukkanen, M. (2016). Reviving heritage brands – the case of Petrodvorets Watch Factory. Emerald emerging markets case studies, vol. 6 no 1, pp. 1-18
3. Hong Bo, Liu Breda, McCarthy Tingzhen, Chen Shu, Guo Xuguang Song, (2014),"The Chinese wine market: a market segmentation study", Asia Pacific Journal of Marketing and Logistics, Vol. 26 Iss 3 pp. 450 - 471 Permanent link to this document: <http://dx.doi.org/10.1108/APJML-07-2013-0089>.
4. Jobanputra, Kuldeep H. (2009). Global Marketing and Consumer Decision Making. Paradise Publishers. <http://site.ebrary.com/lib/hselibrary/detail.action?docID=10415814>
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| Course Instructor | Tatiana Yu. Grishchenko |