



Subject card

Subject name and code	International Marketing, PG_00049676						
Field of study	Economics						
Date of commencement of studies	October 2021		Academic year of realisation of subject		2023/2024		
Education level	first-cycle studies		Subject group		Optional subject group Subject group related to scientific research in the field of study		
Mode of study	Full-time studies		Mode of delivery		at the university		
Year of study	3		Language of instruction		Polish		
Semester of study	6		ECTS credits		4.0		
Learning profile	general academic profile		Assessment form		assessment		
Conducting unit	Department of Marketing -> Faculty of Management and Economics						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Edyta Gołąb-Andrzejak				
	Teachers		dr hab. Edyta Gołąb-Andrzejak				
Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	30		6.0		64.0	100
Subject objectives	To familiarise students with the specifics of international markets and the marketing activities undertaken in companies operating in these markets.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[K6_U04] can properly analyse the causes and course of specific socio-economic processes and phenomena		Student can choose the appropriate methods of entry, presence and expansion in foreign and international markets and assess the actions taken by the selected entity acting on foreign markets		[SU2] Assessment of ability to analyse information		
	[K6_W03] has a basic knowledge about the relations between phenomena, economic entities, structures and economic institutions on a micro and macroeconomic scale, about the objectives of the functioning of these structures and about the regularities occurring between them		Students will be familiar with the specificity of the international micro- and macro-environment and its impact on the operation of business entities operating on foreign markets		[SW1] Assessment of factual knowledge		
	[K6_K04] accepts the existence of different cognitive perspectives and participates in the preparation of social projects taking into account legal, economic and political aspects		Student understands the selection of foreign partners and international markets and to establish partnerships with them, taking into account technical, market, legal, social and cultural conditions		[SK5] Assessment of ability to solve problems that arise in practice		

Subject contents	1. The role of International Marketing 2. Globalisation and internationalisation of companies 3. Analysis of the international environment 4. Market research of foreign markets 5. Segmentation in foreign markets 6. Entry strategies in foreign markets 7. Presence strategies in foreign markets 8. International product strategies 9. Pricing policy in international trade 10. Logistics and distribution in foreign markets 11. promotion in international markets 12. Internet in international and digital marketing 13. International marketing planning 14. Euromarketing 15. Case study of Amazon.com		
Prerequisites and co-requisites	Principles of Marketing		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Written pass	60.0%	100.0%
Recommended reading	Basic literature	Marketing międzynarodowy. Współczesne trendy i praktyka, red. Fonfara K., PWN, Warszawa, 2014. Limański A., Drabik I., Marketing międzynarodowy, Wyd. Difin, Warszawa, 2010.	
	Supplementary literature	Pazio N., Marketing na rynkach międzynarodowych, Oficyna Wydawnicza Politechnika Warszawska, 2016. Wiktor J.W., Oczkowska R., Żbikowska A., Marketing międzynarodowy. Zarys problematyki, PWE, Warszawa, 2008. Duliniec E., Marketing międzynarodowy, PWE, Warszawa 2006.	
	eResources addresses	Adresy na platformie eNauczanie: Marketing międzynarodowy - Moodle ID: 36825 https://enauczanie.pg.edu.pl/moodle/course/view.php?id=36825	
Example issues/ example questions/ tasks being completed	Characterise the specificity of analyses of the international environment. What types of export strategies may company use? How does the process of market segmentation in International marketing look like? Please characterise steps of this process. Discuss the strategies of communication with the foreign market on the basis of cultural environment analyses. Compare the adaptation and the standardisation strategies.		
Work placement	Not applicable		