



Subject card

Subject name and code	INTERNATIONAL MARKETING, PG_00037868						
Field of study	Management						
Date of commencement of studies	October 2022	Academic year of realisation of subject			2022/2023		
Education level	second-cycle studies	Subject group			Obligatory subject group in the field of study 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	1	Language of instruction			English		
Semester of study	2	ECTS credits			3.0		
Learning profile	general academic profile	Assessment form			exam		
Conducting unit	Department of Marketing -> Faculty of Management and Economics						
Name and surname of lecturer (lecturers)	Subject supervisor	dr hab. Edyta Gołąb-Andrzejak					
	Teachers	mgr inż. Agnieszka Kozłowska 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	15.0	0.0	0.0	0.0	45
	E-learning hours included: 0.0						
	INTERNATIONAL MARKETING 2022/2023 IM, sem. 2 - summer - Moodle ID: 25173 https://enauczanie.pg.edu.pl/moodle/course/view.php?id=25173						
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	45	5.0	25.0	75		
Subject objectives	To familiarize students with the specificity of marketing activities undertaken in companies operating on the international markets						
Learning outcomes	Course outcome	Subject outcome			Method of verification		
	[K7_W05] has a broadened knowledge of the creation and functioning of relations between organisations and their environment, including the principles, forms of competition and cooperation, taking into account local, regional, international and global 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			[SW2] Assessment of knowledge contained in presentation		
	[K7_W04] knows and understands the principles of building relations between organisations, including the strategy of achieving competitive advantage, taking into account public and social sector organisations and non-profit organisations	Student knows the specificity of marketing activities undertaken in the company of international scope			[SW1] Assessment of factual knowledge		
	[K7_U05] selects appropriate methods and tools to describe and analyse the problems and areas of activity of the organization and its environment and assess their usefulness and effectiveness, with particular emphasis on their application in government, local government and non-profit organizations	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			[SU3] Assessment of ability to use knowledge gained from the subject		

Subject contents	<ol style="list-style-type: none"> 1. Role of international marketing 2. Globalization and internationalization of enterprises 3. Analysis of the international environment 4. Market research of foreign markets 5. Segmentation on foreign markets 6. Entry strategies for foreign markets 7. Strategies of presence for foreign markets 8. International product strategies 9. Pricing policy in international exchange 10. Logistics and distribution on foreign markets 11. Promotion on the international market 12. Internet in International Marketing and Digital Marketing 13. International marketing planning 14. Euromarketing 15. Amazon.com case study 											
Prerequisites and co-requisites	Basics of Marketing											
Assessment methods and criteria	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 40%;">Subject passing criteria</th> <th style="width: 30%;">Passing threshold</th> <th style="width: 30%;">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td>written exam</td> <td>60.0%</td> <td>51.0%</td> </tr> <tr> <td>exercise report - PowerPoint presentation</td> <td>60.0%</td> <td>49.0%</td> </tr> </tbody> </table>			Subject passing criteria	Passing threshold	Percentage of the final grade	written exam	60.0%	51.0%	exercise report - PowerPoint presentation	60.0%	49.0%
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Recommended reading	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 45%;">Basic literature</td> <td colspan="2" data-bbox="799 636 1487 689">1. Baack D.W., Czarnecka B., Baack D. (2018), <i>International Marketing</i>, SAGE</td> </tr> <tr> <td>Supplementary literature</td> <td colspan="2" data-bbox="799 696 1487 898"> <ol style="list-style-type: none"> 1. Cateora P., Gilly M., Graham J. (2019), <i>International Marketing</i>, McGraw-Hill Education - Europe 2. Czinkota M.R., Ronkainen I.A. (2011), <i>International Marketing</i>, Cengage </td> </tr> <tr> <td>eResources addresses</td> <td colspan="2" data-bbox="799 904 1487 931"></td> </tr> </table>			Basic literature	1. Baack D.W., Czarnecka B., Baack D. (2018), <i>International Marketing</i> , SAGE		Supplementary literature	<ol style="list-style-type: none"> 1. Cateora P., Gilly M., Graham J. (2019), <i>International Marketing</i>, McGraw-Hill Education - Europe 2. Czinkota M.R., Ronkainen I.A. (2011), <i>International Marketing</i>, Cengage 		eResources addresses		
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Example issues/ example questions/ tasks being completed	<p>Characterise the specificity of analyses of the international environment.</p> <p>What types of export strategies may company use?</p> <p>How does the process of market segmentation in International marketing look like? Please characterise all steps of this process.</p> <p>Discuss the strategies of communication with the foreign market on the basis of cultural environment analyses.</p> <p>Compare the adaptation and the standardisation strategies.</p>											
Work placement	Not applicable											