



Subject card

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|---|---|--|--|-------------------------------------|--|------------|-----|
| Subject name and code | INTERNATIONAL MARKETING, PG_00061105 | | | | | | |
| Field of study | Management | | | | | | |
| Date of commencement of studies | October 2023 | | Academic year of realisation of subject | | 2023/2024 | | |
| 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 | | 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 | 15.0 | 0.0 | 0.0 | 0.0 | 45 |
| | 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 | 45 | | 5.0 | | 25.0 | 75 |
| Subject objectives | Effectively solves marketing problems in organizations operating on international markets | | | | | | |
| Learning outcomes | Course outcome | | Subject outcome | | Method of verification | | |
| | [K7_U03] formulates research problems and selects appropriate analytical methods for their effective solution, using advanced IT tools, and evaluates the results critically | | effectively solves properly formulated research problems by critically evaluating the results obtained | | [SU3] Assessment of ability to use knowledge gained from the subject | | |
| | [K7_W03] demonstrates in-depth preparation in the application of analytical methods and techniques for formulating and solving problems | | uses marketing methods appropriately selected to solve problems on international markets | | [SW1] Assessment of factual knowledge | | |
| Subject contents | The role of international marketing Globalization and internationalization of enterprises Analysis of the international environment Marketing research of foreign markets Segmentation in foreign markets Strategies for entering foreign markets Principles of operation of an international enterprise International product strategies Price policy in international exchange Logistics and distribution on foreign markets Promotion on the international market Internet in international marketing and digital marketing International Marketing Planning Euromarketing Amazon.com case study | | | | | | |
| Prerequisites and co-requisites | | | | | | | |
| Assessment methods and criteria | Subject passing criteria | | Passing threshold | | Percentage of the final grade | | |
| | Written test | | 60.0% | | 51.0% | | |
| | Report + presentation | | 60.0% | | 49.0% | | |

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| Recommended reading | Basic literature | Baack D.W., Czarnecka B., Baack D. (2018), International Marketing, SAGE |
| | Supplementary literature | Cateora P., Gilly M., Graham J. (2016), International Marketing, McGraw-Hill Education Europe Czinkota M.R., Ronkainen I.A. (2011), International Marketing, Cengage |
| | eResources addresses | Adresy na platformie eNauczanie: INTERNATIONAL MARKETING 2023/2024 IM, sem. 2 - summer - Moodle ID: 35288 https://enauczenie.pg.edu.pl/moodle/course/view.php?id=35288 |
| Example issues/ example questions/ tasks being completed | Characterize the specificity of the analysis of the international environment What types of export strategies can the company use? What is the segmentation process in international marketing? Describe all stages of this process Discuss communication strategies in international markets based on the analysis of the cultural environment Compare the strategy of adaptation and standardization | |
| Work placement | Not applicable | |

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