



Subject card

Subject name and code	INTERNATIONAL MARKETING, PG_00058473						
Field of study	Economics, Economic Analytics						
Date of commencement of studies	October 2023		Academic year of realisation of subject		2025/2026		
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	5		ECTS credits		2.0		
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						
Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	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		5.0		15.0	50
Subject objectives	Describes the issues of international marketing						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[K6_U06] acquires new knowledge by planning lifelong learning strategies		acquires new knowledge in the field of international marketing		[SU3] Assessment of ability to use knowledge gained from the subject		
	[K6_K03] demonstrates the ability to think critically and analytically and integrates knowledge from many disciplines, acting in an entrepreneurial manner		demonstrates a critical approach to the selection of reliable sources of obtaining information required to analyze the issues of international marketing		[SK5] Assessment of ability to solve problems that arise in practice		
Subject contents	The role of international marketing Globalization and internationalization of enterprises Analysis of the international environment Marketing research of foreign markets Segmentation on foreign markets Strategies for entering foreign markets Principles of operation of an international enterprise International product strategies Price policy in international trade 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	Basics of marketing						
Assessment methods and criteria	Subject passing criteria		Passing threshold		Percentage of the final grade		
	Case studies		60.0%		80.0%		
	Activity		0.0%		20.0%		
Recommended reading	Basic literature		Fonfara, K. (red.) (2021). Marketing międzynarodowy. Współczesne trendy i praktyka. Warszawa: Wydawnictwo Naukowe PWN. Duliniec, E. (2009). Marketing międzynarodowy. Warszawa: Polskie Wydawnictwo Ekonomiczne.				
	Supplementary literature		Grzesiuk, A. (2019). Marketing międzynarodowy. Warszawa: CeDeWu. Wiktor, J.W., Oczkowska, R., Zbikowska, A. (2008). Marketing międzynarodowy Zarys problematyki. Warszawa: PWE.				

	eResources addresses	Adresy na platformie eNauczanie:
Example issues/ example questions/ tasks being completed	Characterize the specificity of the analysis of the international environment. What types of export strategy can the enterprise employ? What is the segmentation process in international marketing? Characterize all the steps in the 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	